

Sugar-Sweetened Beverage Community Advisory Board

Regular Meeting

March 9th, 2020 • 6:30pm-8:30pm

Oakland City Hall, Hearing Room 1

1 Frank H. Ogawa Plaza, 1st floor • Oakland California

AGENDA

1. Welcome and Call to Order

- Roll Call, Introductions
- Announcements
- Agenda Review and Adoption

2. Open Forum

3. Adoption of Prior Meeting Minutes: February 10, 2020

Action

4. Introduction of the Colectivo Team As The Contracted Vendor to Provide Marketing, Branding and Communications Strategies for Measure HH Efforts

Informational

5. Update From Mandela Partners About the East Oakland Healthy Retail Project

Informational

6. Presentation From Oakland Parks, Recreation and Youth Development by Nicholas Williams, Director OPRYD, on OPRYD Programming and SSB Funds Impact

Informational

7. Board Debrief on Oakland Parks, Recreation and Youth Development Presentation and Discussion Around Possible Next Steps

Discussion/Action

8. SSB Advisory Board's Funding Recommendations for Measure HH Fiscal Years 2019-2021 Budget Under Board Discretion and Funding

Discussion/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.

Sugar-Sweetened Beverage Community Advisory Board

Recommendation for Fiscal Year 2020-2021 Mid-Cycle Budget
Adjustment Process

- | | |
|---|-------------------|
| 9. SSB Advisory Board Annual Report | Discussion/Action |
| 10. Board Updates | Informational |
| • Committee Meetings | |
| • Meetings with City Councilmembers | |
| 11. Administrative Update | Informational |
| 12. Agenda Items for the April 13, 2020 Board Meeting | Discussion |
| 13. Adjournment | Action |

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

February 10th, 2020 • 6:30pm-8:30pm

Oakland City Hall, Hearing Room #1

1 Frank H. Ogawa Plaza, 1st floor • Oakland California

Board Members present: Michael Hammock, Tonya Love, Laurie Lawson, Raphael Breines, Julia Liou, Esperanza Pallana, Donna Carey, Justin Watkins, and Pamela Alston

City Staff present: Sharon Robinson, Neffertice Williams, Joe DeVries, Lisa Agustin, Tiffany Kirkpatrick, Bradley Johnson and Daphne Flynn

1. Welcome and Call to Order

- Roll Call
- Announcements
- Agenda Review and Adoption

The meeting was called to order at 6:32pm.

There were no announcements. No changes were made to the meeting agenda.

2. Open Forum

There were no speakers.

3. Adoption of Prior Meeting Minutes: January 13, 2020

Esperanza Pallana made a motion to approve the meeting minutes and Mike Hammock seconded the motion. The motion passed and the minutes were unanimously approved.

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4. Update from the Finance Department on the City of Oakland Mid-Cycle Budget Adjustment Process

Lisa Agustin, Budget Administrator, Finance, provided a brief overview of the FY20-21 mid-cycle budget process. She stated that budget proposals from departments are due in early March. Between March and May, the Mayor will be meeting with City Departments to develop City-wide funding priorities. The Mayor will propose a balanced budget in May for Council to adopt in June. She also mentioned that reduction in the consumption of sugary sweetened beverages has resulted in a projected shortfall of \$1.6 million.

Finance staff, Tiffany Kirkpatrick, provided information around the Board's role in the mid-cycle budget process. She is currently working with staff to setup a meeting with the Board to assist with development of the Board's funding recommendation proposal due in March. Staff reiterated that support offered by the Finance Department was to help the Board to submit a strong proposal, not to circumvent the Board's responsibility.

Esperanza Pallana expressed the importance of the Board's involvement in all steps of the Mayor's budget process to advocate for the Board's allocation recommendations.

5. Presentation from the Department of Race and Equity by Darlene Flynn, Director Department of Race and Equity, on Advancing Racism 101 and Discussion About the SSB Equity Analysis

Darlene Flynn, Director Department of Race and Equity, presented an overview of DRE work, including information around results based accountability as the frame for evaluation and measurement of programs successes. Did we reach the people we wanted to reach? How much did we do? How well did we do it? Is anyone better off and how will we know? She can provide technical assistance to support evaluation efforts, including evaluation of OPRYD, and get to key questions.

6. Board Debrief on Race and Equity Department Presentation and Discussion Around Possible Next Steps for SSB Equity Analysis

Board Chair Julia Liou suggested that the Board has an opportunity to engage DRE around work with grantees, City Departments and OUSD. Julia Liou summarized the agreed next steps as follows: 1) engage DRE to develop framework for evaluation consultant and 2) Raphael Breines and Michael Hammock will meet with Darlene Flynn to talk about framework for the OPRYD presentation for March.

7. Board Updates

- **Committee Meetings**
- **Meetings with City Councilmembers**

Laurie Lawson mentioned that the Communications Committee will be meeting with Colectivo at the end of the month. Esperanza Pallana will work to schedule the Research and Evaluation Committee meeting within the next couple weeks. Tonya Love stated that the Wellness Committee meet with OPRYD Director and BANPAC to discuss a comprehensive wellness policy. The Director is enthusiastic about the work and agreed to start the policy with staff and work out more policy details over the summer. Tonya mentioned a

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meeting is scheduled with BANPAC on Friday to discuss their proposal to provide technical assistance to develop a wellness policy. The Financial Transparency Committee meeting is scheduled for Tuesday, February 18 6-7pm.

Board members are still working to schedule meetings with City Council members.

8. Administrative Update

- **SSB Board Annual Report (Agenda Report)**
 - Report must be completed by 3/23, Draft for discussion on 3/9 at the next board meeting.
- **Marketing, Branding and Communications**
 - The Marketing Discovery workshop is scheduled for February 27. Board Communications committee members Laurie Lawson and Pamela Alston have been invited. Also, invited the grantees, including OPRYD and OUSD.
- **SSB Board Workplan/Calendar**
 - City staff requested that Board members forward any updates the draft workplan to her.

9. Agenda Items for the March 9, 2020 Board Meeting

- East Oakland Healthy Retail update
- Oakland Parks, Recreation and Youth Development presentation,
- Annual report/funding recommendations
- Colectivo introduction
- Committee updates
- Proposed items for April meeting: Presentation from statewide reduce SSBs lobbyists and Update from Oakland Unified School District regarding the water hydration stations installations.

10. Adjournment

The meeting was adjourned at 8:02pm.

Item #4

Hello Sugar-Sweetened Beverage Community Advisory Board

We are Colectivo!





An Oakland based, African-American women led collective of experience creators, technologists and strategists.

About Us



We are alums of the advertising industry made up of strategists, creative directors, experience designers and developers. We are disruptors, technophiles and innovators who have worked with some of the largest brands in the world.



As marketers with extensive experience in the health and wellness space, we have worked to raise the public's awareness of conditions like heart disease, diabetes and cancer.



We have worked across all mediums - print, outdoor, social and web - and can translate this knowledge to develop and deliver communications campaigns with relevance and impact.

What We Do

Colectivo brings creativity and technology together to inspire meaningful brand experiences.



Logo Development



Data & Analytics



Print Design & Production



Brand Identity & Strategy



Content Strategy /
Message Development



Multichannel Marketing



Research & Planning



Email Marketing



Website Strategy &
Development

Our Approach to Campaign Development



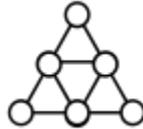
Discovery

Understand the landscape with a **people first** objective



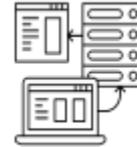
Design

Establish the concept for **breakthrough** creative



Develop

Create channel and audience specific assets and **experiences**



Deploy

Test and **activate the campaign**



Document

Monitor performance and **optimize based on learnings**

Key Activities and Deliverables

PHASE	KEY ACTIVITIES / DELIVERABLES
Discovery	<ul style="list-style-type: none"><li data-bbox="363 372 726 405">● Discovery Workshop<li data-bbox="363 463 1785 921">● Program Creative Brief<ul style="list-style-type: none"><li data-bbox="459 506 1785 539">○ Guiding Tenets: Thematic insights and perceptions derived from our assessment activities<li data-bbox="459 583 1785 659">○ Creative Strategy: Programmatic concepts that encapsulate and explain the vision for the program and act as a “north star” for the campaign work<li data-bbox="459 703 1785 812">○ Content Strategy: This defines what the key content is, how it needs to be communicated, and where the best application of the content to audience will occur. It’s the strategic and structural nature of the content that will be deployed across the program channels<li data-bbox="459 856 1785 921">○ Business Outcomes: The KPIs and business metrics that align us to measurable success for the program

Key Activities and Deliverables

PHASE	KEY ACTIVITIES / DELIVERABLES
Design	<ul style="list-style-type: none">● Core Creative Executions<ul style="list-style-type: none">○ Leverage the approved strategy to develop our initial creative executions for each channel, templates, and an asset kit to drive activation● Activation Plan<ul style="list-style-type: none">○ Editorial calendar for channel activation, content cadences and development
Develop / Deploy <i>(note: tactics will be confirmed in the activation plan)</i>	<ul style="list-style-type: none">● Website Development● Social Media Campaign<ul style="list-style-type: none">○ Social Media campaign implementation to consist of posts, infographics and short form videos● Print Collateral<ul style="list-style-type: none">○ Development of press kit, fact sheets, brochures, flyers● Outdoor<ul style="list-style-type: none">○ Development of billboards and posters● Special Program<ul style="list-style-type: none">○ Based on findings of initial discovery activities, a 'special program' recommendation will be proposed as way to increase campaign visibility. Examples of a special campaign could include apps, games, influencer campaigns.

Proposed High Level Timeline

February	March	April	May	June	July	August	
★ Discovery Workshop	◆ Discovery Readout	◆ Program Creative Brief ◆ Creative Concepts ◆ Activation Plan					
	Market Research						
			★ Ongoing Asset Creation (Web / Social / Print)				
				★ Launch / Monitor / Optimize			

Thank You!





KEY PROGRAMS

OAKLAND PARKS, RECREATION, AND YOUTH DEVELOPMENT

J. NICHOLAS WILLIAMS, DIRECTOR

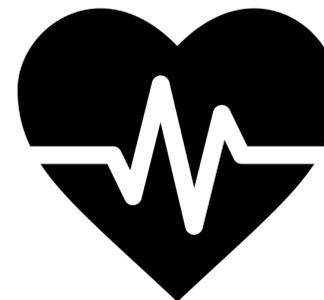
FEBRUARY 2020

WHY THIS WORK MATTERS



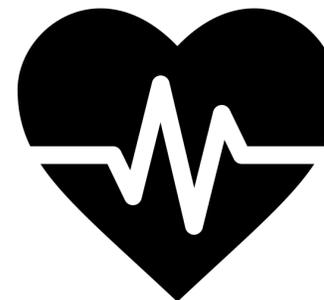
- Overall, our youth are not participating in the physical activity they need to be physically, emotionally, and academically healthy
- Less than a quarter of U.S. children ages 6 to 17 years of age participate in 60 minutes of physical activity every day
- Significant disparities in physical activity persist
 - Girls are less active than boys
 - Low income students are less active than higher income students
 - Students of color are less active than white students
- Neighborhood characteristics, including proximity to parks, are related to physical activity levels among youth

WHY THIS WORK MATTERS

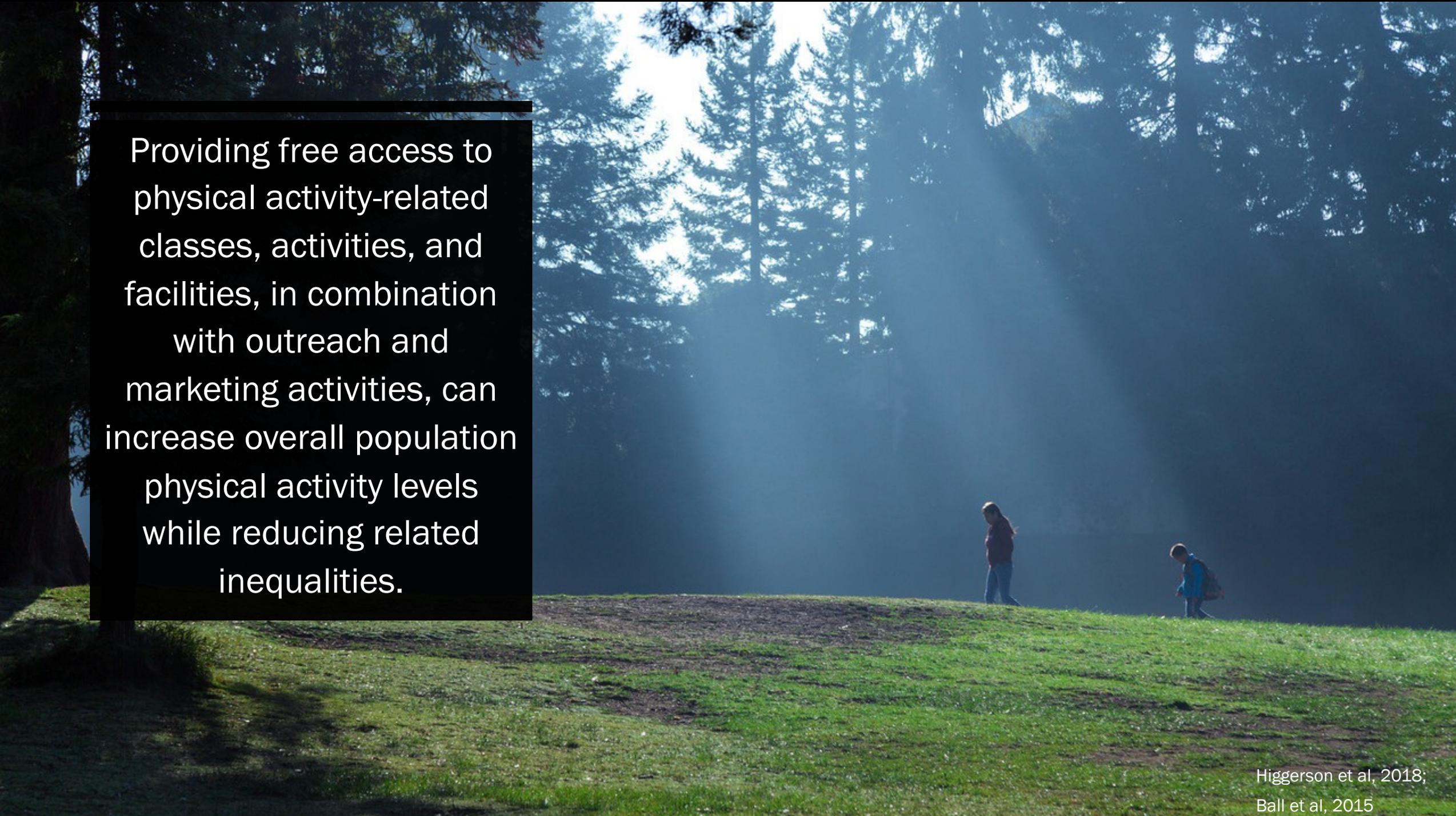


- Only 23% of U.S. adults from ages 18 to 64 meet guidelines for both aerobic and muscle-strengthening exercise
 - Adults ages 65 and older are least active
 - Latinx, American Indian/Alaskan Native and African American adults are less active than White and Asian adults
 - Adults who are lower income are less active than higher income adults
 - Adults with less than a high school degree are less active than adults who graduated from college or higher

WHY THIS WORK MATTERS



- In Alameda County:
 - Only half of adolescents report engaging in at least one hour of physical activity four or more days a week
 - Latinx and African American youth are less likely to report engaging in physical activity compared to White and Asian youth
 - 48% of adults report getting some physical activity, and only 41% report getting regular physical activity
 - Low income adults are twice as likely to report being sedentary compared to higher income adults



Providing free access to physical activity-related classes, activities, and facilities, in combination with outreach and marketing activities, can increase overall population physical activity levels while reducing related inequalities.

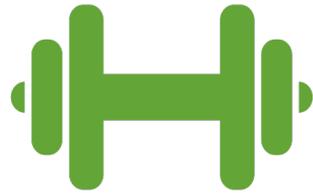
To help address low physical activity levels and related disparities, OPRYD is using SSBT monies to increase access to physical activity programs and facilities for Oakland's highest need residents.



KEY PROGRAMS



Outdoor fitness
nights



Outdoor fitness
courts



Outdoor adventure
club



Sports and cultural
programming



OUTDOOR FITNESS NIGHTS

OUTDOOR FITNESS NIGHTS

- 10 Thursday Nights in 10 parks across the city
- Targets residents of all sexes, ages, and backgrounds
- Goal is to provide:
 - Community connection
 - Health-enhancing physical activity
 - Alternative to unhealthy or unsafe behaviors



OUTDOOR FITNESS COURTS



OUTDOOR FITNESS COURTS

- Two new fitness courts will be in Lowell (West Oakland) and Arroyo (Eastmont) parks
- Courts will be open and free to the public 24 hours a day, making access to world-class fitness equipment and training methods available to the general public
- Demonstrates city's commitment to increasing fitness for all of Oakland's residents, but especially those at most risk for inactivity and related health inequities.



OUTDOOR ADVENTURE CLUB



OUTDOOR ADVENTURE CLUB

- To advance access to outdoors and nature for youth, families, and older residents in order to improve health and health equity.
- Will serve residents who have been the most impacted by health disparities and who often have the least access to nature, particularly Oakland's underserved youth and their families.
- All 38 OYPRD Community Centers will lead 2 different day trips and at least 1 camping trip in the coming year

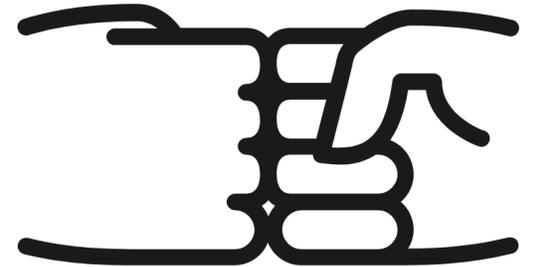




**SPORTS AND
CULTURAL
PROGRAMMING**

WHY SPORTS & CULTURAL PROGRAMMING MATTERS

- Improves physical health
- Develops self-esteem and confidence
- Teaches leadership skills, teamwork, respect, and communication
- Can provide positive role-modeling and mentorship
- Provides positive alternative to less healthy activities

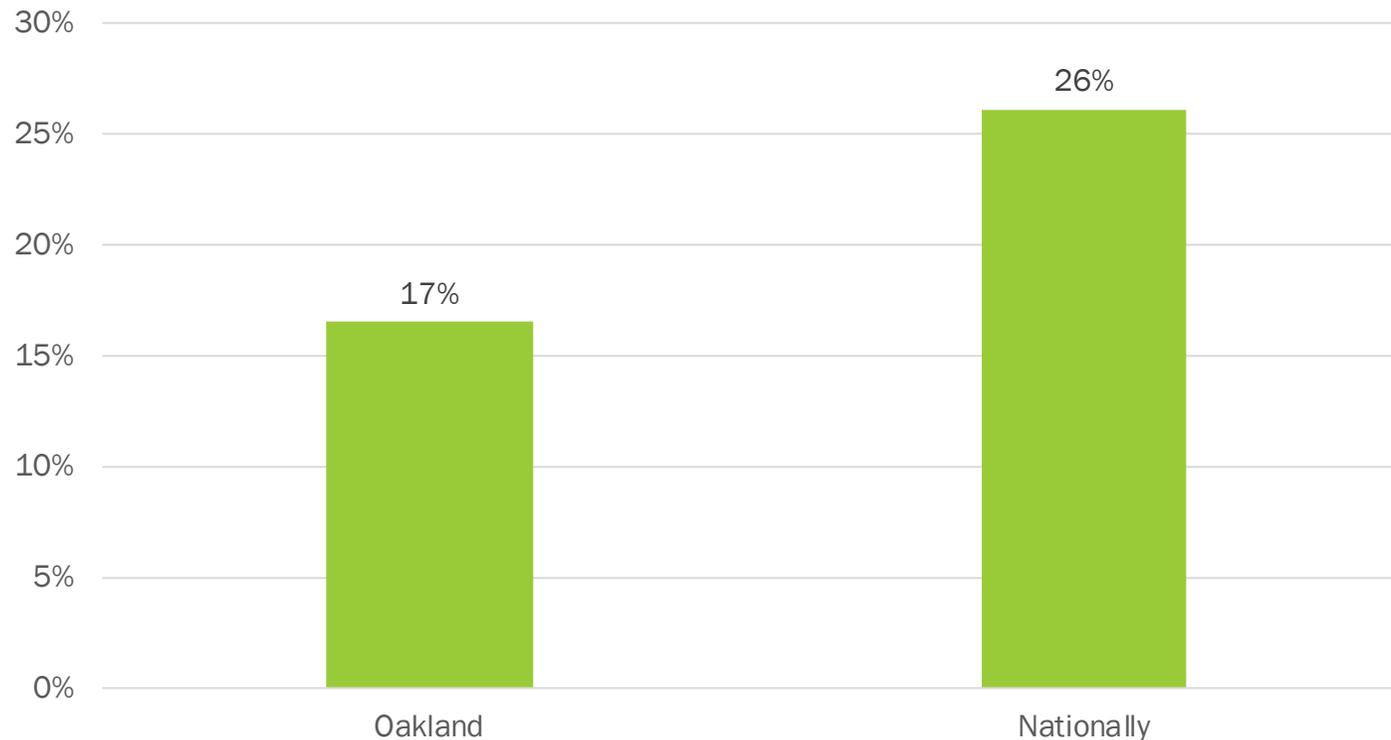




**THERE IS REAL
NEED FOR
QUALITY
PROGRAMMING
IN OAKLAND**

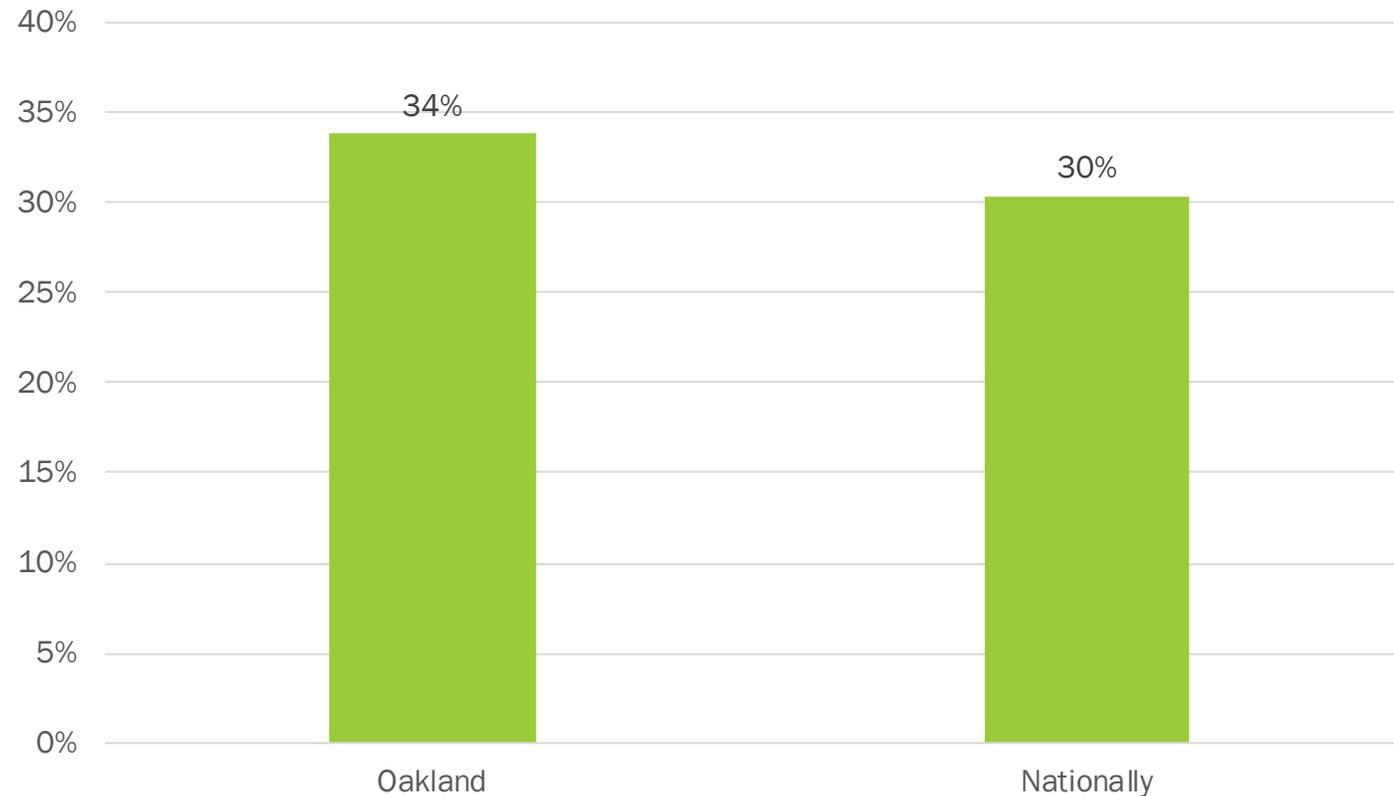
OAKLAND YOUTH ARE LESS ACTIVE THAN YOUTH NATIONALLY

Percent of high school students who report meeting national physical activity recommendations of 60 minutes of moderate to vigorous physical activity 7 days a week



OAKLAND YOUTH ARE HEAVIER THAN YOUTH NATIONALLY

Percent of high school students who are overweight or obese





**WE ARE
WORKING TO
MEET THE
NEED**

OPRYD SPORTS & CULTURAL PROGRAMMING

- Focuses on elementary age youth
- Programs available for both boys and girls
- Operating out of 23 rec centers/parks across the city
- Over the 6-month period from May 1st – October 31st, 2019:
 - 7,236 students participated in our summer day camp programs across 23 centers
 - 227 counselors in training across 9 centers



JUNIOR WARRIORS BASKETBALL

- Participants ages 4-14 of all skill levels
- Runs January through March.
- Youth learn the basics of the game and develop skills in dribbling, passing, shooting, and footwork.
- Over 700 youth participated last year



ACE KIDS GOLF

- Only East Bay golf organization to exclusively serve low-income inner-city kids free of charge.
- Introduces the game of golf, providing instruction, STEM curriculum, equipment and transportation to and from local golf facilities. Also teaches life skills, including discipline, respect and responsibility.
- Kids interact with positive role models who help them succeed in school and set goals for the future.
- Participants get the opportunity to travel to Pebble Beach to see the professional golf tournaments with local celebrities.
- Over 1,000 youth participated last year.



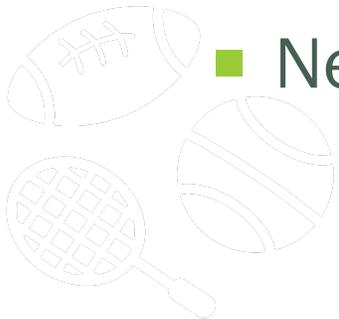
TENNIS



- Youth learn to play tennis on local courts and in recreation centers.
- Currently training additional staff to teach tennis.
- Nearly 600 youth participated last year.

FLAG FOOTBALL

- Runs October through November.
- Youth learn the fundamentals of flag football including rules, regulations and good sportsmanship.
- Game days are on Saturdays.
- Nearly 500 youth participated last year.



ADDITIONAL SPORTS & CULTURAL PROGRAMMING



Program	# of youth
Swim lessons	> 1,500
Competitive swimming	250
Art classes	560
Martial arts	480
Golf	> 400
Sailing into Science	225
Fitness classes	186
TOTAL	~4,000

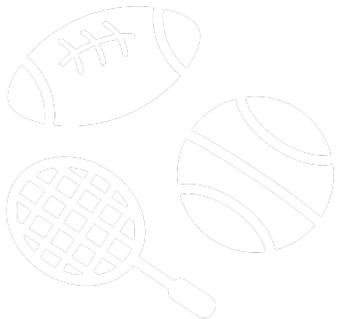
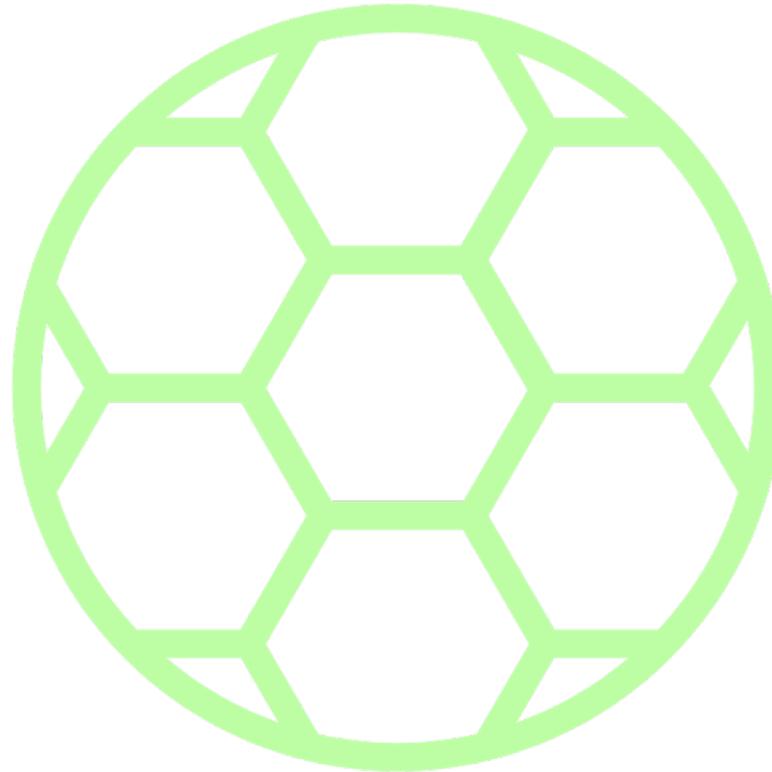
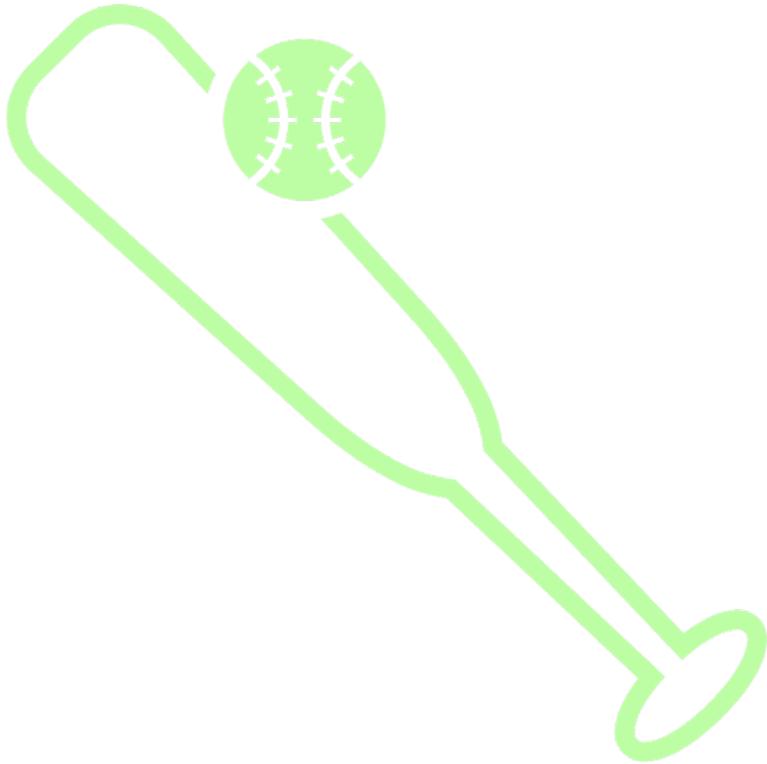


WHERE WE CAN GROW

- Lacking a few key sports (baseball and soccer)
- Would like to increase programming across the board to serve more youth.
- Want to ensure programming starts at an early age so our kids can grow up playing sports throughout childhood.



FUTURE PROGRAMMING



WHERE WE NEED MORE HELP

- Funding for staff
 - Referees/ umpires
 - Coaches
- Uniforms
- Operational costs
- Volunteers





CITY OF OAKLAND
PARKS, RECREATION &
YOUTH DEVELOPMENT

J. NICHOLAS WILLIAMS
DIRECTOR

NWILLIAMS@OAKLANDCA.GOV