

Recommendations for FY20-21	Proposed SDDTAC Rx	COM INPUT 20-21	%	INFRASTRUCTURE 20-21	%	DATA & EVIDENCE 20-21	%	Rx Agency
COMMUNITY-BASED GRANTS (CBG)								
Health education, food security, physical activity	\$ 3,260,000	\$ 3,260,000	29%	\$ 3,260,000	29%	\$ 3,260,000	29%	DPH/CHEP
CBOs working with SFUSD	\$ 300,000	\$ 300,000	2.7%	\$ 300,000	2.7%	\$ 300,000	3%	DPH/CHEP
Water Education	\$ -	\$ -	0.0%	\$ -	0.0%	\$ -	0.0%	DPH/CHEP
Media	\$ 250,000	\$ 250,000	2%	\$ 250,000	2.2%	\$ 250,000	2.2%	DPH/CHEP
Technical Assistance/capacity building grants		\$ 470,000	4.2%			\$ 470,000	4%	
Community engagement	\$ 50,000	\$ 50,000	0.4%	\$ 50,000	0.4%	\$ 50,000	0.4%	DPH/CHEP
TOTAL CBG	\$ 3,860,000	\$ 4,330,000	39%	\$ 3,860,000	34%	\$ 4,330,000	39%	
School Food, Nutrition Ed	\$ 1,000,000	\$ 1,000,000	9%	\$ 1,000,000	9%	\$ 1,000,000	9%	SFUSD via DCYF
Student Led Action	\$ 500,000	\$ 500,000	4.5%	\$ 500,000	4.5%	\$ 500,000	4.5%	SFUSD via DCYF
Student Led Media+coordinator	\$ 250,000	\$ 250,000	2.2%	\$ 250,000	2.2%	\$ 250,000	2.2%	SFUSD via DCYF
SFUSD Kitchen/Food Infrastructure Upgrade	\$ -	\$ 285,000	2.5%					SFUSD via DCYF
College Scholarships in health field for Priority Populations	\$ -	\$ 400,000	3.6%					
TOTAL SFUSD	\$ 1,750,000	\$ 2,435,000	22%	\$ 1,750,000	16%	\$ 1,750,000	16%	
Healthy Food Purchasing Supplement	\$ -	\$ 1,200,000	11%	\$ 1,000,000	9%	\$ 1,000,000	9%	DPH/PHD
Healthy Retail	\$ 150,000	\$ 150,000	1.3%	\$ 150,000	1.3%	\$ 150,000	1.3%	OEWD
TOTAL Food ACCESS	\$ 150,000	\$ 1,350,000	12%	\$ 1,150,000	10%	\$ 1,150,000	10%	
Breastfeeding	\$ -	\$ 175,000	1.6%	\$ 175,000	1.6%	\$ 250,000	2.23%	???
TOTAL BREASTFEEDING	\$ -	\$ 175,000	1.6%	\$ 175,000	1.6%	\$ 250,000	2.2%	
ORAL HEALTH								
community task forces	\$450,000	\$450,000	4.0%	\$450,000	4.0%	\$450,000	4.0%	DPH/ MCAH
School based sealant	\$350,000	\$350,000	3.1%	\$350,000	3.1%	\$350,000	3.1%	DPH/ MCAH
School based education case	\$200,000	\$200,000	1.8%	\$200,000	1.8%	\$200,000	1.8%	SFUSD via
TOTAL ORAL HEALTH	\$1,000,000	\$1,000,000	9%	\$ 1,000,000	9%	\$ 1,000,000	9%	

City Departments should contract directly with CBOs through an RFP process managed through the Community Health Equity and Promotion (CHEP) Branch of the Department of Public Health. CBG should support community-based programs and services that address the health inequities of those most targeted by the beverage industry. Funding should go to Community Based Organizations (CBOs) and Faith Based Organizations (FBOs) for the following strategies: 1. Health Education activities including, chronic disease prevention, healthy eating and active living, tap water promotion, oral/dental health. 2. Physical Activity opportunities, including: a) Dance and movement, sports, yoga, walking groups, biking, etc.; b) Changes to the built environment (ie sidewalks, streets, parks, buildings, etc) or safety of the built environment that facilitates increased physical activity and active transportation). 3. Food Security, including: a) Community-based pantries, community-based hot meals, community kitchens and community home delivery services; b) Increased financial resources (i.e. wages, income, government nutrition supplements, vouchers, etc.); c) Changes to the built environment that facilitate food security; d) Pursuit of institutional or local policies that facilitate food security; and e) Food Access, including community-based food systems approaches, community-based pantries, community-based hot meals, community kitchens and community home delivery services, etc. 4. Water Promotion, such as support for Spa Water Supplies, station maintenance and beautification, refillable water bottles to distribute to communities, water testing. 5. Community Based Participatory Research 7% of all CBO funding (eg 7% of approximately \$4.3 million) should go towards CBOs implementing programs/initiatives that take place in school settings. Funding to issue grants to CBOs should follow the guidelines above.

water ed happening through Oral Health TF; and some CBG Funds to CBOs to support media and communications campaigns that include 1) grassroots, community-driven awareness campaigns about the intent of the SDDT and the impact of the allocated funds; 2) city-wide communications campaign highlighting the impact and importance of the SDDT; and 3) communications material for merchants. This may be implemented via CBOs and/or private media firms. Examples include community-driven messaging, print, online, and social media campaigns.

Provide one time capacity building grants as SFDPH/CHEP did in FY2019/2020

Community engagement activities (ex. community conveners, focus groups, town halls, attending existing community meetings, etc.) to ensure that meaningful community engagement opportunities are fully integrated throughout the work of the SDDTAC, so that impacted populations can inform the decisions of the full committee.

To improve the quality and appeal of school meals and support nutrition education to increase participation in school meal programs (for example: cooking and serving equipment, staff professional development, and innovative procurement and menu strategies to increase freshly prepared food). Funding will target schools with the largest populations of high-risk students that are disproportionately targeted by the sugary drinks industry.

Support student led efforts to decrease consumption of sugary drinks and increase awareness of sugary drinks consumption among students, with focus on schools with the largest populations of high-risk students that are disproportionately targeted by the sugary drinks industry. SFUSD should provide to SDDTAC a proposal of how funding will be spent through student led action.

A full-time Student Engagement Coordinator will be responsible for coordinating youth engagement. This person's primary role is to lead and grow holistic wellness initiatives and activities by developing innovative projects, leading and designing curriculum-based programs, and sparking students' voice and passions for health equity through environmental change, media, food, and food justice in alignment with SFUSD's Wellness Policy and SF Soda Tax.

Cost of construction and equipment to upgrade 1-3 kitchens with the necessary infrastructure to be able to receive meals made at McAteer Culinary Center, and serve meals buffet style. Priority schools for this work directly align with the SDDTAC priority zip codes.

(This is intended to be ongoing - ComInput)

Support programs that increase financial resources to purchase healthy food such as vouchers and food purchasing incentives. These funds will be RFPed out to CBO and FBO. (Additional 200K is intended to be ongoing - ComInput)

Supporting small business to increase healthy food access in high risk and impacted communities and neighborhoods by: 1) supporting business operations; 2) promoting community engagement; and 3) improving the retail environment.

awaiting further information

Support development of community infrastructure such as oral health community task forces that incorporate diverse stakeholders for outreach, education, and interventions to address the oral health needs of children in high risk populations.

Support school-based and school-linked preventive oral health programs within SFUSD schools serving high risk target populations. This should also support SFUSD dedicated oral health staffing.

Recommendations for FY20-21	Proposed SDDTAC RX	COM INPUT 20-21	%	INFRASTRUCTURE 20-21	%	DATA & EVIDENCE 20-21	%	Rx Agency
Infrastructure: staffing, evaluation, M&S	\$ 800,000	\$ 800,000	7%	\$ 800,000	7%	\$ 800,000	7%	DPH/CHEP
TOTAL INFRASTRUCTURE	\$ 800,000	\$ 800,000	7%	\$ 800,000	7%	\$ 800,000	7%	
Water Access - SFUSD	\$ 340,000	\$ 340,000	3.0%	\$ 340,000	3.0%	\$ 340,000	3.0%	SFUSD via DCYF
Water Access - Public Spaces	\$ -	\$ -	0.0%	\$ -	0.0%	\$ 340,000	3.0%	RPD
TOTAL WATER ACCESS	\$ 340,000	\$ 340,000	3.0%	\$ 340,000	3.0%	\$ 680,000	6%	
SF Recreation & Parks						\$ 470,000		
Peace Parks	\$ -	\$ 520,000	4.6%	\$ 650,000	5.8%	\$ 520,000	4.6%	RPD
SVIP funding - Peace Parks transportation	\$ -	\$ -	0.0%	\$ 225,000	2.0%	\$ -	0.0%	RPD
Scholarships	\$ -	\$ -	0.0%	\$ 1,000,000	8.9%	\$ -	0.0%	RPD
TOTAL RPD	\$ -	\$ 520,000	4.6%	\$ 1,875,000	17%	\$ 990,000	9%	
Support for small business	\$ 250,000	\$ 250,000	2.2%	\$ 250,000	2.2%	\$ 250,000	2%	OEWD
Total Proposed in 19/20	\$ 8,150,000	\$ 11,200,000	100%	\$ 11,200,000	100%	\$ 11,200,000	100%	
20/21 TOTAL Available	\$ 11,200,000	\$ 11,200,000		\$ 11,200,000		\$ 11,200,000		
difference	\$ 1,200,000	\$ -		\$ -		\$ -		

A. Personnel
1) Backbone staffing to support SDDTAC
a. Provide backbone staffing to the SDDTAC, including: i) Staff full committee and 5 subcommittees in compliance with Sunshine and Brown Acts; ii) Coordinate among city agencies and funded CBOs to promote collective impact; iii) Help guide vision and strategy of SDDTAC, support aligned activities; manage SDDTAC work and timeline; and iv) Work with evaluation team to establish shared measurement practices
b. As necessary, manage citywide/soda tax impact media
c. Develop/Compile and Manage completion of SDDTAC Annual Report
d. Manage SDDTAC bi-ennial nominations process
2) Staffing to support DPH SDDT Implementation of community based grants
a. Manage work of contractors, including: i) develop and implement CBO RFP process; ii) provide technical assistance for CBOs and merchants; iii) promote collective impact in coordination with SDDTAC backbone staff and City Agencies; and iv) work with evaluator and SDDTAC backbone staff to develop and implement evaluation plan and evaluation technical assistance.
3) Staffing to support research and evaluation of SDDT Impact, including data purchases as necessary
a. At least 1.0 FTE epidemiologist; b. Support data analysis for annual report; c. Manage data purchases; d. participate in development and implementation of SDDT evaluation
B. Professional services including: i) technical assistance for funded CBO and FBO; ii) evaluation - to develop evaluation framework and evaluate funded city agencies, CBO and FBO, and process evaluations from applicants, etc.; iii) city attorney to provide ongoing technical consultation; iv) project management agency to offset fiscal intermediary costs
C. Materials/Supplies for meetings and printing costs
D. Training to support staff development
E. Data for collection (pricing), analysis (Nielsen) and purchase (IRI)

SFUSD via DCYF SFUSD water station installation. Additionally invest in adding signage and art to 3 stations to pilot evidence based community informed model for what designs should be. As well as water education. Allows for comparison of usage b/t pilot stations with artwork/ed and those without

RPD Public water station installation. Additionally invest in adding signage and art to 3 stations to pilot evidence based community informed model for what designs should be. As well as water education. Allows for comparison of usage b/t pilot stations with artwork/ed and those without

to serve Priority Populations
To support staffing and supplies, including healthy food, for Peace Parks programs in target populations

scholarships and satellite offices to enable families to participate/ options to make signing up for scholarships remotely or online

request for high level budget; request data from EVIDENCE team