

Director of Health

City and County of San Francisco London N. Breed Mayor

Sugary Drinks Distributor Tax Advisory Committee

MINUTES

January 19, 2022 - 5:00 pm Join Online Via Zoom https://us02web.zoom.us/j/86280612129

Meeting ID: 862 8061 2129 Join Via Phone: +1 (669) 900 - 6833

* 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 about public comment.

** Times provided for agenda items are estimates

Order of Business:

1. Call to Order / Roll Call – 5 minutes -

Present: Larry McClendon, Christina Goette, Melinda Martin, Michelle Kim, Maysha Bell, Marna Armstead, Laura Urban, Prasanthi Patel, Fahimeh Jamshidi, Abby Cabrera, Dianna Cavagnaro, Linda Barnard, Kiana Keshavarz, Irene Hilton, Lea Troeh, Maureen Guerrero, Veronica Shepard, Priti Rane, Marco Guillen, Jennifer Lebarre, Saeeda Hafiz, Rupa Marya, Justin Adeyanju, Kym Dorman, Patricia Erwin, Vanessa Bohm, Katie Ettman, Josiah, Jamie Stark, Magic Tooth Bus, Rupa Mayra, Justin Adeyanju

Absent: Diana Lau, Rita Nguyen

- a. Approval of Excused Absences [Action]
- 2. Land Acknowledgement 1 minute
- 3. Approval of Minutes for Previous (December) Meeting [Action] 2 minutes

Michelle - Typo, announcement from Maysha, Chase Center, "Lucky's"

Maureen motions to approve minutes with edit. Veronica seconds. Minutes are approved.

4. Review and Consideration of Regular Agenda [Action] – 2 minutes

Larry motions to approve agenda. Marna seconds. Agenda is approved.

5. General Public Comment – 10 minutes

Lea Troeh, EAT SF – hoping to get recommendations for multi-year funding to increase the efficiency of organizations that receive funding yearly.



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Rupa Mayra – Professor of Medicine from UCSF; founded women of color collective focusing on food as medicine collective (Deep Medicine Circle) growing food in San Gregorio and food will be given to San Franciscans and partnered with TNDC's new community hub funded by SDDT and would love to also be considered for funding as the work is in direct support for food insecure San Franciscans.

Justin Adeyanju – representing oral health taskforces and emphasize priority of children's oral health; throughout the pandemic the taskforces have been able to reach communities that need the support and thanks to the SDDTAC for listening and to keep taskforces in mind.

Prasanthi Patel – Cavity Free SF – Due to the pandemic oral health taskforces have been able to pivot their work to continue to support the community; encourages collaboration across different grantees to ensure the message is being repeated about the importance of oral health, as well as food as medicine, chronic disease, etc and all the messages are being reinforced as a collective model. Thank you.

6. DPH Staff Report [Discussion and Possible Action] 10 minutes

Staff shares that DPH is awaiting process of SDDTAC member COVID 19 vaccine status reporting, which will need when meeting in person.

Finalizing letter to Tax Collector with Data Use Agreement, once complete DPH will sent to Treasury and Tax Collector Office.

7. Approval of SDDT FY 20-21 Evaluation Report Vote [Discussion and Possible Action] 10 minutes

Jennifer motions to rearrange agenda items switching 7 and 8. Michelle seconds. Motion passes.

Kym presents draft SDDT evaluation FY 2020-2021 key findings and recommendations as noted below.

Evaluation Report 2020-21: Key Findings

- SF SDDT Ordinance and SDDTAC have been identified as effective in addressing health disparities resulting from the consumption of sugar-sweetened beverages as well as addressing long-standing inequities.
- The SDDT values have ensured that SDDT funded programming focus on and effectively engage communities most burdened by inequities.
- Organizations and agencies used SDDT funding to help those communities experiencing the worst health and economic impacts of the COVID-19 pandemic meet basic needs while simultaneously supporting the structural changes necessary to promote equity.
- SDDT funded entities are beginning to achieve desired outcomes.

Evaluation Report 2020-21: Recommendations

- Increase community input into decision-making related to tax allocation
- Increase culturally responsive awareness/educational campaigns about SDDT
- Create ongoing community engagement opportunities related to SDDT
- Extend the SDDTAC beyond 2028 and add more youth seats
- Establish a robust onboarding and orientation process for all SDDTAC members
- The SF SDDTAC should continue to identify funding recommendations that align with the SF SDDTAC



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values

- Continue to rely on organizations and agencies that work directly with marginalized communities in SF to identify and meet emerging needs
- Ensure that health messaging highlights the negative health impacts of the range of sugarsweetened beverages and focuses on the sugar sweetened beverages consumed most by different populations
- Maintain evaluation efforts that align with the SF SDDTAC strategic plan
- Continue to document and share successful practices modeled by the SF SDDTAC

Member suggests reviewing page 85 for SFUSD missing data point. Raimi is also working on high level summary.

Data and Evidence subcommittee will review at next subcommittee meeting and SDDTAC will vote next at February meeting.

8. Interactive Software Budget Tool Overview: SDDTAC to determine use of software for budget recommendations [Discussion and Possible Action] 15 minutes

Saeeda presents Alia software tool that will help SDDTAC make decisions by focusing on two priorities at a time and going through 28 judgements to get a ranking. It is used by taking funding priorities and its sub elements and can be fine-tuned along the way. It will allow for members to clarify the goals when comparing two items. It is a way for SDDTAC to document decisions, be accountable and moving forward possibly can use. It will allow SDDTAC to have a statistical model to use and show to community how we came to those decisions. Subcommittees to decide to use tool as a point of budget discussions.

Michelle motions for Saeeda to attend subcommittee meetings to present tool and for subcommittees to decide to use tool as a point of discussion for SDDTAC budget recommendations at next meeting. Abby seconds. 10 yay votes and 2 abstentions.

9. SDDTAC FY 22-23 and FY 23-24 Budget Recommendations: SDDTAC to discuss and negotiate budget recommendations [Discussion and Possible Action] 40 minutes

Staff shares budget document and notes that the data and evidence subcommittee have yet to complete their budget allocations. It was recommended to include a column that included recommended funding agency the funds would flow through.

Members seek clarification on breastfeeding allocation from previous year budget. Priti Rana (DPH/MCAH) respond that there was some delay and challenges in identifying funds. The goal is to put out RFP, like the oral health taskforces is set up as a coalition, including stakeholder engagement and working with hospitals, clinics, etc., as well and coming together to create community driven and informed initiatives or services for the needs of the community and leveraging the work that exists. Members noted that some subcommittees allocated \$0 for breastfeeding, since they were not looking to fund a coalition to organize and support. By just supporting backbone staff to convene a coalition around the support and not directly to services, did not sit well with subcommittee members and agree with that personally. Member adds to acknowledge that the language was created pre COVID and thought how best to integrate the needs of the community. The initial intent was to make sure that the dollars are being spent to support those who are



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implementing the work and providing the resources to the moms and pregnant people who need the support for breastfeeding. Priti responds that there has never been any deep dive on what is happening with breastfeeding in the city. It seems incomplete and it doesn't not even touch upon what families are experiencing. Goal was to build upon it. The change is description would be welcomed.

Member sought clarification on work on SFUSD student led work efforts. Saeeda responds that students and staff were able to pivot by sending out Imperfect Foods food boxes sent to families, students creating recipes and sharing via Zoom. Looking forward to doing more youth engagement. Jennifer adds leveraging different resources such as Food Core and other private investments and using SDDT funding to expand school food advisory groups to middle schools.

Member adds that if SDDTAC bases allocations on the dollar amount around percentages, it may throw off the future funding for investment areas and possible staffing positions. Other members recommend to using both dollar amount and percentages as a guide.

Jennifer motions to use both dollar amounts and percentages, percentages as a guide and ultimately use both at next month's SDDTAC meeting. Veronica seconds. Motion passes. 13 yays.

10. Community Check In [Discussion and Possible Action] – 10 minutes

Marna – SisterWeb offering 2 info sessions on becoming a doula or working as a doula at SisterWeb, www.tinyurl.com/sisterwebinfo

Michelle – DCYF released RFP to provide technical assistance to grantees, will send more information to staff to share with SDDTAC members.

11. Subcommittee Updates [Discussion and Possible Action] – 10 minutes

- a. Co-Chair Update: will try to schedule budget recommendations presentation with the Board of Supervisors once budget recommendations are completed; co-chairs will start process
- b. Infrastructure Update discussed budget subcommittee recommendations, postponed discussion regarding criteria for support letters from SDDTAC
- c. Community Input Update reviewed and discussed subcommittee budget recommendations
- d. Data and Evidence Update subcommittee did not decide on budget discussions due to cochairs not being available. Subcommittee will make recommendations to SDDTAC for evaluation report. Also discussed how SDDTAC can take existing data share with community and use it as part of their work.
- 12. Committee Member Proposed Future Agenda Items [Discussion and Possible Action] 5 minutes
- Budget Discussions and Recommendations
- SDDT Evaluation Report Approval Vote
- 13. Announcements [Discussion and Possible Action] 5 minutes

Linda – Shout out to Irene and Justin in support of RPD toy giveaway by providing oral health supplies.



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Abby – Government COVID tests delivered to homes, to sign up go to: https://special.usps.com/testkits

Katie Ettman, SPUR – As of 12/29/2021 government has approved request to offer Medicaid request to include food as medicine as a covered benefit.

14. Adjournment [Action]

Michelle motions to adjourn meeting. Marna seconds. Meeting is adjourned at 7:35pm.

Notes

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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殘障通路

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市長反人口販賣專責小組(Mayor's Task Force on Anti-Human Trafficking)會議將在三藩市市政廳305室舉行,地 址: 1 Dr. Carlton B. Goodlett Place。市政廳可供使用輪椅及其它助行裝置的人士無障礙通行。可供通行的斜道 設在Grove、Van Ness及 McAllister的入口。

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Administrador del Grupo de Trabajo de la Ordenanza Sunshine (Sunshine Ordinance Task Force Administrator)



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Ang mga pagpupulong ng Task-Force ng Mayor sa Anti-Trafficking ay ginaganap sa Room 305 sa City Hall, 1 Dr. Carlton B. Goodlett Place sa San Francisco. Ang City Hall ay accessible para sa mga taong gumagamit ng wheelchair at iba pang mga gamit na tumutulong sa pagkilos. Mayroong mga rampa sa mga pasukan sa Grove, Van Ness at McAllister. Ang mga kagamitan sa pagtulong sa pandinig, mga interpreter ng American Sign Language, mga tagapagbasa, mga adyenda na malalaki ang print, at iba pang pangangailangan ay maaaring hilingin. Para humingi ng tulong, tawagan si Minouche Kandel (415) 252-3203, o mag email sa minouche.kandel@sfgov.org. Kailangan mag-request ng mga pangangailangan sa hindi bababa sa 72 oras bago ng pagpupulong upang matiyak kung maaaring ipaglingkod ang inyong kahilingan.

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SDDTAC Recommendations FY21-22 and 22-23

	FY21-22	FY22-23	%	Department
COMMUNITY-BASED GRANTS		-	_	
Health education, food security, physical activity	\$3,500,000	\$3,500,000		DPH/CHEP

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CBOs working with SFUSD	\$300,000	\$300,000		DPH/CHEP
TOTAL COMMUNITY BASED GRANTS	\$3,800,000	\$3,800,000	40%	,
SFUSD				
School Food, Nutrition Ed	\$1,000,000	\$1,000,000		SFUSD via DCYF
Student Led Action	\$500,000	\$500,000		SFUSD via DCYF
College Scholarships in Health Field for Priority Populations		\$150,000		
TOTAL SFUSD	\$1,500,000	\$1,650,000	15.79%	
FOOD ACCESS				
Healthy Food Purchasing Supplement	\$1,200,000	\$1,500,000		DPH/CHEP
Healthy Retail	\$150,000	\$150,000		OEWD
TOTAL FOOD ACCESS	\$1,350,000	\$1,650,000	14.21%	
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	10.53%	
INFRASTRUCTURE				
TOTAL INFRASTRUCTURE	\$800,000	\$450,000	8.42%	DPH/CHEP
WATER ACCESS				
Water Access - SFUSD		\$400,000		PUC via RPD/DPW?
Water Access - Public Spaces	\$95,000			PUC via RPD
TOTAL WATER ACCESS	\$95,000	\$400,000	1%	
SF RECREATION & PARKS				
Peace Parks		\$650,000		RPD
SVIP Funding – Peace Parks Transportation		\$225,000		RPD
Requity: Outreach, Scholarships, Equity in Recreation		\$900,000		RPD
TOTAL SF RECREATION & PARKS	\$780,000	\$1,775,000	8.21%	
BREASTFEEDING	\$175,000	\$175,000	1.84%	DPH/MCAH
Total Proposed	\$9,500,000	\$10,900,000	100%	



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Director of Health

City and County of San Francisco London N. Breed Mayor

COMMUNITY-BASED	City Departments should contract directly with CBOs through an RFP process managed through the
GRANTS	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:
Health education, food security, physical activity	 Health Education activities including, chronic disease prevention, healthy eating and active living, tap water promotion, oral/dental health 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) Healthy Eating/Food Security*, including: a) Community-based pantries, community-based hot meals,
	 community lating/rood security , including, a) community-based particles, community-based not 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.
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. Funding is provided for staff leadership, student and adult stipends and supplies.
Educational Investments	Educational investments that support and strive for professional development in health and wellness across lifespan. Scholarships and other supports in higher education in medical technology and health field careers for Priority Populations and including para professionals.
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.



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	Supporting small business to increase healthy food access in high risk and impacted communities and	
Healthy Retail	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 servine high risk target populations. This should also support SFUSD dedicated oral health staffing.	
School-based education and case management		
INFRASTRUCTURE		
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 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 implement evaluation framework and evaluate funded city agencies, CBO and FBO, and process evaluations from applicants, and provide evaluate in 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) 	
WATER ACCESS		
Water Access - SFUSD	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 between pilot stations with artwork/education and those without.	
Water Access - Public Spaces	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 between pilot stations with artwork/education and those without.	
SF RECREATION & PARKS		



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Peace Parks	Peace Parks programming to serve Priority Populations
SVIP: Peace Parks Transportation	Transportation for Peace Parks participants
Requity	Outreach and scholarships for equity in recreation
BREASTFEEDING	To fund a breastfeeding coalition to organize collective efforts across San Francisco to enable increased breastfeeding among Priority Populations. This coalition will mobilize actin on policy, systems, and environmental (PSE) changes to increase breastfeeding rate and duration, leveraging community strengths and tackling structural barriers to reduce inequities to breastfeeding support. This would include funding for backbone support to engage community stakeholders in a strategic planning and engagement process to develop a framework for short and long term goals embedded in principles of equity; help align breastfeeding support services in San Francisco including hospital, outpatient, and community based services to improve access to breastfeeding support; and provide technical assistance to partnering agencies (such as child care centers and businesses with less than 50 employees) to operationalize and implement breastfeeding friendly policies and practices.

* 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.

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

ONGOING ADDBACKS FROM FY 2017-2018

*The Board of Supervisors 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.