

Sugar-Sweetened Beverage Community Advisory Board Retreat

Special Meeting

December 7th, 2019 • 10:00am-4:00pm

Citizens Engagement Lab, Kingston Conference Room

1330 Broadway, 3rd floor • Oakland California

AGENDA

1. Welcome and Call to Order

- Roll Call, Introductions & Announcements
- Welcome New Board Members
- Agenda Review and Adoption
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2. Open Forum

3. Presentation from Oakland Parks, Recreation and Youth Development by Nicholas Williams, Director OPRYD, on OPRYD Programming and SSB Funds Utilization and Impact

Informational

4. Retreat Goals and Expectations

Discussion

5. Review the SSB Board's Vision and Guiding Principles

Discussion

6. Lessons Learned 2017-2019

Discussion

7. Develop SSB 2019-2021 Workplan and Timeline

Discussion/Action

8. Funding Priorities and Allocation Planning

Discussion/Action

9. Closing Reflections

Discussion

10. Adjournment

Public Comment:

The SSB Advisory Board welcomes you to its meetings and your interest is appreciated.

- If you wish to speak before the Board, please fill out a speaker card and hand it to the staff supporting the Board.
- If you wish to speak on a matter not on the agenda, please sign up for Open Forum and wait for your name to be called.
- If you wish to speak on a matter on the agenda, please approach the Committee when called, give your name, and your comments.

Please be brief and limit your comments to the specific subject under discussion. Only matters within the SSB Board's jurisdiction may be addressed. Time limitations shall be at the discretion of the Chair.

In compliance with Oakland's policy for people with chemical allergies, please refrain from wearing strongly scented products to meetings. In compliance with the American Disabilities Act, if you need assistance to participate in the meetings for the Sugar-Sweetened Beverages Community Advisory Board, please contact the Human Services Department at 510-238-3088. Notification 48 hours prior to the meeting will enable the City of Oakland to make reasonable arrangements to ensure accessibility. If you have questions regarding this agenda or related materials, please contact our office at the number above.

BACKGROUND: SUGAR SWEETENED BEVERAGE TAX FUND (MEASURE HH)

The Sugar Sweetened Beverage (SSB) Distribution Tax Ordinance was established in November 2016, when over sixty-one percent of Oakland voters expressed the need to reduce the health consequences of consuming sugar-sweetened beverages by approving Measure HH. Measure HH established the tax of 1 cent per fluid ounce on the distribution of sugar-sweetened beverages in Oakland and required the establishment of a Community Advisory Board to make recommendations to the City of Oakland Council on the expenditure of revenues generated by the general excise tax.

The goals of Measure HH include to establish and/or fund programs to reduce the consumption of sugar-sweetened beverages; and to support health education and physical activity programs to improve the health of Oakland residents, especially for those most impacted by health disparities and the chronic diseases associated with the consumption of sugar.

SSB ADVISORY BOARD VISION AND GUIDING PRINCIPLES

The Sugar Sweetened Beverage (SSB) Tax Community Advisory Board adopted a Vision Statement and Guiding Principles which inform the Reducing Consumption of Sugar Sweetened Beverages Community Grants Program and other funding allocations.

Vision

Ensuring the right to a healthy life by investing in the health of Oakland children and families, building hope for a better tomorrow.

Guiding Principles

We are committed to achieving the highest level of health and well-being for Oakland children and families, particularly those who are most affected by the impacts of sugar sweetened beverages including but not limited to the following:

- a. Social justice through food system change*
- b. Dental disease prevention and overall health promotion*
- c. Addressing health disparities and inequities for low-income and our most vulnerable communities*
- d. Healthy eating and active living for all*

We will strive for systemic change, strategic coordination, and community based collaboration among key stakeholders.

We will ensure that the community voice is included integrated and upheld.

We will strive to increase our community's ability to create change and our community members' self-capacity to live a healthy life.

We are committed to ensuring a culturally appropriate and ethnic lens to the funding work.

We are committed to equity, fairness, transparency, and high impact.

The City of Oakland seeks to support services and programs that align with the SSB Board's principles. Grant-making efforts and fund allocations are guided by the intention to prioritize resources for

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neighborhoods most impacted by the consumption of sugar-sweetened beverages. Priorities to consider:

- **Prioritize resources for neighborhoods where the effect of sugar-sweetened beverage consumption is most prevalent, as indicated by highest incidences of obesity, diabetes, and other related chronic diseases.**
- **Use evidence-based programs and/or promising practices.** To promote successful outcomes, the City of Oakland will prioritize programs that demonstrate expertise and effectiveness in serving local communities.
- **Support efforts towards innovation and improvement.** Opportunities for innovative and emerging practices focused on changing food systems and/or community practices are encouraged where appropriate.

Target Area and Priority Populations:

The target area includes many parts of West Oakland, East Oakland, San Antonio and Fruitvale that are disproportionately impacted by disease related to the consumption of sugar. The target areas include census tracts in Oakland that have equal or greater than 10% diabetes, obesity, mortality or hospitalization rates as identified by the Community Assessment, Planning, and Evaluation (CAPE) Unit at the Alameda County Public Health Department.

Specific populations for prioritization of services include:

- Children and their families; preschool through high school or 0 to 18 years (Infants, children, and youth) in Oakland
- Pregnant mothers and family members who play a key role in infant nutrition decisions
- Households with limited resources
- Individuals who are at greater risk of health impacts of sugar-sweetened beverages
- Groups with higher than average population indicators for diabetes, obesity, and tooth decay
- Groups/communities disproportionately targeted by the beverage industry

DESCRIPTION OF FUNDING AREAS

The City of Oakland will direct funding in four areas which together promote goals and objectives for a healthy and resilient Oakland community which include the following:

- Reduce the consumption of sugar-sweetened beverages
- Improve access to safe drinking water
- Increase health equity by reducing obesity, diabetes, dental caries, and related health disparities
- Increase the number of healthy, resilient Oakland residents
- Promote vibrant neighborhoods (i.e., opportunities for physical activity, healthy food access and choice, community gardens, farmer’s markets and healthy retail outlets)
- Increase community engagement and community initiated participatory decision making around strategies to reduce consumption of sugar-sweetened beverages
- Promote community economic empowerment through expansion of food systems
- Promote comprehensive interventions that include wellness, nutrition education and awareness campaigns, environmental changes, organizational change, policy advocacy and systems change

Funding Area 1: Prevention through Education and Promotion

This funding area includes projects to increase access and consumption of water and will include social marketing and educational campaigns focused on culturally relevant and linguistically accessible media to promote the consumption of water rather than soda, as well as promote nutrition and physical activity and increased access to parks and open spaces.

Programs, projects and activities funded could include:

- **Water Consumption Campaign:** Promote water consumption and awareness to ensure potable drinking water is easily accessible to children and adults in homes and public facilities, including parks, playgrounds, schools, public buildings, worksites, and clinics.
- **Public Health Outreach and Mitigation:** Prevent and address factors related to the evidenced based impacts of sugar-sweetened beverages (i.e., obesity, diabetes, heart disease, tooth decay, etc.) through promotion, education and civic engagement.
- **Community Leadership:** Develop community leadership to help communicate the impact of health disparities and inequities due to sugar-sweetened beverages impacts on a community level through culturally relevant, linguistically accessible, community driven and participatory designed prevention promotional initiatives.
- **Media and Public Education Campaign:** Engage in advertising and education to counter advertising campaigns for sugary products sponsored by the distributors of sweetened beverages; develop marketing and messaging of healthy alternatives and lifestyle; target advertising and packaging of sugary drinks.

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- **Education:** Provide nutrition and wellness education in schools, worksites, and community settings.

Funding Area 2: Healthy Neighborhoods and Places

This funding area invests in neighborhood initiatives that increase access to healthy and affordable food and active living. It should include community driven initiatives to promote individual/family knowledge, attitude and behavior change, advance nutrition education and physical education, and promote drinking water. Funding in this area may also address systemic changes as related to food access, systems and consumption.

Programs, projects and activities funded could include:

- **Healthy Food and Beverages/Alternatives to SSBs:** Increase consumption, access to and the spread and/or creation of healthier alternatives to sugar-sweetened beverages, including access to healthy, culturally appropriate, high quality food. Create and increase healthier drink alternatives to sugar-sweetened beverages.
- **Neighborhood Food Enterprise:** Engage community based organizations and business establishments to support sugar-sweetened beverages reduction strategies. Address local economy and food system gaps in access to healthy equitable and sustainable alternatives to sugar-sweetened beverages. Innovative projects to develop local enterprise, expand cooperative or local ownership of food systems, urban farms and gardens.
- **Healthy Retail/Food Systems:** Increase healthy food access and healthier drink alternatives in neighborhood stores, especially in neighborhoods defined as food deserts (i.e., no grocery store within one mile). Healthy retail program strategies could include one or more the following elements: 1) increase availability of fresh, healthy, culturally appropriate and affordable food; 2) purchase equipment and fixtures to increase visibility of healthier choices to shoppers; 3) implement a marketing and promotional campaign to increase awareness of healthier food and drink options available in the store; and 4) support partnerships with local food justice champions and urban farmers to increase sales of healthier food and drink in neighborhood stores.
- **Movement and Physical Activity:** Deliver programming that provides opportunities to engage in movement and physical activity; promote active lifestyles.
- **Nutrition and Meal Programs:** Improve the nutritional quality of the food and access to food of high quality nutritional value for children, families, and low-income residents in priority areas, and support learning and cultural practices supporting healthy eating.
- **Wellness and Nutrition:** Programming to increase gardening, nutrition education and physical activity for children and families, adults and seniors in neighborhoods.

Funding Area 3: Health Care Prevention and Mitigation

The City of Oakland is seeking to support programs that aim to reduce and prevent the impacts of sugar such as an increase in the risk of obesity, diabetes, heart disease and dental caries by engaging the medical and dental workforce to reduce disparities in nutrition related health behaviors by gender, age, race, socioeconomic class, education, ability and geographical region. These health practitioners would be engaged to support Oakland residents to improve health outcomes across

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their lifespan through increased healthy eating (i.e., increase consumption of fruit, vegetables, and healthy drink alternatives), and physical activity, healthy weight, and diabetes prevention and control. Health practitioners would engage with community residents to improve community oral health by increasing education and access to preventative services and screening, as well as increasing behavioral and social supports for healthy lifestyle, integration of oral health assessment, prevention, and education into primary care.

Health provider based programs should support the expansion of culturally sensitive and linguistically accessible nutrition screening and counseling and education regarding sugar-sweetened beverage consumption and provide healthy alternatives and strategies to decrease obesity, diabetes and oral health disparities.

Programs, projects and activities funded could include:

- **Increase Screening and Preventive Programs:** Support delivery of school-based dental services (e.g. dental sealants at schools), and expansion of dental services for low-income pregnant women. Expand dental health programs at WIC and early childhood development centers as relates to sugar-sweetened beverages reduction and prevention.
- **Provider Training and Engagement:** Equip health care providers in water promotion, nutritional counseling and screening skills development. Conduct educational and participatory strategies to decrease sugar-sweetened beverage consumption.
- **Screenings, Referrals and Other Early Prevention Programming:** Increase nutrition/BMI screenings and referrals, including breastfeeding, as required to increase nutrition and healthy lifestyles that can help decrease sugar-sweetened beverage consumption and mitigate sugar-sweetened beverage impacts.

Funding Area 4: Policy and Advocacy

Community led engagement and organizing to change policies and practices in public institutions and organizations affecting neighborhoods and the larger Oakland community, as relates to sugar-sweetened beverage consumption and access to healthy food, beverage alternatives and a built environment that supports a healthy lifestyle.

Programs, projects and activities funded could include:

- **Community Action Research:** Participatory research that will provide information and support evaluation of the promising practices and impacts of the SSB initiative.
- **Civic Engagement and Policy Advocacy:** Civic engagement around empowerment and resiliency, through health and policy education, and grassroots organizing focused on institutional, organizational or environmental change to remove barriers to providing healthy food and safe water, limit access to sugar-sweetened beverages and reduce the availability of sugary products.
- **Public Awareness and Education Campaign:** Launch public awareness, educational and action campaigns to limit and eliminate marketing of sugar-sweetened beverages and implement counter advertising campaigns targeting schools, work sites, and community settings.