

Dr. Grant Colfax Director of Health

City and County of San Francisco London N. Breed Mayor

## Sugary Drinks Distributor Tax Advisory Committee Subcommittee: Data and Evidence (D/E)

## MINUTES March 11, 2020 10:00 AM

25 Van Ness Avenue, 6th Floor, Suite 650, San Francisco, CA 94102

\* Please note that public comment will be held after every agenda item. If a member of the public would like to comment on a topic that is *not* on the agenda, they may do so during general public comment at the start of the meeting. Please see the *Notes* section of this document for additional information.

#### Order of Business:

#### 1) Call to Order / Roll Call

Present: Jonathan Butler (via Zoom), Saeeda Hafiz (via Zoom), Joi Jackson-Morgan (Via Zoom), Jose Parra, UCSF (via Zoom)

Absent: Rita Nguyen, Roberto Vargas, Irene Hilton

Meeting called to order at 10:30am

2) Approval of February Meeting Minutes - [discussion and action]

Joi motions to approve minutes. Saeeda seconds the motion. Minutes are approved.

3) Review of February SDDTAC Meeting Minutes – [discussion and possible action]

Member recollected to adding comments that were made specifically from community members who have expressed concerns about SDDT funding going to the Recreation and Park Department. The community feels that RPD has not been forthcoming with its efforts related to scholarships. There has only been one RPD staff responsible for enrolling for RPD scholarships and outreach has been sparse.

Members noted that RPD staff that were present at February SDDTAC meeting had shared that RPD's current status of percentages and outcomes, however outcomes were not fully described and no prior updates were provided to the SDDTAC and only during the meeting when budget recommendations were being voted. Member shared that RPD's budget was shared previously with SDDTAC but did not provide any information as to strategy or status of how RPD SDDT funds were being spent. Member noted that Linda Barnard of RPD stated at February SDDTAC meeting that RPD is hiring and training more people for clubhouse runners to enroll people onsite. Member added that the question of the status of RPD's administration of \$2Mil, as well as water station installations. Members discussed the discussions at the February SDDTAC meeting about budget recommendations for SFUSD kitchen infrastructure upgrades. Member stated that they felt



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comfortable with partially funding kitchen infrastructure upgrade for schools instead of Peace Parks and how members suggested to split the remaining funds to be allocated between RPD and SFUSD. Member questioned why funds are being allocated to RPD and to ensure that funds are going towards schools and water access not be allocated to RPD. Member shared that RPD and SFUSD will be in discussions about combined community decisions on where water installations should be per discussions at February SDDTAC meeting.

Member stated that discussions related to SFUSD kitchen infrastructure upgrades were discussed. Member stated that Lauren shared there is a list of schools that were in the que for being upgraded and that should funds be allocated for kitchen upgrades, the additional funding would provide for assessment and to determine if additional funds would be needed if construction stumbling blocks were to be encountered. Members recommended that staff reach out to Larry McClendon who has expressed specific concerns about schools in the Bayview that definitely need kitchen upgrades.

Staff shared with members that the additional comments will be added to the February SDDTAC draft meeting minutes and will be highlighted for SDDTAC members to review at March SDDTAC meeting.

- 4) Review and Consideration of Agenda [discussion and action]
  Joi motions to approve agenda. Saeeda seconds the motion. Agenda is approved.
- 5) General Public Comment- [discussion] No public comment
- 6) Housekeeping [discussion and possible action]
  - a) March SDDTAC Meeting Location: Currently meeting is scheduled to be held at 1390 Market Street, Suite 900 TBD, staff is awaiting to hear back from city attorney if convening meeting online via zoom is allowed. SDDTAC is not allowed to vote remotely, seeking city attorney's recommendation in light of local health emergency
  - b) Harder & Company Evaluation Report D/E Subcommittee Vote

Saeeda motions to approve Harder & Company FY 18-19 evaluation report. Joi seconds the motion. Evaluation report is approved.

c) Infrastructure Subcommittee Update
Staff reviewed strategic plan slides from Raimi & Associates with edits from other SDDT subcommittees.
Members agreed with other subcommittee edits such as deleting "power" as part of Goal 1 strategy explanation. Kym Dorman of Raimi & Associates will be presenting the updated strategic plan drafts and finalize.

d) Community Input Subcommittee Update
Staff shared that community input subcommittee also provided feedback for draft strategic plan and provided comments to community input's section of the final report. Staff provided a brief update on media, 10 organizations that were funded to do social media activities on SF soda tax. Civic Edge has



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received quotes on advertising on MUNI. She also shared that Civic Edge is organizing community event in June that will also invite all SDDT funded organizations and will share at March SDDTAC meeting. Saeeda shared that Mission High School would like to be on May 20<sup>th</sup> SDDTAC meeting to exhibit the work and conversations, and will need 40 minutes for presentation. Joi suggests that SDDT funded organizations consider attending May SDDTAC meeting to view Mission High School presentation. Staff shared that SDDT grantees have been convened, will be invited to June event and are being reached out to for evaluation purposes.

#### 7) Review of SDDTAC Annual Report Components [discussion and action]

a) Data and Evidence Subcommittee Report

Jonathan reviews data and evidence section in the full report and notes that mission and duties of the subcommittee remain the same. Member adds that accomplishments #5 "reviewed and presented the most recent literature on health disparities and factors that contribute to health disparities" have also be added to SDDTAC co-chair letter as well as #7 "created a grid on cross-sectional priorities between the SDDTAC work and our Children and Our Families (led by subcommittee member, Saeeda Hafiz).

Saeeda motions to approve Data and Evidence subcommittee section of annual report. Joi seconds the motion. Data and Evidence subcommittee section approved.

#### b) Co chair letter -

Jonathan suggests that information regarding data and evidence be included into the co-chair letter as well as the executive summary as evaluation is a big part of process and particularly communities are leading the process and SDDTAC is providing the support to do so. Members agreed to Jonathan's suggestion. Member suggested that the letter include information as to the varying of opinions on the subcommittees, however SDDTAC as a whole works together to ensure that their recommendations are coordinated and unified. Joi stated that co-chair letter notes that SDDTAC is grounded in community and in spite of who they are being led by, the SDDTAC is advised by the community. This is to illustrate that the SDDTAC is community focused and grounded. Member suggested to include a colon, noted where we come together in subcommittee bullet points. Language referencing "seats they represent" should be in bold. Community needs should be moved to 1st paragraph. Jonathan suggests that letter should draw to community and note how messaging is being conveyed to the community.

Joi to send to staff by end of the week. Executive summary - Jonathan will send what he wrote up specifically on data and evidence to Joi.

- c) Background general information, similar to previous year annual report.
- d) Sugary Drinks Distributor Advisory Committee Recommendations per SDDTAC recommendations from February 2020 meeting.
- e) Impact of the Sugary Drinks Distributor Tax: Evaluation Report
- f) Impact on Beverage Prices and Consumer Purchasing Behavior & Public Health: Data Report

Staff recommends committee members to continue to review report specifically on impact section of annual report. Evaluation report details process and how SDDT revenue was allocated and its use of funds. Jonathan



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added that evaluation report is written in a larger vision of evaluation.

#### 8) Agenda items for April 8, 2020 Meeting [Discussion and action]

• Data and Evidence work plan

Saeeda motions to recess April meeting. Joi seconds. Data and Evidence subcommittee meeting will recess in April.

#### 9) Public Comment - No public comment

#### 10) Adjournment

Saeeda motioned to adjourn meeting. Joi seconds the motion. Meeting is adjourned at 12:07pm.

#### **PUBLIC COMMENT**

General Public Comment: At this time, members of the public may address the SDDTAC Advisory Committee on items of interest to the public that are within the subject matter jurisdiction of the Committee but do not appear on the agenda.

With respect to agenda items, the public will be given an opportunity to address the Committee when the item is reached in the meeting. Each member of the public may address the Committee for up to three minutes.

The Brown Act forbids a Committee from taking action or discussing any item not appearing on the posted agenda, including those items raised at Public Comment. In response to public comment on an item that is not on the agenda, the Committee is limited to:

- Briefly responding to statements made or questions posed by members of the public, or
- Requesting staff to report back on a matter at a subsequent meeting, or
- Directing staff to place the item on a future agenda. (Government Code Section 54954.2(a).) 10.

Each action item will hold public comment before a vote is made.

Explanatory documents are available at the 25 Van Ness Ave, Suite 500 during regular business hours. If any materials related to an item on this agenda have been distributed to the SDDTAC after distribution of the agenda packet, those materials are available for public inspection at the address above during normal business hours.

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#### **DISABILITY ACCESS**

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Mayor's Task Force on Anti-Human Trafficking meetings are held in Room 305 at City Hall, 1 Dr. Carlton B. Goodlett

Place in San Francisco. City Hall is accessible to persons using wheelchairs and other assistive mobility devices. Ramps are available at the Grove, Van Ness and McAllister entrances.

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Comparison between SDDTAC Recommendations and Mayor's Allocations FY19-20



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Item	SDDTAC Rx Amount	SDDTAC Rx %	SDDTAC Rx Agency	Mayor's Budget	% of Mayor's Budget	Mayor's Proposed Agency	Variance
Community-							
Based Grants	\$4,290,000		DPH/CHEP	\$2,995,000	26.76%	DPH	
		41.25%		\$300,000	2.68%	SFUSD via DCYF	
			Comm Engag	\$50,000	.45%	Total	-\$345,000
School Food, Nutrition Education,	\$1,000,000	14.42%	SFUSD	\$1,500,000	14%	SFUSD via DCYF	\$0
Student Led Action	\$500,000		SFUSD	\$500,000		SFUSD via DCYF	
Food Access	\$1,000,000	9.62%	DPH	\$1,000,000	10%	DPH	\$35,000
Healthy Retail SF	\$150,000	1.44%	OEWD	\$150,000	1%	OEWD	\$0
Oral Health	\$1,000,000	9.62%	DPH – Task Force	\$450,000	4.02%	SFUSD via DCYF	
			Sealant Pgm	\$450,000	3.13%	DPH	
			Edu/Case Mg	\$200,000	1.79%	Total	\$0
Infrastructure	\$1,000,000	11.92%	DPH/CHEP	\$1,000,000	8%	DPH	-\$240,000
Water Access - SFUSD	\$0	2.88%	SFUSD	\$0	0%	SFUSD via DCYF	\$0
Water Access - Public Spaces	\$300,000	2.00/0	PUC/DPH	\$300,000	2.68%		
SF Recreation & Parks	\$520,000	5%	RPD	\$2,895,000	5%		\$2,375,000
HOPE SF Peer Enhancements	\$400,000	3.85%	N/A	\$400,000	0%	DPH	\$400,000
Total	\$10,400,000	100.0%		\$11,190,000	100%		



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#### Description of intended purpose from Mayor's Budget

Community-Based Grants: Funding to issue grants to CBOs for programs and services in the following areas (1) Health Education, (2) Physical Activity, (3) Food Access, and (4) a Media/Awareness Campaign. School Food, Nutrition Education, student-led action: Funding to (1) improve the quality of school meals, (2) support nutrition education, and (3) support student-led efforts to decrease consumption of SSBs and increase awareness around students.

Food Access: Healthy Food Purchasing Supplement

Healthy Retail: Will provide Healthy Store makeovers to 2 additional stores and continue ongoing providing support to 10 stores.

Oral Health school-based: Funding to support oral health in schools, including the cost of sealants.

Oral Health: Funding for Community Task Forces

Infrastructure: To fund a contract through DPH for facilitation and strategic support for the SDDTAC. Will also support research needs, including purchasing of data, and costs at DPH related to the administration of CBO grant program.

Water Access: One-time for the installation of water refilling stations in schools. Also can be used to purchase refillable water bottles for students.

SFRPD: Funding to Rec Park to provide continued support of the Peace Parks program.

Hope SF Peer Enhancements: Fund training and peer wage increases.



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#### SDDTAC Recommendations FY19-20 and 20-21

	FY19-20	FY20-21	%	Department
COMMUNITY-BASED GRANTS				
Health education, food security, physical activity	\$3,260,000	\$3,260,000		DPH/CHEP
CBOs working with SFUSD	\$300,000	\$300,000		DPH/CHEP
Media	\$680,000	\$680,000		DPH/CHEP
Community engagement	\$50,000	\$50,000		DPH/CHEP
TOTAL COMMUNITY BASED GRANTS	\$4,290,000	\$4,290,000	41%	
SFUSD				
School Food, Nutrition Ed	\$1,000,000	\$1,000,000		SFUSD via DCYF
Student Led Action	\$500,000	\$500,000		SFUSD via DCYF
TOTAL SFUSD	\$1,500,000	\$1,500,000	14%	
FOOD ACCESS				
Healthy Food Purchasing Supplement	\$1,000,000	\$1,000,000		DPH/CHEP
Healthy Retail	\$150,000	\$150,000		OEWD
TOTAL FOOD ACCESS	\$1,150,000	\$1,150,000	11%	
ORAL HEALTH				
Community task forces	\$450,000	\$450,000		DPH/MCAH
School-based sealant application	\$350,000	\$350,000		DPH/SF Health Network
School-based education and case management	\$200,000	\$200,000		SFUSD via DCYF
TOTAL ORAL HEALTH	\$1,000,000	\$1,000,000	10%	
INFRASTRUCTURE				
DPH Infrastructure	\$1,000,000	\$1,000,000		DPH/CHEP
Strategic planning	\$40,000	\$-		DPH/CHEP
Evaluation	\$200,000	\$200,000		DPH/CHEP
TOTAL INFRASTRUCTURE	\$1,240,000	\$1,200,000	12%	
WATER ACCESS				
Water Access - SFUSD	\$-	\$340,000		PUC via RPD/DPW?
Water Access - Public Spaces	\$300,000	\$-		PUC via RPD
TOTAL WATER ACCESS	\$300,000	\$340,000	3%	
SF Recreation & Parks	\$520,000	\$520,000	5%	RPD
HOPE SF Chronic Disease Equity	\$400,000	\$400,000	4%	DPH/Behavioral Health
Total Proposed	\$10,400,000	\$10,400,000	100%	



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	Budget Descriptions
COMMUNITY-	City Departments should contract directly with CBOs through an RFP process managed through the
BASED GRANTS	Community Health Equity and Promotion (CHEP) Branch of the Department of Public Health. CBG
Health education, food security, physical activity	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) Efforts to influence changes to the built environment (ie sidewalks, streets, parks, buildings, etc.) or safety of the built environment that facilitates increased physical activity and walking and biking for utilitarian trips, sometimes referred to as active transportation); and c) pursuit of institutional or local policies that facilitate physical activity and active transportation (such as adequate PE time and instructors, commuter benefits for active transportation, etc)  3. Healthy Eating/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; and d) Pursuit of institutional or local policies that facilitate food security.  4. Water Promotion, such as support for Spa Water Supplies, station maintenance/beautification, refillable water bottles to distribute to communities, water testing  5. Community Based Participatory Research
CBOs working with SFUSD	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.
Media	To develop and implement a media campaign focused on the impact of the SDDT with an emphasis on grassroots, community-led storytelling. Community Based Participatory Principles will be utilized in the development of the storytelling campaign, with CBOs funded to co-develop the campaign with a contracted media agency. The funds should support both a local and regional media campaigns. The regional campaign should be in coordination with other jurisdictions with similar sugary beverage taxes to leverage resources and augment the intended goals of the SDDTAC. A portion of the local media campaigns must include a merchant education component. A smaller proportion of the funds (to be determined by the Department of Public Health and any contracted entities) may support media/communications campaigns that highlight the health harms of sugary beverage intake and encourage tap water consumption. A portion of the funds must include merchant education. The local campaign must include merchant education component. DPH/CHEP will contract with media agency, and oversee the campaign progress, with guidance from the Community Input Subcommittee on the local and regional community-led story telling campaigns and guidance from the Infrastructure Subcommittee on the merchant focused campaign.
Community engagement	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.



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SFUSD	
School Food, Nutrition Ed	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.
Student Led Action	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.
FOOD ACCESS	
Healthy Food Purchasing Supplement	Support programs that increase financial resources to purchase healthy food such as vouchers and food purchasing incentives. This investment is meant to support both the communities most impacted by the health consequences of sugary beverage consumption and to support the local economy including local merchants. These funds should be RFPed out to CBOs and FBOs according to the Community Based Grants guidelines.
Healthy Retail	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.
ORAL HEALTH	
Community task forces	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.
School-based sealant application	Support school-based and school-linked preventive oral health programs within SFUSD schools
School-based education and case management	serving high risk target populations. This should also support SFUSD dedicated oral health staffing.
INFRASTRUCTURE	



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DPH Infrastructure	A. Personnel  1) Backbone staffing to support SDDTAC a. A program manager to provide backbone staffing to the SDDTAC, including: i) Staffing full committee and 3 subcommittees in compliance with Sunshine and Brown Acts; ii) Coordinating 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) Working 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 biennial 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 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 implement evaluation framework and evaluate funded city agencies, CBO and FBO, and process evaluations from applicants, and provide evaluation technical assistance; iii) city attorney to provide ongoing technical consultation  C. Materials/Supplies for meetings and printing costs  D. Training to support staff development  E. Data for collection (pricing), analysis (Nielsen) and purchase (IRI)
Strategic planning	Strategic planning consultant to facilitate the SDDTAC in creating a strategic plan to guide the work. The development of this plan should be informed by multiple guiding principles to at least include: the 10 essential public health services, community input regarding its priorities and needs, lessons learned and best practices from other jurisdictions that have implemented similar taxes. The strategic planning process should address, among other aspects, the near and long term strategic goals of the SDDTAC; the role of CBOs, FBOs, and city agencies in achieving this vision; how the SDDTAC's goals fit within the context of city-wide coalitions with similarly aligned goals
Evaluation	Additional funds for evaluation may:  a. support community based participatory research (ex. street intercept, merchant interview, focus groups)  b. develop a system to collect data  c. expand technical assistance  d. conduct more qualitative evaluation that can help develop stories that describe impact of tax
WATER ACCESS	
Water Access - SFUSD	To install hydration stations at low income schools serving students with health disparities (ex. Bayview, Chinatown, Mission), to elevate the schools to the Silver or Gold standard for hydration stations (i.e. one on each floor, centrally located, and conduct water education). Funds may support purchase of Spa Water Supplies, station maintenance and beautification, refillable water bottles to distribute to students, water testing.



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Water Access - Public Spaces	To install or upgrade existing hydration station(s) in public spaces that target high-risk populations that are disproportionately targeted by the sugary drink industry (community identified public spaces). This funding should support high-quality, visually appealing, stations that can serve as a highlighted example of the potential for hydration stations. This can include beautifying and optimizing current station(s) or creating new one(s).
SF Recreation & Parks	To support staffing and supplies, including healthy food, for Peace Parks programs in target populations
HOPE SF Chronic Disease Equity	To fund services to public housing residents in the HopeSF sites. Public housing is a known risk factor for diet sensitive health disparities. The concentrated poverty and resource isolation intensifies the impact of race and poverty. This funding will be used to support resident peers, trained as community health workers, to provide health education, chronic disease self-care programs, and linkages to care. Each of the 4 sites will have two full time peer community health workers who will provide a variety of programming. The funding supports both wages and some
	program expenses.

<sup>\*</sup> Funding should support programs and services that increase financial resources to purchase healthy food; access to healthy fruits and vegetables while minimizing processed foods for high-risk communities; foods that are affordable and convenient; and programs that support the consumption of healthy foods including the ability to prepare and store meals and the knowledge of basic nutrition, food safety and cooking. Priority programs should incorporate a community-based food security perspective and have demonstrated increased ability of food insecure residents to purchase, access, and consume consumption of healthy, fresh, low-to-no cost and culturally appropriate foods, including but not limited to food vouchers/incentives, transportation and delivery and prepared foods.

#### **ONGOING ADDBACKS FROM FY 2017-2018**

PROGRAM	DEPARTMENT	DESCRIPTION	
Food Security – Healthy	DPH	Maintain current service levels: Vouchers and education to	50,000
Food Purchasing		increase consumption and access to nutritious foods by increasing	
Supplement		the ability of low income residents to purchase fruits and	
		vegetables at neighborhood vendors and farmers' markets in	
		collaboration with DPH Healthy Retail Program.	
Healthy Corner Store	ECN	Promoting corner stores and markets to sell healthy products as	60,000
Retail		opposed to sugary beverages, etc.	
Food Security – Home	HSA	Address current waitlist: Delivery of nutritious meals, a daily-	477,000
Delivered Meals (HDM)		safety check/friendly interaction to homebound seniors/adults	
		with disabilities who cannot shop or prepare meals themselves.	
		Many providers offer home assessments/nutrition	
		education/counseling.	
Food Security –	HSA	Address current waitlist: Daily, hot, nutritious meals for	220,000
Congregate Lunch Meals		seniors/adults with disabilities	
Senior Fitness	HSA	Senior fitness programming at IT Bookman and George Davis	200,000
Congregate Meal Program	HSA	Congregate Meal Program A	75,000
Congregate Meal Program	HSA	Congregate Meal Program B	75,000
		TOTAL	1,157,000

<sup>\*</sup>The Board of Supervisor's made a series of addbacks in the FY 17-18 budget. When the Board of Supervisors makes changes to the Mayor's budget, some of these changes are "addbacks" denoting the Board's decision to add funds back for a particular service. Addbacks become part of an agency's baseline budget.