



San Francisco Department of Public Health

Dr. Grant Colfax
Director of Health

City and County of San Francisco
London N. Breed
Mayor

Sugary Drinks Distributor Tax Advisory Committee

MINUTES

April 17, 2019

5:00 pm

25 Van Ness Avenue, Room 70
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 about public comment.

** Times provided for agenda items are estimates

Order of Business:

1. **Call to Order / Roll Call** – The meeting was called to order at 5:07 pm.

The Committee shared a moment of silence in honor of Pat Coleman. Pat was a devoted member of the San Francisco African American Faith-based Coalition, a network of 17+ churches focusing on the health and wellness of our faith community in the Bayview and City-wide. The Memorial Celebration for Pat will take place on Saturday, April 27, 2019 at 12:00pm. The service will be held at St. Paul's of the Shipwreck Church located at 1122 Jamestown Ave, San Francisco, CA 94124. The Repast will be held at the church immediately following the celebration.

- a. Approval of Excused Absences [Action] –

Unexcused: Roberto Vargas, Derik Aoki, Shelley Dyer

Excused: Michelle Kim, Rita Nguyen

John Maa motioned to approve excused absences. Saeeda Hafiz seconded the motion. The excused absences were unanimously approved.

- b. Joi Jackson-Morgan, accept Chair nomination. Last month, the Committee unanimously nominated Roberto and Joi to continue their role as co-chairs. Roberto accepted the nomination at the March 20 meeting, but Joi was not present to accept the nomination. She accepted the nomination.
- c. Youth Seat – The Committee welcomed Aaron Kunz, the Youth Commission's for the Youth Seat. His appointment will be heard on Monday, 4/22/19, at the Rules Committee, so his first official SDDTAC meeting will be in May.
- d. Timekeeper – Saeeda volunteered to be timekeeper.



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- e. Public comment – Jeff Pollard, participant for Vouchers for Veggies, spoke to the importance of prevention and nutritional therapy and the lobbying power of the food and beverage industry. Jeff gave special thank you to Saeeda for her article in Common Ground Magazine's March/April 2019 issue where she shares her trek as a disadvantaged black girl seeking upward mobility and her inadvertent discovery of the yin-yang of food.

2. **Approval of Minutes** for previous meeting [Action]

Item 5d – revenue update is recorded that \$417K was confirmed by the tax collector but staff is still confirming that is the final number. Will add in brackets that staff will confirm if this number is correct at the top of the page and 5d.

Public comment – Katie Ettman, SPUR, stated that at the last meeting, the TTX confirmed that \$417K was correct, and the minutes accurately reflect the information that was known at that time. DPH is continuing to confirm that number.

Saeeda motioned to approve the minutes with the edits. Lauren seconded the motion. The motion passed unanimously.

3. **Review and Consideration of Regular Agenda** [Action]

Jonathan motioned to approve the agenda. The motion was seconded by John. All voted unanimously to approve the agenda.

4. **Public Comment** – There was no public comment.

5. **DPH Staff Report** [Discussion and Action]

- a. SDDT Revenue update – Staff is continuing to confirm the revenue from the last quarter of 2018. Committee requested that if the amount is not what was expected, to also ask for an explanation. The Controller's office has not down-graded the projection, so the Mayor's Office expects that the tax is on track. The City is in midst of the budget season, so staff will arrange for the Treasurer and Tax Collector to answer the Committee's questions in a few months. Plan to invite the Controller in August and the TTX in September.
- b. SDDTAC 2019 Annual Report – DPH submitted the unformatted (230 page) report was sent to the Board of Supervisors. Unformatted version with appendices. Staff will upload the unformatted version to the website and hope to have the printed, formatted version by May meeting, but definitely by June.
- c. DPH RFP Update – DPH is close to contract with a project management agency (PMA). DPH is working on contents of RFP. The PMA is ramping up now so once the contract is in place, they can hit the ground running.
- d. Summer Meeting recess – Staff recommend the Committee take July as summer recess and reconvene in August since staff will be attending the Childhood Obesity Conference.



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- e. Strategic Planning consultant – Staff received and incorporated input from Committee and expect to hear back from potential consultants by April 26. Saeeda, Joi, Vanessa, Jonathan are interested in reviewing the responses. Staff will schedule a phone call. The strategic planning consultant will work with the Committee to develop a vision, mission and logic model to help with prioritization, decision making, and relative value of policy, systems and environmental strategies vs. service delivery.
 - f. Public Comment – none.
 - g. Vanessa made motion for July recess. Linda seconded the motion. The motion passed unanimously.
6. **Presentation: EVIDENCE Team – Regional Soda Taxes Evaluation from UC Berkeley and UC San Francisco Researchers** [Discussion and Possible Action] – Evidence team is a consortium of UCB, UCSF and Stanford: Dr. Kristine Madsen, MD, MPH an Associate Professor at UC Berkeley’s School of Public Health, is a pediatrician and research scientist studying pediatric obesity and health inequalities; Dean Schillinger, MD, is Professor of Medicine in Residence at the UCSF, and Chief of the UCSF Division of General Internal Medicine at Zuckerberg SF General Hospital; and Sanjay Basu, MD, PhD, is an Assistant Professor of Medicine at Stanford, is a primary care physician and epidemiologist.

Kris shared preliminary findings from a regional evaluation on retailers’ responses to soda taxes in Berkeley, San Francisco and Oakland. This work started in 2013 in Berkeley, when they interviewed people about consumption in low-income neighborhoods such as the Mission, Bayview, Ashby station, Fruitvale. The goal is to understand the impact on small retailers and whether they received information from the city, how the city can improve its communication and how it’s going for the store owners related to the tax. Vendors articulated communal aspirations and values despite some impact on their business. They see the bigger picture; thus, opportunities exist for positive engagement.

7. **City Department Reports** [Discussion and Possible Action] – 30 min

- a. **Office of Economic and Workforce Development: HealthyRetailSF** – Larry McClendon, OEWD, Invest in Neighborhoods. Larry provided overview of origins of HealthyRetailSF program and its 3 touchpoints – public health, economic development and strengthening community. The program views corner stores as community assets. HealthyRetailSF started with Bayview Food Guardians who wanted to change landscape of their liquor stores. In 2013, the Board of Supervisors passed an ordinance to provide a healthy food retailer incentives program focused on Bayview, Tenderloin and Oceanview. It is staffed by OEWD and DPH, whose salaries do not come out of the program budget but are in-kind.

Invest in Neighborhoods program budget comes from general funds and mayor enhancements. The overall budget in FY18-19 was \$210K (\$150K from SDDT) and \$60K from general fund. Due to the SDDT funds:

- 1) HealthyRetailSF funded community engagement for the first time. (RFP for \$50K went to the Tenderloin Healthy Corner Store Coalition for community



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engagement.) They were doing this work on their own, but SDDT funds contribute to an hourly wage for these community leaders in the Tenderloin, Bayview and Oceanview to do taste tests, cooking demos, customer surveys, EatSF vouchers, retail report cards, store reset liaisons, store recruitment etc. Increase from 5 to 7 healthy retail community leaders.

- 2) Neon signs and window decals for stores
- 3) Upgraded point of sale systems for store owners.
- 4) Created retail management training program
- 5) Store mentorship program with alumna store owners
- 6) Signage program for marketing/promotion of healthy items.

b. Discussion

- i. Is there an opportunity for youth leader to be part of the process? Larry will explore that possibility for community leaders, but that there may be concern about exposing youth to liquor stores.
- ii. Sales data after initial reset shows steep upward trend, but over time, some store sales plateau and some increase, although it depends on neighborhood make-up. Tenderloin has seen an increase in new people coming into the store and have consistent produce sales. Outer neighborhoods have more variable sales data.
- iii. How well do the stores that have graduated maintain healthy food stock? Don't have this data yet, but hope is that the alumni program will keep them involved and will create the opportunity to get that data. At graduation, they have a sustainability plan.
- iv. Thank you for adding funds for community engagement. The Tenderloin has seen an increase of Mayan population move into the area in recent years. How are retail strategies being adapted to different cultural demographics? As HealthyRetailSF continues to expand the community engagement process, the healthy retail community leaders will need to be very diverse to represent the community.

c. Public comment – Cissie Bonini, EatSF thankful for this program. 15 years ago, there was no dialogue with shop owners.

d. **Department of Public Health: Infrastructure** – \$800K that came to DPH for infrastructure. Personnel funds will roll over to next year to support a position for grantee capacity building, backbone, etc.

DPH Infrastructure Budget	2018/19	Notes
Personnel	\$351,329	Epidemiologist on board. Hiring for grants position in process. Backbone position interviews to be scheduled
City Attorney	\$15,000	Advice related to Sunshine/Brown Acts; Bylaws
Materials and Supplies	\$16,671	Staff computers, reproduction
Travel/training	\$2,000	Meetings, conferences
PROFESSIONAL SERVICES		
RDA	\$90,000	Town halls; SDDTAC workplan, meeting support



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<i>Harder + Co</i>	\$85,000	Evaluation framework, tools, evaluate FY18-19 funded agencies
<i>Strategic planning consultant</i>	\$40,000	Strategic plan development
<i>awareness campaign</i>	\$113,016	TBD: storytelling/retail
<i>IRI data</i>	\$17,164	<i>IRI data 2015-2018</i>
<i>UCB data</i>	\$50,000	Pricing data, Nielsen analysis, SFUSD nutrition surveys
<i>indirect for SF Study Center</i>	\$19,820	
TOTAL	\$800,000	

Because we didn't spend as much on data, more money was available and put into the awareness campaign line item. Based on what we learned from the EVIDENCE Team's retailer survey, we can inform the awareness campaign with more data from other stores. Data costs will continue to be lower in subsequent years. IRI data is sales data from chain stores but does not include Costco or corner/small stores. IRI data are available by zip code. Items in blue had to go through study center, which is why there is an indirect fee.

- e. Discussion: Some big chain stores are closing in the Tenderloin like Walgreens and CVS. How do we get corner store data? UCB can get pricing data from corner stores. HealthyRetailSF collects data for stores in the program, but not broader than that. It doesn't get you trend data. SDDTAC could allocate funds for a research project to get that data from corner stores.

8. Subcommittee Update [Discussion and Action] - 30 min

- a. Co-chair update – still in process to get supervisors and mayor on board with Committee recommendations. Thank you to allies who are pushing the mayor to adopt the recommendations. Joi and Roberto met with the mayor's office and with Supervisor aides. Mayor's office asked specific questions about recommendations like HopeSF, oral health task forces, and SFUSD and public water stations. The mayor really wants to money to get back out to the community for equity and accountability.
- b. Community Input - CI will meet on Friday. Harder will call in to the meeting to talk about feedback on RFP process. Recommendations for community engagement of \$50K and will talk about that further.
- c. Data and Evidence – Simone Combs from OCOF presented to D/E subcommittee. Key takeaways/next steps: align SDDTAC recommendations with OCOF's priorities and metrics. Develop a grid to show intersection between SDDTAC recs and OCOF. Simone shared potential champions. Develop a letter of support for OCOF to sign on. D/E worked on list of recommended speakers and started with first presentation. Each member presenting articles. This month, Irene presented on oral health.
- d. Infrastructure selected Rita as new chair while Michele is on leave. Staff will invite speakers and coordinate scheduling. Discussed media campaign. 17-18 campaign DPH hired media company to develop concepts, and now need to focus on implementation. Finalized questions for strategic planning consultant. Staff can share with the full committee. First



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piece of media campaign will be on merchant. Tax collector did send a letter to communicate. SDDTAC will see what the materials are before developed.

Consider 1:1 communication and need to discuss engagement, translation, etc.

e. Public comment –

- i. Public asked about quality of water from the hydration stations. SFUSD's water equity work is focused on the whole child and there are social workers at the table and working on beautification. Priority is to install in low income schools if they don't have one, and then later, to upgrade those schools to gold standard. 4 early ed schools tested with high levels of lead, so they do lead abatement, get water tested, engage youth and staff and do professional development to prepare for a roll out for water education so all will know that the water is clean, clear and tested.
- ii. The retailers are motivated to change their signage. They are constantly getting information that confuses them. Staff give them real info, but they get info from all other places that conflict with what healthy retail staff tell them. Material to reinforce message is helpful.
- iii. Vanessa Lieu, SFUSD, was hired as part of the student led projects initiative via SDDT funds. Hope to see more alignment with SFUSD, SDDT, Shape Up, OCOF, etc. working together to disrupt systemic oppression.

9. Committee Member Proposed Future Agenda Items [Discussion and Possible Action] – 5 min

- a. May – HopeSF and Recreation & Park Department
- b. Mayor's budget done by June 1. June meeting will get official word on mayor's recommendations.
- c. School food and nutrition ed in June.
- d. Student led and water in August.
- e. Public comment – Katie – process question: do proposed agenda items roll over if they weren't discussed tonight?

10. Announcements [Discussion] - none

11. Adjournment – Motion to adjourn by Lauren. Second by Saeeda. The meeting was adjourned at 7:26pm.

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.



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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.

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Per the Language Access Ordinance (Chapter 91 of the San Francisco Administrative Code), Chinese, Spanish and or Filipino (Tagalog) interpreters will be available upon requests. Meeting Minutes may be translated, if requested, after they have been adopted by the Family Violence Council/Mayor's Task Force on Anti-Human Trafficking. Assistance in additional languages may be honored whenever possible. To request assistance with these services please contact the Minouche Kandel 415-252-3203, or minouche.kandel@sfgov.org at least 48 hours in advance of the meeting. Late requests will be honored if possible.

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Family Violence Council meetings are held in room 617 at 400 McAllister Street in San Francisco. This building is accessible to persons using wheelchairs and other assistive mobility devices.



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San Francisco, CA 94102-4683

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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



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ALAMIN ANG INYONG MGA KARAPATAN SA ILALIM NG SUNSHINE ORDINANCE

Tungkulin ng Pamahalaan na paglinkuran ang publiko, maabot ito sa patas at medaling maunawaan na paraan. Ang mga komisyon, board, kapulungan at iba pang mga ahensya ng Lungsod at County ay mananatili upang maglingkod sa pamayanan. Tinutiyak ng ordinansa na ang desisyon o pagpapasya ay ginagawa kasama ng mamamayan at ang mga gawaing panglungsod na napagkaisahan ay bukas sa pagsusuri ng publiko. Para sa impormasyon ukol sa inyong karapatan sa ilalim ng Sunshine Ordinance (Kapitulo 67 sa San Francisco Administrative Code) o para mag report sa paglabag sa ordinansa, mangyaring tumawag sa Administrador ng Sunshine Ordinance Task Force. City Hall – Room 244 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102-4683 415-554-7724 (Opisina); 415-554-7854 (Fax), E-mail: SOTF@sfgov.org

Ang mga kopya ng Sunshine Ordinance ay makukuha sa Clerk ng Sunshine Task Force, sa pampublikong aklatan ng San Francisco at sa website ng Lungsod sa www.sfgov.org. Mga kopya at mga dokumentong na nagpapaliwanag sa Ordinance ay makukuha online sa <http://www.sfbos.org/sunshine> o sa kahilingan sa Commission Secretary, sa address sa itaas o sa numero ng telepono.

PAG-ACCESS SA WIKA

Ayon sa Language Access Ordinance (Chapter 91 ng San Francisco Administrative Code), maaaring mag-request ng mga tagapagsalin sa wikang Tsino, Espanyol, at/o Filipino (Tagalog). Kapag hiniling, ang mga kaganapan ng miting ay maaring isalin sa ibang wika matapos ito ay aprobahan ng komisyon. Maari din magkaroon ng tulong sa ibang wika. Sa mga ganitong uri ng kahilingan, mangyaring tumawag sa Minouche Kandel sa 415-252-3203, o minouche.kandel@sfgov.org, sa hindi bababa sa 48 oras bago mag miting. Kung maari, ang mga late na hiling ay posibleng pagbibigyan.

ACCESS PARA SA MAY KAPANSANAN

Ang Konseho tungkol sa Karahasan sa Pamilya (Family Violence Council) ay ginaganap sa room 617 sa 400 McAllister Street sa San Francisco. Ang building ay maaaring ma-access ng mga taong gumagamit ng wheelchair at iba pang gamit na tumutulong sa pagkilos.



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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.

LOBBYIST ORDINANCE

Ayon sa San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code 2.100], ang mga indibidwal o mga entity na nag-iimpluensiya o sumusubok na mag-impluensiya sa mga lokal na pambatasan o administrative na aksyon ay maaring kailangan mag-register o mag-report ng aktibidad ng lobbying. Para sa karagdagan na impormasyon tungkol sa Lobbyist Ordinance, mangyaring tumawag sa San Francisco Ethics Commission at 25 Van Ness Avenue, Suite 220, San Francisco, CA 94102, (415) 252-3100, FAX (415) 252-3112, website: sfgov.org/ethics.



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Comparison between SDDTAC Recommendations and Mayor's Allocations FY 18-19

Item	SDDTAC Rx Amount	SDDTAC Rx %	SDDTAC Rx Agency	Mayor's Budget	% of Mayor's Budget	Mayor's Proposed Agency	Variance
Community-Based Grants	\$4,680,000	45% (7% school-based)	DPH/CHEP	\$3,817,000		DPH	
				\$728,000	7%	<i>SFUSD via DCYF</i>	
				\$4,545,000	44%	<i>Total</i>	<i>-\$135,000</i>
School Food, Nutrition Education, Student Led Action	\$1,000,000	15%	SFUSD	\$1,500,000	14%	<i>SFUSD via DCYF</i>	\$0
Food Access	\$500,000		SFUSD			<i>SFUSD via DCYF</i>	
Healthy Retail SF	\$1,000,000	9.6%	DPH	\$1,035,000	10%	DPH	<i>\$35,000</i>
Oral Health	\$150,000	1.40%	OEWD	\$150,000	1%	OEWD	\$0
	\$1,000,000	10.0% (5.5% school-based)	DPH	\$550,000	5%	<i>SFUSD via DCYF</i>	
				\$450,000	4%	DPH	
				\$1,000,000	10%	<i>Total</i>	\$0
Infrastructure	\$1,000,000	10%	DPH/CHEP	\$800,000	8%	DPH	<i>-\$200,000</i>
Water Access - SFUSD	\$300,000	4% (3% school-based)	SFUSD	\$450,000	4%	<i>SFUSD via DCYF</i>	\$0
Water Access - Public Spaces	\$150,000		PUC/DPH				
SF Recreation & Parks	\$520,000	5%	RPD	\$520,000	5%		\$0
HOPE SF Peer Enhancements	\$0	N/A	N/A	\$400,000	4%	<i>DPH</i>	<i>\$400,000</i>
Total	\$10,300,000	100.0%		\$10,400,000	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-BASED 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	<ol style="list-style-type: none"> 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.
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.



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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 serving high risk target populations. This should also support SFUSD dedicated oral health staffing.
School-based education and case management	
INFRASTRUCTURE	
DPH Infrastructure	<p>A. Personnel</p> <p>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</p> <p>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.</p> <p>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</p> <p>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</p> <p>C. Materials/Supplies for meetings and printing costs</p> <p>D. Training to support staff development</p> <p>E. Data for collection (pricing), analysis (Nielsen) and purchase (IRI)</p>



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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.
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 intensify 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.

* 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.