

Sugar-Sweetened Beverage Community Advisory Board

HEARING ROOM 1, OAKLAND CITY HALL
1 FRANK H OGAWA PLAZA
OAKLAND CA 94612

AGENDA

June 12, 2023 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

2. Adoption of Prior Meeting Minutes: May 8, 2023

Action

3. Announcements

Informational

4. Open Forum

Action

5. Update from the City Administrator's Office on the Measure HH Revenue Status

Informational

6. Community Grants Presentation – EOYDC

Informational

7. Debrief on City Council outreach and Community Health Fair

Action

8. SSB Calendar development

Action

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.

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| 9. Committee Updates | Action |
| 10. Agenda Items for the Next Board Meeting | Action |
| 11. Adjournment | Action |

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MINUTES TO BE APPROVED

Regular Meeting

May 8, 2023 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

The meeting was called to order at 6:35 pm.

Board Members present: Dwayne Aikens, Nile Taylor, Courtney Jones, Ali Obad, , Michelle Wong.

City Staff present: Michael Akanji, Neffertice Williams

Commissioner Taylor moved to adopt the meeting agenda as presented. It was seconded by Commissioner Jones. The motion passed unanimously.

2. Adoption of Prior Meeting Minutes: April 10, 2023

Chair Aikens moved to adopt the meeting minutes as presented. It was seconded by Commissioner Taylor. The motion passed with no objections.

3. Announcements

Staff member Michael Akanji announced that the Community Health Fair was coming up on June 3 at Verdese Carter Park. He also mentioned the upcoming presentation to the Life Enrichment Committee on May 23 to present the recommendations of the Board.

4. Open Forum

Carmen Alvarez from SABA Grocers advocated for increased funding for their Fresh 5 program as part of their food card program that started during the pandemic. She urged creation of a line item for this program as it was beneficial to the community and allowed people to expand their budgets for fresh fruits and vegetables.

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Sylvia Castillo talked about how the program has helped particularly as she has diabetes and is a grandmother of a 7 year old.

Aser Talib, a SABA store owner, also appealed for more funding for the Fresh 5 program as it has led to lifestyle improvements for members of his community.

Paloma Sisneros-Lobato from SPUR asked for the Board members to take time to debrief their recent activity at the retreat.

5. Update from the City Administrator's Office on the Measure HH Revenue Status

City staff Michael Akanji provided the Board with an update on the latest revenue figures. The report revealed that there was \$403,068 in new revenue generated for the month of March. Over the course of nine months, a total of \$5.4 million has been collected, averaging at approximately \$607,311 per month. These results indicate that we are on track to meet the projected revenues for the year.

In addition, Michael Akanji informed the Board about ongoing efforts to enhance revenue through Avenu Services, a third-party tax collection service. Specifically, email and phone blasts were utilized to reach out to potential non-payers of the tax, with the aim of increasing overall revenue.

6. Presentation from Bay Area Community Resources (BACR)

Representatives from BACR's Oakland HOPS (Healthy Options at Point of Sale) program delivered an informative presentation on their ongoing efforts. The HOPS team consists of five passionate youth advocates based in Oakland, three of whom were present during the meeting. BACR operates a wide range of programs in the Bay Area, including Americorps, afterschool programs, health centers in schools, mental health services, and community-led health policy. Through the dedication of their youth advocates, BACR has successfully contributed to policy advancements in Vallejo, San Pablo, Richmond, Antioch, Livermore, and Berkeley.

At the core of their approach lies the Youth Participatory Action Research (YPAR) model, which challenges traditional notions of expertise. This model equips young advocates with skills in inquiry, evidence analysis, and effective presentation, enabling them to generate insightful findings that shed light on various issues and offer resources for their resolution. The YPAR model promotes sociopolitical development and empowerment among the participants.

The HOPS program is advocating for an ordinance aimed at establishing minimum nutrition standards for products sold at check-out aisles. Their research efforts involved assessing 56 stores throughout the City of Oakland, conducting five focus groups with 21 residents, and engaging in 10 community interviews primarily with working professionals who had direct exposure to health issues within the community. Additionally, they conducted interviews with five retailers and discovered that only 10% of the food found in check-out lanes met healthy nutrition standards, while 85% was classified as unhealthy. The remaining 5% consisted of items with moderate nutritional value, as well as other products such as gum and hot food. This data clearly highlights the presence of an alarming public health crisis in Oakland, with the prevalence of unhealthy

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sweets and sodas at check-out aisles being linked to the historical legacy of redlining. Certain neighborhoods, disproportionately affected by an abundance of fast food and unhealthy items, bear the brunt of the negative impact on community well-being. Shockingly, 9% of Oakland adults and 20% of Black Oakland adults are diagnosed with diabetes, with African American residents being three times more likely to be diagnosed and hospitalized due to this condition.

In the previous fiscal year, the HOPS program successfully trained five new youth advocates, garnering support from council members Gallo and Kalb, who have pledged their commitment to champion this cause. The program has also continued its community education initiatives. Other significant action items include obtaining letters of support, collecting petition signatures, distributing postcards, and participating as speakers at the Youth 2 Youth conference. Moving forward, the next steps involve presenting their case at a city council meeting, securing a vote on the proposed ordinance, further educating the community, and providing assistance to retailers, particularly small businesses, for the successful implementation of the standards.

7. Planning for the presentation to City Council's Life Enrichment Committee

The Board members thoroughly reviewed the letter addressed to the City Council, which sought an increase in the allocation designated for grants to community-based organizations. They also examined the accompanying slide show that supplemented their presentations. Following the discussion, Commissioner Jones proposed a motion to approve the recommendations outlined in the letter. This motion was seconded by Commissioner Taylor, and it received unanimous support, resulting in its passage.

8. Planning for the Oakland Drinks Water Community Health Fair

City staff member Neffertice Williams informed the attendees that a list of identified and assigned tasks had been distributed. She thanked Commissioner Obad for his generous gift of a bicycle towards the event. Furthermore, she urged the Board members to proactively engage with various organizations to secure their participation in the fair. She also encouraged Board members to share any ideas they may have that could contribute to the overall success of the event.

9. Committee Updates

Chair Aikens, on behalf of the Marketing Committee, provided an update on their activities. They have been actively working towards obtaining branded merchandise for SSBT. Some of these items were showcased during the retreat, and plans were underway to distribute a significant quantity of these items to the Oakland community at the upcoming health fair.

The Strategic Partnerships and Accountability committees reported that they did not have any updates to share at this time.

10. Agenda Items for the Next Board Meeting

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. Commissioner Jones requested a recap of the Board retreat that took place at the end of April. Commissioner Taylor asked to review the SSB calendar, which is currently being developed with the assistance of SPUR's Paloma Sisneros-Lobato. Chair Aikens expressed interest in hearing from another SSBT grantee. Commissioner Jones asked for an overview of the Health Fair, which would have taken place prior to the next board meeting.

11. Adjournment

The meeting was adjourned at 8:40 pm.