

Sugar-Sweetened Beverage Community Advisory Board

Regular Meeting

June 8th, 2020 ■ 6:30pm-8:30pm

Zoom Teleconference

Please click the link to join the teleconference: <https://us02web.zoom.us/j/84307122523>

Pursuant to the Governor's Executive Order N-29020, all members of Sugar-Sweetened Beverage Community Advisory Board as well as City staff will join the meeting via phone/video conference and no teleconference locations are required.

TO OBSERVE:

- 1) To view the meeting by Zoom video conference, please click on this link:
<https://us02web.zoom.us/j/84307122523> at the noticed meeting time.
- 2) To listen to the meeting by phone, please call the numbers below at the noticed meeting time: Dial(for higher quality, dial a number based on your current location): +1 669 900 9128 or +1 346 248 7799 or +1 253 215 8782 or +1 312 626 6799 or +1 646 558 8656 or +1 301 715 8592; Webinar ID: 84307122523

TO COMMENT:

- 1) To comment by Zoom video conference, you will be prompted to use the "Raise Your Hand" button to request to speak when Public Comment is being taken on the eligible Agenda item. You will then be unmuted, during your turn, and allowed to make public comments. After the allotted time, you will then be re-muted.
- 2) To comment by phone, you will be prompted to "Raise Your Hand" by pressing "* 9" to request to speak when Public Comment is being taken on the eligible Agenda Item. You will then be unmuted, during your turn, and allowed to make public comments. After the allotted time, you will then be re-muted.

ADDITIONAL INSTRUCTIONS:

- 1) Instructions on how to join a meeting by video conference is available at: <https://support.zoom.us/hc/en-us/articles/201362193%20-%20Joining-a-Meeting#>
- 2) Instructions on how to join a meeting by phone are available at: <https://support.zoom.us/hc/en-us/articles/201362663%20Joining-a-meeting-by-phone>
- 3) Instructions on how to "Raise Your Hand" is available at: <https://support.zoom.us/hc/en-us/articles/205566129-Raising-your-hand-In-a-webinar>

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

AGENDA

- 1. Welcome and Call to Order**
 - Roll Call, Introductions
 - Announcements
 - Agenda Review and Adoption
- 2. Open Forum**
- 3. Adoption of Prior Meeting Minutes: March 9, 2020** Action
- 4. Update From City Administrator's Office by Joe DeVries, Director of Interdepartmental Operations, on the Fiscal Year 2020-2021 Mid-Cycle Budget Adjustment Process and Measure HH Funds** Informational
- 5. Presentation on Statewide Soda Tax Preemption and Assembly Bill 1838 by Xavier Morales, Executive Director Praxis Project** Informational
- 6. Board Debrief on Statewide Soda Tax Preemption Information and Discussion Around Possible Next Steps** Discussion/Action
- 7. Board Updates**
 - Committee Meetings
 - Meetings with City CouncilmembersInformational
- 8. Administrative Update**
 - Board Annual Report
 - OUSD Hydration Stations Installations
 - Consultants
 - East Oakland Healthy Retail ProjectDiscussion
- 9. Agenda Items for the July 13, 2020 Board Meeting** Action
- 10. Adjournment**

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

March 9th, 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, Raphael Breines, Julia Liou, Esperanza Pallana, Donna Carey, and Justin Watkins

City Staff present: Sharon Robinson, Neffertice Williams, Joe DeVries, and Nicholas Williams

1. Welcome and Call to Order

- Roll Call
- Announcements
- Agenda Review and Adoption

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

Chair Liou announced the resignation of Esperanza Pallana from the Board. No changes were made to the meeting agenda.

2. Open Forum

There were thirteen speakers that included representatives from community organizations and owners of community stores, including healthy retail store owners and partners, in the community. (Note: Due to COVID-19 shelter-in-place mandate, specific names of open forum speakers are not available.)

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

Raphael Breines requested an amendment to item #6 in the minutes to reflect that Raphael Breines and Mike Hammock will meet with Darlene Flynn and Nicholas Williams. Mike Hammock made a motion to approve the meeting minutes with the aforementioned amendment. Donna Carey seconded the motion. The motion passed and the minutes were unanimously approved.

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

Kimberly Davis-Wells, Chief Strategy Consultant, and Diana Manning, Chief Technology Consultant, at Colectivo, provided a brief overview of their approach to address Measure HH brand identity, creative design and production, digital strategy and execution, and overall campaign development. Kimberly Davis-Wells talked about the discovery workshop recently convened. Fifteen participants, comprised of a diverse group of SSB grantees, participated in the workshop and helped to inform their work. The report from the workshop will be forthcoming. As well, materials around this effort are expected to be developed in early summer.

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

Amani Ali, Healthy Grocery Initiative Coordinator, presented an overview of the East Oakland Healthy Retail Project. Mandela Partners partnered with the Saba Grocers Initiative to provide more cultural context for their work in the community. An advisory board has been established. Seventeen applications were received from store owners interested in participating in the project. Five stores, located in Districts 6 and 7, were chosen to participate in the project. A written report will be provided with more information about their work on this project.

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

Nicholas Williams, Director OPRYD, presented an overview of OPRYD programming, including information around the impact of SSB funds. OPRYD staff, Master Ron, provided a brief Tai Chi movement session for all in attendance as an example of some of the diverse programming being offered by OPRYD in the community. SSB Funds supported 39 staff that support OPRYD programming. He offered to provide a fiscal spending reporting. OPRYD will be able to provide more data around how they are helping kids. Williams explained that OPRYD uses an equity lens approach to make access to programming accessible to everyone in the City. Chair Liou asked if there was data available around the Asian population's utilization of OPRYD programming. The Director agreed to research this issue and get back to the Board with the findings. The Board Chair requested analysis of OPRYD's capital versus programming. Tonya Love asked if it would be possible to place language on SSB funded projects—fitness courts and Athol Court—to state that funds for these projects come from SSB. The Director stated that the requested language could be placed on the fitness courts and will research what's possible around the Athol Court.

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

Board Chair Liou summarized that the agreed next steps would be to get more detailed information around the OPRYD budget.

Sugar-Sweetened Beverage Community Advisory Board

8. SSB Advisory Board's Funding Recommendations for Measure HH Fiscal Years 2019-2021 Budget Under Board Discretion and Funding Recommendation for Fiscal Year 2020-2021 Mid-Cycle Budget

Speaker: Molly DeVinney, In-Advance/Sugar Freedom Project

Justin Watkins, Ad-hoc Finance Committee, communicated that the Finance Committee met twice and he provided a summary of the Committee's recommendation. He explained that the Committee had revisited the current budget with the new understanding that the Board has \$2M to determine how to allocate and there is no additional funding allocated in the budget for community grants going forward. He stated that the Committee remained committed to allocations previously submitted by the Board. The Committee's recommendation around the funds under SSB Board discretion was to reduce the amount to Community Development Financial Institution (CDFI) to \$500,000, revisit the allocation for the health policy work with BANPAC, and potentially reallocate \$1.5M to community grants and other community projects. Chair Liou made a motion that if additional funds are identified and available, the Board would want 40% [of SSB tax funds] recommended for community grants. The \$2M SSB Board allocation would be \$1.5M to community grants and \$500,000 to CDFI. Mike Hammock seconded the motion. The motion was unanimously approved.

9. SSB Advisory Board Annual Report

Chair Liou mentioned goal to get the annual report together by March 16. She stated the main items for inclusion in the report are: 1) OUSD hydration stations installations 2) OPRYD outcomes 3) Board Funding Recommendations and 4) Building infrastructure for communications and evaluation. Chair will work with staff and Vice-Chairs to complete the report.

10. Board Updates

- Committee Meetings
- Meetings with City Councilmembers

Speaker: Katie Ettman, SPUR

Chair Liou stated need to identify someone to fill Esperanza Pallana's lead for the Evaluation and Research Committee. Laurie Lawson was not in attendance to provide update for Communications. Chair Liou reported that the Research and Evaluation Committee needs to provide some guidance around scope of work and she will work with Justin on this item. Justin Watkins reported that the Finance committee met and provided the funding recommendation. Tonya Love stated that the Wellness Committee had begun the process to determine how to work with BANPAC; however, given the Finance Committee's update, further conversations around this work have been placed on hold. She will update BANPAC about new funding realities and determine how can move forward with Parks Department and BANPAC in a reduced capacity to implement healthy policies without funding. Justin Watkins commented that the ad-hoc CDFI committee has not met. Staff asked that the CDFI committee provide information about this area of work for inclusion in the annual report. Raphael Breines, ad hoc OPRYD Collaborations committee, reported that he and Mike Hammock met with OPRYD Director to discuss the OPRYD presentation and to request it provide more breakdown around the budget.

Sugar-Sweetened Beverage Community Advisory Board

Board member updates regarding meetings with City Council members:

- D2: Julia and Tonya met with Councilmember Bas. She supports the Board's funding priorities and encouraged Board to come to City Council and articulate priorities to members. She mentioned that the City Council has heard from the community around need for healthy retail.
- D1: Pamela and Raphael are scheduled to meet with Councilmember Kalb on March 19
- D5 and D3: Justin will follow-up on Esperanza's earlier request to schedule a meeting with Councilmember Gallo and will also reach out to schedule a meeting with Councilmember McElhaney. Donna is willing to support meeting with Councilmember McElhaney. Mike is willing to support meeting with Councilmember Gallo.
- D6: Mike met with Councilmember Taylor and "he's on board"
- D7: Donna will reach out to schedule a meeting with Councilmember Reid. Tonya will support.
- D4: Julia will reach out to schedule meeting with Councilmember Thao
- Kaplan: Donna will reach out to schedule meeting with Council President Kaplan. Mike is willing to support this meeting

11. Administrative Update

- **Marketing, Branding and Communications**
 - The Marketing Discovery workshop was convened on February 27. Board Communications committee member Laurie Lawson attended.
- **SSB Grantee Site Visits**
 - In process to completing site visits for all first round the grantees
- **Workforce Development – Youth Summer Jobs**
 - Appreciative of SSB funds
 - Goal for this year's program is to more align with the intent of Measure HH
 - Will implement a wellness policy; no soda at 1:1 and group meetings, provide education and awareness to participants regarding SSBs
 - More health focused career opportunities

12. Agenda Items for the April 13, 2020 Board Meeting

- Presentation from statewide reduce SSBs lobbyists
- Workforce Development – Youth Summer Jobs presentation,
- Criteria for community grants and CDFI
- OPRYD financial report

13. Adjournment

The meeting was adjourned at 8:55pm.

FUND 1030 - MEASURE HH												
REVENUE ADDITIONS (POSITIVE #) & REDUCTIONS (NEGATIVE #)												
Fund	Dept.	Description	ADOPTED			MIDCYCLE						
			FY 2020-21 Ongoing	FY 2020-21 One-Time	FY 2020-21 Total	Add/Reduction	FY 2020-21 Ongoing	FY 2020-21 One-Time	FY 2020-21 Total	Projected Rev Decrease		
1030	SSBT	Measure HH Revenues & Use of Fund Balance	10,626,000	-	10,626,000	(1,426,000)	9,200,000	-	9,200,000			
<i>Subtotal Revenue Adjustments</i>			10,626,000	-	10,626,000	(1,426,000)	9,200,000	-	9,200,000			
EXPENDITURE ADDITIONS (POSITIVE #)												
Fund	Dept.	Description (Include Job Class & FTE)	ADOPTED			MIDCYCLE						
			FY 2020-21 Ongoing	FY 2020-21 One-Time	FY 2020-21 Total	Add/Reduction	FY 2020-21 Ongoing	FY 2020-21 One-Time	FY 2020-21 Total	Notes		
						160,377	160,377	-	160,377	Baseline adjustments, suspension of OPEB, Reduced ISF		
1030	Department of Race and Equity	Equity Analysis	-	100,000	100,000	(100,000)	-	-	-	Reduce O&M in Race & Equity		
1030	EWD	Youth Summer Jobs program	-	400,000	400,000	(22,721)	-	377,279	377,279	Reduce Contract Contingencies in Workforce Development		
1030	Human Services	New and expanded food programs	1,245,880	-	1,245,880	(347,884)	897,996	-	897,996	Reduce Contract Contingencies in Year Round Lunch Program, Transfer third party grants to 2244		
1030	Human Services	OUSD Food Program	-	1,800,000	1,800,000	-	-	1,800,000	1,800,000			
1030	Human Services	East Oakland Senior Center Programming Expansion	-	100,000	100,000	-	-	100,000	100,000			
1030	Human Services	Senior Center Enhancements	328,286	-	328,286	-	328,286	-	328,286			
1030	Human Services/ Finance/CAO	Administration, oversight, and evaluation	700,000	-	700,000	-	700,000	-	700,000			
1030	Human Services/ Finance/CAO	Reduction in evaluation/staffing reflecting lower granting amount from what was authorized in Resolution 87020 CMS	(200,000)	-	(200,000)	-	(200,000)	-	(200,000)			
1030	Non-Departmental	Additional grant funding and/or special projects to be distributed per guidance of SSB Board	-	2,000,000	2,000,000	-	-	2,000,000	2,000,000			

Fund	Dept.	Description	FY 2020-21 Ongoing	FY 2020-21 One-Time	FY 2020-21 Total	Add/Reduction	FY 2020-21 Ongoing	FY 2020-21 One-Time	FY 2020-21 Total
1030	Non-Departmental	Additional grant funding and/or special projects		(1,000,000)	(1,000,000)	-	-	(1,000,000)	(1,000,000)
1030	OPRYD	OPRYD Service Expansion	1,000,000	-	1,000,000	(1,000,000)	-	-	-
1030	OPYRD	OPRYD programs (aquatics, recreation, youth centers).	4,151,834	-	4,151,834	(115,772)	4,036,062	-	4,036,062
<i>Subtotal of Expenditure Additions</i>			<i>7,226,000</i>	<i>3,400,000</i>	<i>10,626,000</i>	<i>(1,426,000)</i>	<i>5,922,721</i>	<i>3,277,279</i>	<i>9,200,000</i>

For more information regarding the mid-cycle budget process please see the following link: <https://oakland.legistar.com/LegislationDetail.aspx?ID=4544165&GUID=6B92FCB3-788D-4484-8EB3-56FECAB0C764&Options=&Search=>



Resolution urging the California State Legislature and the Governor to recognize that due to the COVID-19 crisis, they need to immediately overturn AB 1838 that was passed in 2018 and give California cities back their right to improve public health and raise revenue by disincentivizing consumption of soda and other sugary beverages.

WHEREAS, According to the Sacramento Bee, the California Governor and Legislature were the victims of a type of “extortion” and “shakedown” by the American Beverage Association in the summer of 2018; and

WHEREAS, the Governor and Legislature were essentially forced to enact a law temporarily prohibiting and preempting the ability of California cities of their right to enact popular sugary drink taxes despite the fact they are proven tools for cities to improve public health and raise revenue; and

WHEREAS, the City of Seattle enacted a soda tax in 2018 and has been able to use that revenue this year to give \$800 in grocery vouchers to thousands of Seattle families hard hit by COVID-19; and

WHEREAS, California voters who passed soda taxes in their cities before the successful 2018 “extortion” by the American Beverage Association have improved the health of their residents and given their cities millions of dollars in revenue available to stave off budget cuts due to the COVID-19 induced economic downturn; and

WHEREAS, a majority vote of the California Legislature and a signature by the Governor now would give California cities one more tool to fight the devastating health and economic impacts of the COVID-19 pandemic; and

WHEREAS, California cities need every single tool available in the war against COVID-19 and to give their residents the possibility of a healthier future; and

WHEREAS, the world has changed since COVID-19 and California can no longer afford to handcuff cities and prevent voters from using proven tools to improve health equity and public health and provide for safe, accessible and affordable drinking water; now, therefore, be it

RESOLVED, That the _____ urges the California legislature and the Governor of California to overturn AB 1838 and allow residents to choose whether they want a sugary drink tax in their city; and, be it

FURTHER RESOLVED, That the _____ directs the _____ to transmit copies of this Resolution to all State Legislators and the Governor with a request to take all action necessary to achieve the objectives of this resolution.

SSB Advisory Board Presentation March 9, 2020

East Oakland Healthy Retail Pilot

Mandela Partners and Saba Grocers' Initiative

1. The issue you were hoping to impact with your work

Over the course of this project, we hope to increase healthy food access and options for residents east of High Street by investing in their neighborhood stores with the sugar-sweetened beverage tax dollars. The funds will be used for equipment, renovations, and marketing to uplift the stores as viable, affordable, and health-promoting retail access points.

2. What is the current status of your work?

As of 3/9/20, we have:

- established the Healthy Retail Advisory Board (HRAB) to oversee and guide this project and to vet applications. Our board involves corner store owners and community members from East Oakland. We will have 10 board meetings in 2020.
- designed an application inviting store owners interested in healthy foods to apply. We used the following scoring criteria to appraise applications: Proximity to schools, affordable housing, community-based organizations, churches; Located in a residential area vs. a commercial corridor; impressions from follow-up visits
- received 17 applications from store owners and have chosen to work with 5 located in district 6 & 7
- required a matching amount of 10% to be paid by store owners approved into our program.
- We are working with Q&S Market located near 100th ave. Jalisco Market near 97th ave , Royal Foods Market near 76th ave., 4M Market near 63rd Ave., and Arwa Market near 86th ave.
- Next, we will meet with store owners and begin creating technical assistance (TA) plans based on the initial assessments and overall budget. TA Plans will include trainings on different retail topics and store upgrades.

3. How are you assessing impact, success and challenges?

We are assessing impact by utilizing established in-store evaluation tools such as, pre- and post- assessments, which include interviews with store owners and store walkthroughs, customer surveys, and sales reports.

The HRAB will provide oversight to our technical assistance plans with the cohort.

4. Do you foresee continued funding needs and why

Yes, we do foresee the need for continued funding to extend engagement with our current store cohort (training and technical assistance, store improvement costs, staff time) and expand the program to new stores who didn't make it into the current cohort.

Key factors to success:

During Q1, Mandela Partners (MP) and the Saba Grocers Initiative (Saba) developed a scope of work to expand healthy retail programming in East Oakland and convened a Healthy Retail Community Advisory Board (HRAB) to oversee program design and implementation. Based on Saba's insights – gleaned from several months of organizing local store owners during the SBB budget allocation process – MP reorganized its original budget submitted to the City of Oakland to include more funding for store improvements, technical assistance, and training, and also give the HRAB greater decision-making discretion over program components and the store recruitment process. Now that MP and Saba finalized the application with the support of the HRAB and has selected the program cohort, we will develop customized scopes of work for each store to begin making interior and exterior improvements, facilitate or directly manage produce and healthy food deliveries (depending on store need and capacity), and offer training and technical assistance opportunities that are tailored to each store's needs. This scope of work development and execution will continue in Q3.

Greatest challenges:

When MP was originally offered this grant funding, our initial goal was to implement its existing program model at 5 new stores in East Oakland, with the Saba Grocers Initiative supporting community outreach and engagement with their store owner network built through the SSB Tax organizing campaign. Saba felt it important to reassess some of MP's programming components, such as consignment based produce delivery and the necessary staffing to carry this out, and also suggested that MP include the HRAB in program design and implementation. Deliberations over program structure and oversight delayed some of our activities scheduled to begin during Q1, specifically store assessments, application development, and customer surveys, but these deliberations were critical to ensuring that store owner and HRAB voices were included in the pilot program design and implementation.

SSB Commission Report - Oakland Unified School District
Water Station Installation and Promotion at OUSD Schools
May 5, 2020

Overview/Status Update

Measure HH has provided critical funding for water stations at all of OUSD's K-12 schools and Child Development Centers. Filtered water stations have alleviated concerns about lead contamination, which were raised in 2018 when 7 school sites (see [Attachment 1: Lead Testing Results](#)) were found to have one water fixture each with elevated lead levels. While these water sources were immediately taken off line and have now been remediated, this sparked renewed discussion about the need for fresh and clean drinking water at OUSD schools. Simultaneously, OUSD has been working for many years to promote the health and wellness of students as a core element of the Full Service Community Schools strategy. Measure HH has provided an opportunity for OUSD, the City of Oakland, and Alameda County through Supervisor Wilma Chan's Office to partner around the reduction of consumption of sugar sweetened beverages and prevention of obesity. Water stations have provided filtered water, which is a great alternative to sodas, juices and other sugar sweetened beverages for students and the whole school community.

Water Station Installation

Since April 2018, water stations have been installed at 78 of OUSD's K-12 schools (see [Attachment 2: Water Station Installation Dates](#)). Installation was not completed at 10 sites, where there was already another water filtration system, no suitable indoor location, or if the site was not going to be in use for the 2020-21 school year. In addition, installation of water stations was completed at all 17 OUSD's Child Development Centers and 11 charter schools located in District facilities.

Water Promotion

In Fall 2019, all elementary and preschool students were provided water bottles in order to support student use of the water stations. Jointly funded by Kaiser Permanente and Alameda County, over 16,000 water bottles were delivered to elementary and Child Development sites along with a [water promotion toolkit](#) developed by OUSD's Wellness Specialist to encourage sites to continue to create a culture around using refillable water bottles. We are now in the process of ordering water bottles for all secondary students and have promoted middle and high school engagement through a sticker design contest.

In January and February 2020, 120 middle and high school students across the district submitted sticker designs under the theme "Water is Life". On February 11th, the OUSD Wellness Specialist and Student Health and Wellness Director from All City Council co-convened student leaders from All City Council and the HOPE Collaborative Youth Advisory Board to vote and decide the winning sticker designs. The [winning designs](#) will be printed and distributed to secondary students to customize their water bottles.

Wellness Champions, Food Corps Members, and other staff conducted a variety of other water promotion activities in 2019-20. These include lessons on the State of California Rethink Your Drink Day, Positive Behavioral Intervention and Support (PBIS) lessons on how to safely and responsibly use the water stations, spa water events, and development and posting of signs and posters to promote water drinking and water stations.

Current Data/Early Impact

While it is too early in the project implementation to know the real impact of the water stations on student health and wellness, we anticipate that access to water stations will ultimately reduce consumption of sugar sweetened beverages. On the California Healthy Kids Survey, administered annually to all students grades 5-12, we currently ask the following question: *during the past 24 hours, how many times did you drink a glass or can of sweetened soda (like Coke or Pepsi), a sports drink, or other sweetened soft drink (like Snapple)?* Across all grades, the percentage of students reporting drinking 1 or less sugar sweetened beverages in the past 24 hours declined, meaning that reported consumption of sugar sweetened beverages increased slightly. In 2019-20, a question was added to the California Healthy Kids Survey about water consumption; however, this baseline data will not be available until late spring 2020. These measures are imperfect, as the California Healthy Kids Survey does not survey the same cohort of students each year and fewer students took the survey in 2018-19, because participation fell during the teacher strike. We will continue to find ways to understand how student behavior is changing around soda and sugar sweetened beverage consumption.

School Level	# Drinks (Soda, Sports Drink, or Other Sweetened Soft Drink)	Percent (2018)	Percent (2019)
Elementary	1 or less	82.5%	79%
Elementary	2+	17.5%	21%
Middle	1 or less	74.6%	72.8%
Middle	2+	25.4%	27.3%
High	1 or less	75.5%	70.7%
High	2+	24.5%	24.5%

As of 5/7/2019, the equivalent of 137,540 16oz bottles had been filled at the 16 water stations installed on or before 1/31/2019. This was an average of 8,596 bottles per site. The 6 sites that had access to their water stations for the entire 2018-19 school year reported a total of 89,952 total fills and an average of 14,992 bottles per site. This number has grown significantly as we continue to promote drinking water and the use of the water stations, as well as work to secure water bottles for all students. Note: we cannot report the updated numbers at this time, due to school closures during the Covid-19 pandemic.

Anecdotally, we hear that water stations are well-utilized by students and staff alike. Water stations have been well received and utilized by school communities. FoodCorps Service Members and Community School Managers have shared testimonials about the impact the water stations have had on their students and families:

"The water station opened up a conversation with parents about student access to water and the importance of students carrying a water bottle." - FoodCorps Service Member

"At lunch, there is always a line to fill up our water bottles with fresh, COLD water." - FoodCorps Service Member

"The water station is something really special at our school and the students really appreciate it." - Middle School Community School Manager

"The water stations are amazing! Thank you so much. We have seen more students and staff drinking water, rather than sweet drinks." - Elementary Community School Manager

I can say without any doubt it's what has helped our 380 students to drink more water and not sugary drinks as they did before. I see more kids with their water bottles filled with fresh water." Middle School Community School Manager

"Teachers have brought their class to the water station to have a lesson on the importance of drinking water. Students are drinking more water and bringing water bottles from home. Parents have used and commented on the new drinking fountain." - Elementary Community School Manager

See [Attachment 3: Photos](#)

SSB Discovery Workshop Meeting Recap (v2)

March 13, 2020



Our Participants

Our session consisted of a diverse group of constituents who each represented a different aspect of the SSB ecosystem.

Molly DeVinney Sugar Freedom Project	Paul Nguyen Hope Collaborative	Catherine Stahl Eden I&R
Shalon Jones Roots Clinic	Jillian Rausa Asian Health Services	Allison Eckert 18 Reasons
Gavin Raders Planting Justice	Nina Arrocena Mandela Partners	Jenny Wang Alameda County Nutrition Services
Michelle Oppen OUSD Wellness Program	Celia Espinosa Native American Health Center	Lara Calvert Spectrum Community Services
Nori Grossman BANPAC	Laurie Lawson SSB Board	Carmela Chase City of Oakland
Sharon Robinson City of Oakland		

Our Agenda

We crafted an interactive session meant to inspire thinking and get people moving and connecting.

Meeting Overview / Introductions / Icebreaker	10 minutes
Creating Our Shared Goals	20 minutes
BREAK	5-10 minutes
Audience Prioritization	20 minutes
Empathy Maps	20 minutes
BREAK	5-10 minutes
Fact Prioritization	20 minutes
Conclusion / Wrap Up	10 minutes

Introductions and Overview

After a quick round of introductions, we discussed goals and objectives for the session and some ground rules (e.g., “be courageous”) we should follow. The Colectivo team also discussed the use of human-centered design to unlock new opportunities.



Our Ground Rules



Be Present

This is an in-person, interactive format. Please block out the time for the whole workshop.



Be Courageous

No sitting out. This is not a spectator sport! Active participation is required.



Be Tech Free

Laptops and phones should be put away (except during scheduled breaks).



Be Open

All voices are equal, and no ideas are wrong. No judgements or filtering and try to listen as well as talk.



Be Honest

Ask for help, clarification or anything you need to make the most of this learning opportunity.



Be Supportive

Everyone is here to learn and build a community so let's help each other.



Be Respectful

Allow others to speak, don't interrupt, and build on the ideas of others.



Be Focused

No side conversations or multitasking.



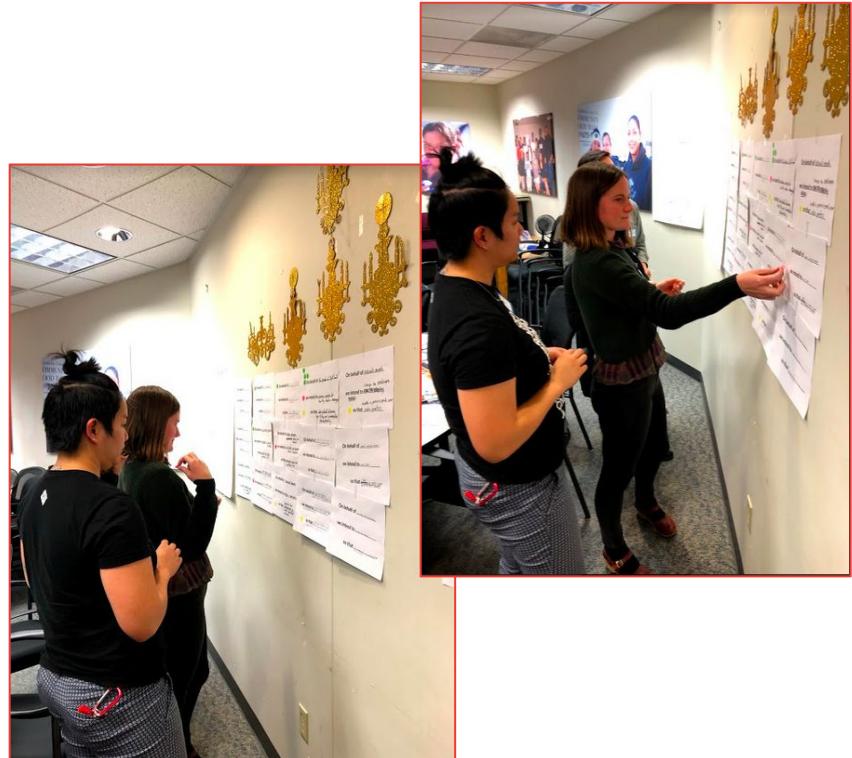
Have Fun!

Creating Our Intention Statement

We crafted our goal for the session and to help inform our creative brief.

The team used the “On behalf of ... we intend to ... so that ...” sentence structure to develop a working statement.

First each participant crafted an individual statement, then, we used voting techniques to identify the best components and ultimately determine the right statement.



Our 'Working' Intention Statement

ON BEHALF OF

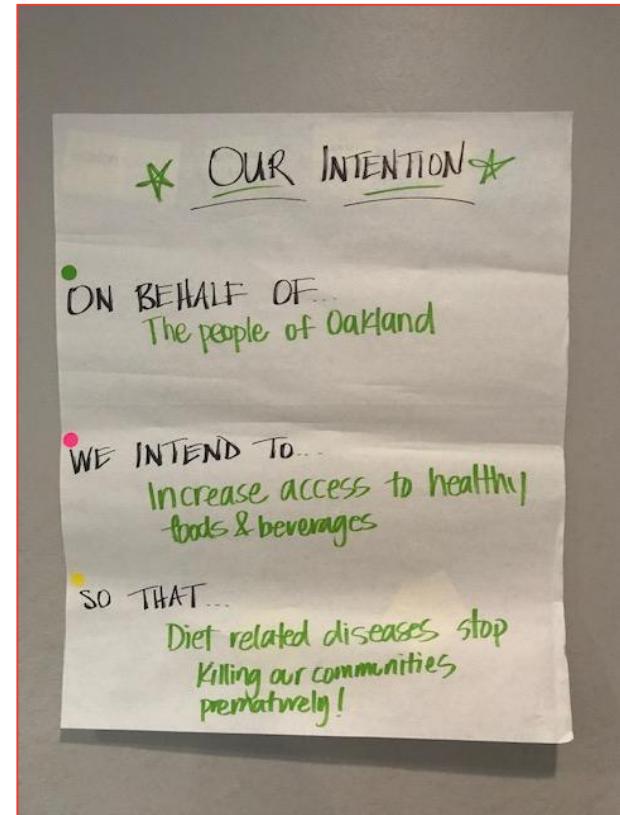
The People of Oakland

WE INTEND TO

Increase access to healthy foods and
beverages

SO THAT

Diet related diseases stop killing our
communities prematurely



Defining and Prioritizing Our Audience

We asked the group to help us identify and prioritize the individuals who will benefit from our campaign.

We started with a rapid fire exercise to document all of the individuals we'd like to reach.

We then grouped similar individuals together and gave each grouping a name (i.e segment).

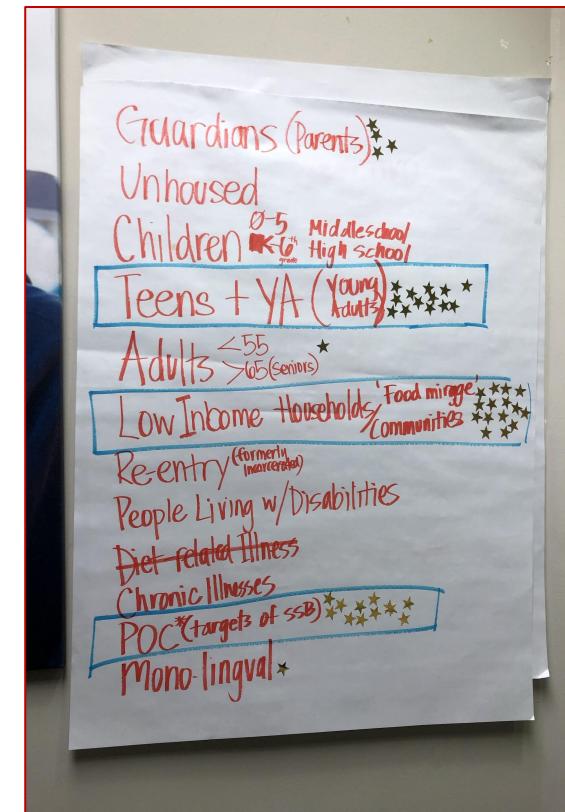


Defining and Prioritizing Our Audience

We then asked the group to identify the Top 3 segments who they feel are in most urgent need of hearing our message.

Top 3 / Prioritized Audiences:

- Teens and Young Adults
- Low Income Households
- People of Color (targets of Big Soda)



Empathy Maps

We then split into smaller teams to create Empathy Maps for each of our identified audience segments. Empathy maps help us understand what influences the feelings and thoughts of our audience and how those translate into actions and behaviors.



Empathy Map | Low Income Household

HEARS

You're Pre-Diabetic

Nothing will change

Soda tax is bad



SEES

People dying young in
the community

Unhealthy products
marketed / distributed

Limited options

Family members with
preventable disease

Water fountains that
don't work / dirty

TV ads for soda / signs
for cheap soda

THINKS

SSBs are the easiest
option

The water is nasty /
dirty

I know what I'm getting
with soda

They won't be able to
afford healthy food

Distrustful of
government

SSBs are a treat /
reward

Other healthy drinks
are not affordable

FEELS

Disrespected,
exploited, stressed

Unseen

Soda helps me get
through my day

Exploited and
manipulated

Sugar makes me feel
good

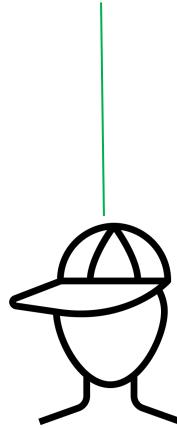
Unhealthy

Empathy Map | Teens / Young Adults

HEARS

Plastic is bad
Water is dangerous (lead)
Water tastes bad

Water is boring
SSBs are a celebration drink



SEES

"Non-food" wellness; magic supplements
Ads on social media / TV
Steph Curry water ads (Brita)
Role models

Soda machines on college campuses
Soda at checkout
Environmental movements

THINKS

Adults don't really care
Health class
I'm invincible

Can worry about that later
Nothing bad will happen to me
My life My choice
Cheap is good

FEELS

Want to fit in
Be cool / don't be what adults tell them
Wanna be skinny / sexy (Instagram)
Stressed
I need caffeine

Need to connect and be heard
Older siblings care abt younger kids health
Pride in being young – our generation knows
Want to make a difference
Community / school pride

Empathy Map | People of Color

HEARS

Commercials to drink soda

Nothing (in language) about harms of SSBs

Excessive SSBs are normal

The water is bad



SEES

Supersizing

SSBs available everywhere

Themselves in SSB ads

Aren't heard in ads – non Spanish speakers

Community with poor health

Health problems in family / community

Themselves as positively represented

Being seen on social media

THINKS

Boba Milk Tea = healthy tea

Quality of water

SSBs accessible and cheap

These are the only options available

Soda is part of my meal plan

Reducing SSB is a reachable goal

Sprite helps settle a sick stomach

FEELS

SSB is happiness / celebrating / fun

SSBs the only way to get kids to drink

Happiness because we care

Comfort when consuming SSBs

No access to healthy drinks

Healthy / clean water is inaccessible

Juice is health for family and kids

Fact Finding and Prioritization

Prior to the workshop, we gave all participants a homework exercise. We asked each participant to provide us with (3) key facts they thought were important to stress as part of our messaging activities.

Although we ran out of time to review and prioritize these facts as part of the workshop, we did collect valuable insights which we intend to carry forward.

Fact Finding | Sugar Freedom Project

Give Us The Facts!

Organization Name

In-Advance (Sugar Freedom Project)

Organization Mission Statement

The mission of In-A(d)vance is to vigorously pursue our deep belief in justice, solidarity and the transformative agency of collective action.

Audience Your Organization Services

SFP's audience is Oakland communities most impacted by diabetes, obesity, corporate sugar, and social isolation.

3 Important Facts About SSBs Your Audience
Needs to Know

- The reason for the tax
- Where the money is going
- SSB alternatives

Fact Finding | Summer Food Service Program

Give Us The Facts!

Organization Name	Summer Food Service Program (SFSP)
Organization Mission Statement	Delivers free and nutritious meals to children, ages 18 and under, throughout Oakland during the summer months when school is out
Audience Your Organization Services	Young people 18 years of age and under
3 Important Facts About SSBs Your Audience Needs to Know	<ol style="list-style-type: none">1. SFSP requires no sugar sweetened beverages to be served2. No juice, only water is the drink alternative to milk3. 50% of food must be from California

Fact Finding | Native American Health Center

Give Us The Facts!

Organization Name

Native American Health Center

Organization Mission Statement

Native American Health Center's mission is to provide comprehensive services to improve the health and well-being of American Indians, Alaska Natives, and residents of the surrounding communities, with respect for cultural and linguistic differences.

Audience Your Organization Services

School based staff, providers, and students

3 Important Facts About SSBs Your Audience Needs to Know

- Many drinks contain acid that harms your teeth, each acid attack lasts for around 20 minutes. Every time you take a sip of the drink, the acid damage begins all over again.
- Studies in children and adults have found that reducing sugary drink consumption can lead to better weight control among those who are initially overweight.
- According to a large, long-term study of 37,716 men and 80,647 women in the U.S., the more sugary beverages people drink, the greater their risk of premature death

Fact Finding | Oakland Unified School District

Give Us The Facts!

Organization Name

Oakland Unified School District

Organization Mission Statement

Oakland Unified School District (OUSD) will build a Full Service Community District focused on high academic achievement while serving the whole child, eliminating inequity, and providing each child with excellent teachers, every day.

Audience Your Organization Services

PreK-12 Students; Young Adults, Parents/Guardians/Families; Staff and Partners

3 Important Facts About SSBs Your Audience Needs to Know

- They should limit or eliminate intake; increase intake of water to improve health
- They are being unfairly marketed/profited SSBs.
- They could save a lot of personal money by not purchasing SSBs by drinking tap water.

Fact Finding | Planting Justice

Give Us The Facts!

Organization Name	Planting Justice
Organization Mission Statement	Planting Justice is a grassroots organization with a mission to empower people impacted by mass incarceration and other social inequities with the skills and resources to cultivate food sovereignty, economic justice, and community healing.
Audience Your Organization Services	14-24 year old “at-risk” youth; currently incarcerated youth and adults; formerly incarcerated youth and adults; low-income adults and families; general public
3 Important Facts About SSBs Your Audience Needs to Know	<ul style="list-style-type: none">• negative health impacts of sugar;• addictive qualities of sugar and withdrawal symptoms;• historical role of sugar in colonization and slavery

Fact Finding | Asian Health Services

Give Us The Facts!

Organization Name	Asian Health Services
Organization Mission Statement	Asian Health Services, founded in 1974, provides health, social, and advocacy services for all regardless of income, insurance status, immigration status, language, or culture. Our approach to wellbeing focuses on “whole patient health,” as a patient’s health is directly linked to their social and economic circumstances. That’s why we are dedicated advocates, and we promote policies that make our communities a safer and healthier place to live.
Audience Your Organization Services	We cater to 29,000 patients in English and 14 Asian languages: Cantonese, Vietnamese, Mandarin, Khmer, Korean, Tagalog, Mien, Lao, Mongolian, Karen, Karenni, Arabic, ASL, and Burmese.
3 Important Facts About SSBs Your Audience Needs to Know	<ul style="list-style-type: none">• Boba drinks, milk teas, etc. are SSBs! <i>But</i> there are healthier options to enjoy.• “Healthy” drinks like Yakult or fruit beverages still contain sugars.• Sugar added to coffees and other sweet snacks can become SSBs.

Fact Finding | 18 Reasons

Give Us The Facts!

Organization Name

18 Reasons

Organization Mission Statement

Our mission is to empower our community with the confidence and creativity needed to buy, cook, and eat good food every day.

Audience Your Organization Services

Through our Cooking Matters program, a free 6-week series of hands-on healthy cooking, food resource management, and nutrition education classes, we reach over 3,500 low-income individuals per year throughout Alameda, Contra Costa, and San Francisco Counties. We serve kids (3rd-8th grade), teens (high school and young adults), adults, parents, and families in English or Spanish.

3 Important Facts About SSBs Your Audience Needs to Know

- The American Heart Association recommends we consume no more than 9 (men) or 6 (women) teaspoons of sugar every day. A 12 ounce Coke has 9.75 teaspoons.
- SSBs are disproportionately marketed to low-income communities of color, especially low-income black and latinx children
- SSBs are the #1 source of added sugar in the American diet.

Fact Finding | BANPAC

Give Us The Facts!

Organization Name

Bay Area Nutrition and Physical Activity Collaborative (BANPAC)

Organization Mission Statement

BANPAC advocates for and supports efforts across the spectrum of prevention to make systems and environmental change to support better nutrition, physical activity, and increased access to healthy foods and beverages.

Audience Your Organization Services

500 members and 250 public and private organizations- along with touching 1 million Bay Area residents during our pass the policy campaign and 10,000 children in 3 counties during our drinking water promotion project. (DWaPP)

3 Important Facts About SSBs Your Audience Needs to Know

- SSB marketing targets low income communities and communities of color which can lead to negative health effects such as diabetes, heart disease, and tooth decay.
- Since sugary drinks can lead to diabetes, heart disease, and tooth decay, decreasing consumption of SSB's and increasing consumption of water is imperative.
- Taxing sugary drinks and reinvesting the money back into underserved communities has an immediate benefit and at the same time improves residents trust in local government.

Fact Finding | Eden I&R

Give Us The Facts!

Organization Name

Eden I&R

Organization Mission Statement

Connecting People and Resources

Audience Your Organization Services

Anyone in Alameda County can access our 211 program by dialing the three-digit telephone number 24/7 for access to multilingual health, housing and human service information. 99% of callers are low-income, 82% are people of color, 69% are female, 56% are living with a disability, 26% are single mothers with minor children, and 16% are seniors.

3 Important Facts About SSBs Your Audience Needs to Know

- they are the number one source of added sugar in the U.S. diet
- contribute to obesity and diabetes
- healthy alternatives

Fact Finding | HOPE Collaborative

Give Us The Facts!

Organization Name

HOPE Collaborative

Organization Mission Statement

Our mission is to advance racial, economic, and health equity in Oakland through community-driven food and neighborhood initiatives. We envision a vibrant Oakland where historically marginalized communities shape their neighborhoods' future, have equitable opportunities for healthy food and safe community spaces, and build community wealth.

Audience Your Organization Services

Historically disenfranchised communities in Oakland

3 Important Facts About SSBs Your Audience Needs to Know

- How can community members be involved in deciding how the funds are going to be used? (Priority for our community members)
- How Oakland's SSB funds are being used to benefit community?
- How are future SSB funds going to be used?

Fact Finding | Mandela Partners

Give Us The Facts!

Organization Name

Mandela Partners

Organization Mission Statement

Mandela Partners works to provide access to healthy and affordable produce, while uplifting local food systems and accessible nutrition practices

Audience Your Organization Services

Oakland residents, specifically lower income families

3 Important Facts About SSBs

- sugar is easily hidden in drinks
- sugar related health disparities are higher in low income communities of color
- there are local groups working to combat big soda

Your Audience Needs to Know

Fact Finding | Roots Community Health Clinic

Give Us The Facts!

Organization Name

Roots Community Health Center

Organization Mission Statement

Roots Community Health Center seeks to uplift those impacted by systemic inequalities and poverty. We accomplish this through medical and behavioral health care, health navigation, workforce enterprises, housing, outreach, and advocacy.

Audience Your Organization Services

Roots patients that are from East Oakland, where our main clinical site and behavioral services are located, and eighty-seven percent have Medi-Cal coverage; over 80% are African American; approximately 20% of our adult patients are diagnosed with hypertension; and 14% have diabetes and pre-diabetes.

3 Important Facts About SSBs Your Audience Needs to Know

- The impact SSBs have on the long term health of those in predominantly low-income neighborhoods.
- SSB consumption is associated with less healthy behavior.
- SSB intake is higher among boys, adolescents, non-Hispanic blacks, or youth living in low-income family.

Fact Finding | Spectrum Community Services

Give Us The Facts!

Organization Name

Spectrum Community Services, Inc.

Organization Mission Statement

We strive to improve the health and safety of seniors and low income residents in Alameda County by enhancing their quality of life and helping them age at home with dignity.

Audience Your Organization Services

Seniors and Low Income Residents in Alameda County (through various programs, including: Senior Nutrition, Fall Prevention, and LIHEAP)

3 Important Facts About SSBs
Your Audience Needs to Know

Audience is our Senior Meals participants:

- Impact of liquid sugar on health
- How to know quantity of sugar in a drink
- Ways to increase non-sweetened beverage consumption - how to break habit/addiction to sweetened drinks

Fact Finding | Alameda County Public Health Dept

Give Us The Facts!

Organization Name

Alameda County Public Health Department - Nutrition Services Program

Organization Mission Statement

We envision that all people live in safe, connected neighborhoods that offer fresh, affordable foods, are choosing active healthy lifestyles, and are engaged in their communities. We promote and support healthy eating and physical activity through committed partnership with communities to reduce chronic disease and improve long-term health.

Audience Your Organization Services

All who live, learn, work, play, pray, and visit Alameda County, prioritizing communities experiencing greater health disparities. All ages, races, ethnicities, gender identities, religions, etc.

3 Important Facts About SSBs
Your Audience Needs to
Know

- Aggressive SSB marketing targets lower income communities and communities of color, and therefore, the negative affects harm these communities more than others.
- Because overconsumption of sugary drinks can lead to diabetes, heart disease, and tooth decay, decreasing consumption of SSB's and increasing consumption of water can improve health.
- Taxing sugary drinks and reinvesting those taxes back into impacted communities can actually benefit communities immediately as well as in the long term.

Thank You

Thank you for your participation in our SSB Discovery Workshop. Your perspectives, insights and information are helping to inform our understanding of the community and how we need to communicate in order to create a meaningful and relevant awareness campaign.

We look forward to sharing our creative work with each of you!



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