

Sweetened Beverage Tax Community Advisory Board

Date: July 5, 2018

To: Mayor Jenny Durkan

From: Sweetened Beverage Tax Community Advisory Board (CAB)

cc: Councilmember Bagshaw, Councilmember González, Councilmember Harrell, Councilmember Herbold, Councilmember Johnson, Councilmember Juarez, Councilmember Mosqueda, Councilmember O'Brien, Councilmember Sawant, Dwane Chappelle, Jessica Finn Coven, Patty Hayes, Jason Johnson, Ben Noble

Subject: 2018 and 2019 Budget Recommendations

Dear Mayor Durkan,

We are writing on behalf of the Sweetened Beverage Tax Community Advisory Board (CAB) to deliver the CAB's 2018 and 2019 budget recommendations. The CAB is integral in advancing the goals of the beverage tax, a policy initiative intended to improve the health and wellbeing of Seattle residents by investing in interventions that expand access to healthy and affordable food, close the food security gap, promote healthy nutrition choices, reduce disparities in social, developmental, and educational readiness and learning for children, assist high school graduates to enter college, and expand services for the birth-to-five population and their families.

According to the ordinance that established the Sweetened Beverage Tax, the CAB "*shall make recommendations on how and to what extent the Mayor and City Council should establish and/or fund programs and activities consistent with the intent of this ordinance that benefit Seattle's populations who experience the greatest education and health inequities.*" The CAB consists of a broad and diverse range of subject matter experts, stakeholder representatives, and community leaders committed to advancing equity in health, healthy food access, and child wellbeing. Additionally, we affirm the importance of ensuring the beverage tax revenue is used to advance the goals and priorities of Seattle communities most impacted by the negative effects of sugary beverage consumption.

Enclosed you will find two sets of recommendations on the Sweetened Beverage Tax revenues. The first focuses on the 2018 reserve funds, roughly \$2.77 million set aside specifically for the CAB's recommendations. The second set of recommendations is on all the 2019 revenues, including any revenue collected that is above and beyond projections and excluding proceeds designated to fund one-time expenditures to administer the tax, in support of education, and for training programs.

In developing these recommendations, the CAB undertook a rigorous strategic planning process, holding open public meetings twice a month between January and June 2018. We analyzed key community health and child wellbeing indicators, paying close attention to disparities by income, race/ethnicity, place, and language (see Addendum). Several of our meetings were interactive workshops facilitated by consultants, enabling us to collaboratively articulate and prioritize the key outcomes we wanted to achieve and identify what activities and strategies would most likely produce desired results. As described in the attached materials, we also adopted criteria and principles to assess and prioritize our recommendations. To complement our internal expertise, we consulted with outside academic experts at the University of Washington School of Public Health as well as experts serving on similar advisory boards in other cities across the country.

Understanding that budget decisions directly affect the quality of life in a community and the public's level of satisfaction with decision makers, we also gathered input from stakeholders in the community on how the beverage tax proceeds should be used. We launched two online community input surveys and held conversations with residents, colleagues, community leaders, and community coalitions. Over 160 stakeholder representatives completed our online survey (see Addendum for details). The information collected in the survey and through face-to-face dialogue provided us with additional perspectives and priorities that informed our recommendations. We will be reporting back to the community on our recommendations and the City's response.

During this time, we also received briefings from program staff in the Human Services Department, Department of Education and Early Learning, Public Health – Seattle & King County, and Office of Sustainability & Environment about the programs and activities currently supported by Sweetened Beverage Tax funds. Analysts from the City Budget Office (CBO) and Department of Finance and Administrative Services briefed us on the City's budget process and the higher than expected beverage tax revenues collected in the first quarter of 2018.

Perhaps most importantly, at every major decision point—with the goal of developing consensus-based and value-driven recommendations—we considered how the proposals, options and trade-offs fit with our collectively defined vision and values (see enclosed).

Six months later, the result of this planning and work are the recommendations for the 2018 and 2019 budgets you have before you that have been unanimously adopted by the CAB. Please note we are still developing supplemental recommendations, based on information received from City departments, to add specificity to several high priority activities we recommend. Additionally, our supplemental recommendations will address the process for granting Sweetened Beverage Tax funds to community-based organizations (CBOs) and the role of the CAB in this process. These recommendations will be finalized later this month and will focus on how to explicitly address race and social justice in the City's grantmaking processes and achieve authentic partnership with CBOs leading the work in communities by sharing decision-making power during the development and implementation stages.


We have dedicated considerable time and resources to the development of these recommendations and feel strongly that our collective thinking reflects the best interests of the City of Seattle and its residents.

We appreciate the opportunity to advise you on the Sweetened Beverage Tax budget and look forward to discussing this further, especially as you begin to develop your proposed 2019 budget. As a next step, we would like to discuss with CBO and the relevant program staff a detailed allocation plan that is consistent with our recommendations and that prioritizes equity, directs resources to community priorities, maximizes investment in community-led activities, and invests in high-impact activities that help communities thrive. We welcome the opportunity to discuss this further with you and your staff and we look forward to a prompt and favorable reply.

Sincerely,



James Krieger, MD, MPH
Co-Chair



Christina Wong,
Co-Chair

Sweetened Beverage Tax Community Advisory Board Members

Affiliations provided for identification purposes only

Ahmed Ali, PharmD	Executive Director, Somali Health Board
Christina Wong	Director of Public Policy & Advocacy, Northwest Harvest
Dila K. Perera	Executive Director, Open Arms Perinatal Services
Jen Hey, RD	Healthy King County Coalition, WSU Extension SNAP-Ed
James Krieger, MD, MPH	Executive Director, Healthy Food America; Clinical Professor of Medicine & Public Health at University of Washington
Laura Cantrell Flores	Community Member
Leika Suzumura, RD	Community Nutrition Educator
Lisa Chen	Executive Director, FEEST
Mackenzie Chase	Save the Children Action Network
Yolanda Matthews	Got Green

Sweetened Beverage Tax Community Advisory Board 2018 and 2019 Budget Recommendations

Vision, Values, Budget Principles, Criteria

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Vision Statement

The collective vision statement of the Sweetened Beverage Tax Community Advisory Board for how the beverage tax can positively impact the long term future of the community:

A connected community where healthy food and clean water are accessible to all, creating collective wellbeing and happiness and lifting the burden of disease and stress.

Core Values

The core values of the Sweetened Beverage Tax Community Advisory Board represent the beliefs and behaviors by which all CAB members shall conduct themselves and provide a foundation for decision making and actions:

Racial Justice and Social Equity – We will strive for equitable distribution of resources and power to address the effects of classism and historic racism and its impact on health and education disparity.

Cultural humility – We recognize we will not know all the nuances of the cultural ways for everyone represented in the City of Seattle and therefore approach with humility, an open mind, and respect.

Voice of the community – We will center on the communities most impacted by health and education inequities and make space for them to speak their concerns and solutions.

Balance between community-driven solutions and scientific evidence – We acknowledge that innovative community ideas can provide important solutions to consider in balance with evidence-based programs.

Transparency – We commit to open and honest communication within the Community Advisory Board, community and government regarding the tax decision making and how funds are used and distributed.

Accountability – We are responsible to hold the City accountable to the actions outlined in the ordinance and advise the City Council and Mayor based on our role of representing the community.

Trust – We commit to cultivating trust by building and repairing relationships

2018 and 2019 Budget Principles

The budget recommendations of the Sweetened Beverage Tax Community Advisory Board are rooted in the fundamental conviction that investments supported by the beverage tax revenues should prioritize allocation of funds to communities disproportionately affected by health and education inequities, especially those related to the adverse health effects of sugary drinks. This can be ensured by adhering to the following budget and operational **principles**. We used these principles to develop the enclosed budget recommendations and we strongly recommend the Executive to use them when developing and executing a Sweetened Beverage Tax budget, including selecting activities and allocating funds to activities.

Priority populations: All programs and activities funded by the Sweetened Beverage Tax should focus on reaching communities of color, immigrants, refugees, people with low income, and individuals with limited-English proficiency. Youth from these communities are also a priority. These are also populations that are disproportionately targeted by the sugary drink industry.

Place-based focus areas: Programs and activities funded by the Sweetened Beverage Tax should focus on areas where communities of color, immigrants, refugees, people with low income and individuals with limited-English proficiency live.

Community-driven: Programs and activities funded by the Sweetened Beverage Tax should be led or guided by community-based organizations with authentic connections to the focus community. Authentic connections to the focus community is further defined in our criterion for Equity (see below).

Culturally-responsive: Programs and activities funded by the Sweetened Beverage Tax should be culturally responsive and delivered in ways that are accessible and comfortable for the focus population (or community).

Prevention-oriented: Programs and activities funded by the Sweetened Beverage Tax should focus on prevention of sugary drink consumption and the chronic conditions caused by sugary drinks.

2018 and 2019 Focus Area and Activity Criteria

The CAB unanimously adopted the following **criteria** by which to assess and prioritize the focus areas and activities recommended for funding with Sweetened Beverage Tax revenue. We applied these criteria during the development of our recommendations and strongly recommend the Executive to do the same as it develops and executes an allocation plan consistent with these recommendations.

Equity	<p>The activity is likely to reduce health and education disparities/advance health and education equity.</p> <p>The activity should focus on a population subgroup as defined by race/ethnicity, income, geography or language that is more impacted than the more privileged group.</p> <p>The activity is led by organizations with authentic connections to the community that is the focus of the activity. The organization’s leadership and staff reflect the culture and demographics of the focus community and seek to incorporate feedback from the community it serves.</p>
Impact	<p>The issue or activity is likely to exert a sustained, powerful positive influence on the outcome of interest because it has a meaningful effect on people it reaches and it reaches a large number of people in the focus population (impact = reach x effect).</p> <p>Information shows that the activity is effective (“it works to produce the desired outcome”). Information can include experience from community with activity, program evaluations or scientific research.</p>
Community interest and appropriateness to community	<p>The activity is appropriate for or can be adapted to fit the needs, assets, and preferences of the community.</p>
Builds capacity	<p>The activity builds and strengthens the capacity of community leaders and organizations to lead, develop, implement, and sustain solutions to improve healthy food access and early learning outcomes.</p>
Addresses current gap, need and/or builds on community assets	<p>The activity complements existing activities – it fills a gap in existing activities and does not duplicate existing activities, or the activity builds on existing community assets.</p>
Feasibility	<p>The resources from the SBT are sufficient to support the activity.</p> <p>The expertise to implement the activity exists among those likely to conduct the activity.</p>

Overview of the 2018 Sweetened Beverage Tax Budget

The SBT is expected to raise at least \$14,816,000 in 2018. The Ordinance that established the tax ([Ordinance 12524](#)) dedicates the revenues to specific purposes. For the first five years that the tax is collected (2018 – 2022), 20 percent of the net proceeds shall be used to fund one-time expenditures. Eligible expenditures include, in order of priority:

1. One-time costs necessary to enable the administration of the tax
2. Up to \$5,000,000 in total as a contribution to an endowment for the Seattle Colleges 13th Year Promise Scholarship program;
3. Up to \$1,500,000 in total as funding for job retraining and placement programs for workers adversely impacted by the tax; and
4. Funding for capital projects to construct or enhance classroom facilities for use by the Seattle Preschool Program.

The remainder of net proceeds (approximately \$11.8M) from the beverage tax shall be used to support the following, in order of priority:

1. Expanding access to healthy and affordable food, closing the food security gap, and promoting healthy food choices through programs including, but not limited to:
 - a. Community-based investments to expand food access, such as food banks and meal programs;
 - b. Fresh Bucks and Fresh Bucks to Go;
 - c. Implementation of the Seattle Food Action Plan;
 - d. Public health and nutrition programs targeted to assist persons experiencing diabetes and obesity;
 - e. Public awareness campaigns to highlight the impact of sugar-sweetened beverages on health outcomes and increase education about healthy food and beverages; and
 - f. Capital investments to promote healthy choices, such as water bottle filling stations in schools and community centers.
2. Evidence-based programs that improve the social, emotional, educational, physical health, and mental health for children, especially those services that seek to reduce the disparities in outcomes for children and families based on race, gender, or other socioeconomic factors and to prepare children for a strong and fair start in kindergarten.
3. Administration of assessing and collecting the tax.
4. Ensuring resources for the Office of Sustainability and the Environment and the Sweetened Beverage Tax Community Advisory Board.
5. The cost of program evaluations conducted by the Office of the City Auditor under subsection 5.B of this ordinance, including costs borne by other City departments in facilitating such evaluations.

The adopted 2018 SBT budget (Table 1) allocated funds across a range of programs and City departments. Descriptions of these programs are available in [a fact sheet](#) on the [CAB webpage](#). Included in the adopted 2018 budget is \$2.77 million in reserve funds for the CAB's recommendations.

Table 1: SBT Programs in the 2018 Adopted Budget

Area of Expenditure	One-time/time-limited	Ongoing	Total
Tax Administration (FAS) ¹	\$1,082,000	\$179,711	\$1,261,711
Job Retraining Reserve (Installment) ²	\$500,000	-	\$500,000
Tax Evaluations (Auditor) ³	\$20,000	\$500,000	\$520,000
Board Administration (OSE)	-	\$147,589	\$147,589
Subtotal	\$1,602,000	\$827,300	\$2,429,300
Early Learning Programs (DEEL)	-	\$2,735,000	\$2,735,000
13th Year (Installment) (DEEL) ⁴	\$1,381,885	-	\$1,381,885
High School Programs (DEEL)	-	\$1,004,500	\$1,004,500
Our Best (DEEL)	-	\$189,000	\$189,000
Parent-Child Home Program (DEEL)	-	\$525,000	\$525,000
Subtotal - Education Programs	\$1,381,885	\$4,453,500	\$5,835,385
Fresh Bucks (OSE)	-	\$2,098,143	\$2,098,143
Food Action Plan (OSE)	-	\$158,627	\$158,627
Farm to Table (HSD)	-	\$423,576	\$423,576
Fresh Bucks to Go (HSD)	-	\$551,359	\$551,359
Food Banks (HSD)	-	\$369,910	\$369,910
Out-of-School Nutrition Time (HSD)	-	\$194,544	\$194,544
Subtotal - Food Programs	-	\$3,796,159	\$3,796,159
Reserve funds for CAB	-	\$2,775,156	\$2,775,156
Subtotal – CAB Reserve Funds	-	\$2,775,156	\$2,775,156
Total	\$2,983,885	\$11,852,115	\$14,836,000
<ol style="list-style-type: none"> 1. Time-limited funds are to reimburse FAS for 2017 costs to implement tax. Ongoing funds are to administer and collect the tax. 2. First installment to get to \$1.5 million, as specified in the ordinance. 3. Council approved \$500K General Subfund to the Office of the Auditor for the SBT evaluation work in 2018, and passed Council Bill 119134 authorizing an interfund loan to be repaid by SBT revenue. The Executive set aside \$20K to make up the difference for the baseline evaluation, which was funded at \$480K in 2017. 4. First installment to get to \$5 million. 			

Recommendations for 2018 Reserve Funds (\$2.77 million)

The Sweetened Beverage Tax (SBT) is a policy initiative intended to improve the health and wellbeing of Seattle residents by investing in interventions that expand access to healthy and affordable food, close the food security gap, promote healthy nutrition choices, and reduce disparities in social, developmental, and education readiness and learning for young children. The legislation that created the Sweetened Beverage Tax (SBT) established a Sweetened Beverage Tax Community Advisory Board that *“shall make recommendations on how and to what extent the Mayor and City Council should establish and/or fund programs and activities consistent with the intent of this ordinance that benefit Seattle’s populations who experience the greatest education and health inequities.”*

To advance these goals, the Sweetened Beverage Tax Community Advisory Board **unanimously** adopted the following recommendations for the 2018 reserve funds (\$2.77 million). These recommendations are informed by guidance from multiple perspectives, grounded in diverse sources of evidence, responsive to community priorities and assets, and capable of achieving tangible and positive outcomes.

While projected 2018 revenues are \$14.8 million, given Q1 actual revenues of \$4.4 million, it is likely that actual total revenues in 2018 will be higher. Consistent with the role described for the CAB in the SBT ordinance, the CAB will make additional recommendations on how to use any additional revenues and strongly recommends that they be added to the \$2.77 million already set aside for CAB recommendations.

In subsequent weeks, the CAB will issue supplemental recommendations, based on information provided by City departments, on the specific type of activities we advise regarding healthy food vouchers for people in the food gap and subsidies to schools to provide more fresh fruits and vegetables. Additionally, we will issue supplemental recommendations on the process for granting Sweetened Beverage Tax funds to community-based organizations and the role for the CAB in this process. These recommendations will focus on how to explicitly address race and social justice in the City’s grantmaking processes, maximize pass-through funds to community-based organizations, and achieve authentic partnership with CBOs leading the work in communities.

Recommended Focus Areas and Activities for 2018 Reserve Funds (\$2.77 million)

(Descriptions of activities follow this table)

Healthy food and beverage access	33%	\$915,801
Activities (in order of priority):		
<ol style="list-style-type: none"> 1. Healthy food vouchers for people in the “food security gap” 2. Safe, high-quality water and water bottles 3. Subsidies to schools to provide more fresh fruits and vegetables 4. Scratch-cooking programs in school food services 5. “Pop-up” and small, mobile food retailers and food pantries 		
Community-based programs and activities to support good nutrition and physical activity	20%	\$555,031
Activities (in order of priority):		
<ol style="list-style-type: none"> 6. Community-based food and nutrition education 7. Good food bag/voucher programs in schools and childcare 8. Community-based meal providers and programs 9. Physical activity vouchers, incentives, and scholarship programs 		
Birth-to-Three Services and Kindergarten Readiness	20%	\$555,031
Activities (in order of priority):		
<ol style="list-style-type: none"> 10. Home visiting programs 11. Resource support for families from birth-to-three 12. Support for children with developmental delays 13. Social support and peer learning for families 		
Public awareness campaign about sugary drinks	9%	\$249,764
Activities (coordinated and complementary):		
<ol style="list-style-type: none"> 14. Mass media counter-marketing campaign led by a community-based organization 15. Youth-led counter-marketing campaign led by a community-based organization 		
Support for people with obesity and diabetes	9%	\$249,764
Activities		
<ol style="list-style-type: none"> 16. Provision of healthy foods to people with diabetes or obesity 17. Community-based education and support for people with diabetes or obesity 		
Evaluation support for community-based organizations	9%	\$249,764
Total 2018 set-aside funds	100%	\$2,775,156*

*Includes a maximum of \$277,515 (10%) for capital projects

Activity Descriptions for 2018 Reserve Funds (\$2.77 million)

Healthy food and beverage access (\$915,801)

Activities (in order of priority):

- 1. Healthy food vouchers for people in the “food security gap”:** Expand access to vouchers for low-income people not eligible for SNAP for purchase of healthy foods (e.g. fruits and vegetables).
 - Make vouchers available in a variety of settings, including schools, childcare, senior centers, housing assistance, health care, social services, and food banks.
 - Customers should be able to use vouchers in a variety of food retail settings, including supermarkets, grocery stores, ethnic grocers, farmers markets, produce stands, etc.
- 2. Safe, high-quality water and water bottles:** Increase and promote access to safe, high-quality water. This includes installing water filling stations and distributing high-quality water bottles within Seattle Public Schools, community centers, parks, and in public spaces that reach populations that are disproportionately targeted by sugary drink industry marketing.
- 3. Subsidies to schools to provide more fresh fruits and vegetables:** Provide cash incentives/subsidies to schools to increase the variety and/or quantity of fresh fruits and vegetables served at meals, snacks, and in salad bars; reduce processed foods; and increase offerings of culturally appropriate healthy foods.
- 4. Scratch-cooking programs in school food services:** Partner with chefs to provide training for kitchen employees on how to cook from scratch and reduce use of processed and pre-prepared foods in school meals and snacks and/or pilot a scratch cooking meal program that prepares meals made fresh on site.
- 5. “Pop-up” and small, mobile food retailers and food pantries:** Increase access to healthy food in neighborhoods and communities with poor access to healthy foods by supporting small, mobile and “pop-up” retailers such as pop-up farmers markets, mobile produce trucks, and mobile food pantries stocked with fruit, vegetables and other nutritious foods.

Community-based programs/activities to support good nutrition and physical activity (\$555,031)

Activities (in order of priority):

- 6. Community-based food and nutrition education:** Support community-based food and nutrition education in a variety of settings, including childcare, schools, gardens, food banks, community kitchens, and community organizations. Programming and topics can include cooking and nutrition classes; healthy eating; breastfeeding and first foods; “food literacy”; food budgeting; food production, preparation and preservation classes; food justice; and food sovereignty.

7. **Good food bag/voucher programs in schools and childcare:** Offer good food bags and/or healthy food vouchers to more low-income families enrolled in childcare or school sites.
8. **Community-based meal providers and programs:** Expand support for community-based meal providers to serve nutritious, culturally appropriate meals. Includes summer meal programs, meal delivery providers, congregate meals for older adults, and access to community kitchens where community groups and individuals who lack storage and preparation facilities can assemble to learn from each other while making and sharing meals. Kitchens in food banks should include access to individually-secured spaces for food storage that are available 24/7.
9. **Physical activity vouchers, incentives, and scholarship programs:** Provide incentives (e.g. free or discounted memberships or passes) to recreational and physical activities. Expand and increase ease of access to [Seattle Parks and Recreation scholarship programs](#).

Birth-to-Three Services and Kindergarten Readiness (\$555,031)

The following activities, in order of priority, should expand or provide operating support for established programs focusing on interventions for children ages 0-3 and which support good nutrition and the development of lifelong healthy eating habits for children.

10. **Home visiting programs:** Established, evidence-based, evidence-informed or promising practice home visiting programs which are already recruiting and serving clients. Programs should be recognized by Washington State’s Department of Early Learning/Department of Children, Youth and Families, Seattle’s Department of Education and Early Learning (DEEL), King County’s Best Starts for Kids or other home visiting portfolios.
11. **Resource support for families from birth-to-three:** Services that provide essential items and resources for pregnant and birthing parents, including but not limited to case management and help with resources such as access to high-quality childcare, maternity items or essential items for children ages zero to kindergarten.
12. **Support for children with developmental delays:** Access to specialized support for children or families parenting children with developmental delays, including but not limited to access to infant mental health specialists or the Bridge Program.
13. **Social support and peer learning for families:** Activities that enhance social support and peer learning for families, including but not limited to parenting support groups or infant health classes.

Public awareness campaign about sugary drinks (\$249,764)

The following two activities should be complementary, coordinated, and integrated efforts.

14. **Mass media counter-marketing campaign led by a community-based organization (CBO):** Support a CBO to contract with a public relations/communication firm to develop and test messages and design a paid and earned media sugary drink counter-marketing campaign. Then, implement the campaign in multiple communication channels (e.g. ethnic/community

specific radio, TV, newspaper and social media channels, community based organizations, youth organizations).

15. Youth-led counter-marketing campaign led by a community-based organization (CBO):

Support a CBO to develop and design an approach to engage youth in developing and leading a peer-to-peer sugary drink counter-marketing campaign. Then, implement the campaign in multiple communication channels (e.g. ethnic/community specific radio, TV, newspaper and social media channels) and through coordinated work of community-based organizations and youth.

Support for people with obesity and diabetes (\$249,764)

Activities:

16. Provision of healthy foods to people with diabetes or obesity: Provide low-cost healthy foods to people with diabetes or obesity, through vouchers or other appropriate mechanisms, in clinics and other community-based touchpoints.

17. Community-based education and support: Support efforts focused on healthy eating and active living in a variety of settings. Includes culturally-responsive nutrition classes for people affected by diabetes and obesity and programs focused on diabetes self-management and prevention. Also includes programs designed to support active lifestyles and provide opportunities for physical activity.

Evaluation support for community-based organizations (\$249,764)

Description:

Support for community-based organizations to evaluate their activities funded by the SBT. Evaluation methods should be pragmatic, low-barrier, use community-based participatory research methods, and be developed with the support of experts with experience in the evaluation of community-based activities.

Recommendations on the 2019 Revenues

The legislation that created the Sweetened Beverage Tax (SBT) established a Sweetened Beverage Tax Community Advisory Board that *“shall make recommendations on how and to what extent the Mayor and City Council should establish and/or fund programs and activities consistent with the intent of this ordinance that benefit Seattle’s populations who experience the greatest education and health inequities.”*

The programming of 2018 SBT revenues occurred in 2017, before the CAB was fully appointed or convened. The Adopted 2018 Budget was therefore not developed with the CAB and our input was limited to approving portions subject to proviso and the \$2.77 million set aside. Consistent with the role described for the CAB in the SBT ordinance, the CAB unanimously decided not to limit our 2019 budget recommendations to the reserve funds. Instead, we have developed recommendations on all 2019 SBT revenues, excluding the one-time expenditures for the first five years that the tax is collected, the tax evaluation, and the administrative support for the CAB.

We appreciate the work of the City in developing the 2018 budget. We see the 2018 budget allocations as informing, but not determining, the 2019 allocations. Therefore, the approach we used in developing our 2019 budget recommendations was to start with CAB priority focus areas and activities and examine how 2018 budget activities fit into our framework. We explicitly did not assume that the 2019 budget would be based on 2018 programming and allocations. The CAB did not have the opportunity to make recommendations on the 2018 budget due to structural issues with the budget process and timeline (i.e. the 2018 budget needed to be developed before the CAB was established).

In subsequent weeks, the CAB will issue supplemental recommendations, based on information provided by City departments, on the specific type of activities we advise regarding healthy food vouchers for people in the food gap and subsidies to schools to provide more fresh fruits and vegetables. Additionally, we will issue supplemental recommendations on the process for granting Sweetened Beverage Tax funds to community-based organizations and the role for the CAB in this process. These recommendations will focus on how to explicitly address race and social justice in the City’s grantmaking processes, maximize pass-through funds to community-based organizations, and achieve authentic partnership with CBOs leading the work in communities.

Recommended Focus Areas and Activities for 2019 SBT Revenues

Notes:

- City programs/services in the 2018 SBT Budget are noted in ***bold, italicized*** text.
- The following recommended focus areas and activities should be supported with the net proceeds from the 2019 revenues, excluding the 20 percent set aside for one-time expenditures in the first five years of the tax, the tax evaluation, and the administrative support for the CAB.
- In 2019, as part of the 20 percent set aside for one-time expenditures related to tax administration, we recommend allocations for the following activities and services:

Community Engagement – \$100,000

Funds should be used to support approximately eight community-based organizations to lead community engagement efforts with community members and other key stakeholders so the City and CAB can better understand community priorities and recommendations when it comes to existing SBT funding strategies (estimated budget = \$60,000). Additionally, funds should be used to implement a representative poll to gather information from residents on use of the SBT funds (estimated budget = \$40,000).

CAB Strategic Planning, Facilitation and Communications – \$40,000

In addition to the staffing support already provided to the CAB, we respectfully request \$40,000 to support our strategic planning, meeting facilitation, strategic communications, and translation services. We believe this extra support is essential in these first years, given that the SBT is a new policy initiative and we are a newly established advisory board.

Healthy food and beverage access	32.5%
Activities (in order of priority): <ol style="list-style-type: none"> 1. Healthy food vouchers for people in the “food security gap” 2. <i>Fresh Bucks (OSE)</i> 3. Safe, high-quality water and water bottles 4. Subsidies to schools to provide more fresh fruits and vegetables 5. Scratch-cooking programs in school food services 6. “Pop-up” and small, mobile food retailers and food pantries 7. <i>Food banks (HSD)</i> 	
Birth-to-Three Services and Kindergarten Readiness	30.0%
Activities (in order of priority): <ol style="list-style-type: none"> 8. <i>Home visiting programs (includes Parent Child Home Program)</i> 9. Resource support for families from birth-to-three 10. <i>Support for children with developmental delays</i> 11. Social support and peer learning for families 12. <i>Birth-to-Three services (DEEL)</i> 	
Community-based programs and activities to support good nutrition and physical activity	15.0%
Activities (in order of priority): <ol style="list-style-type: none"> 13. Community-based food and nutrition education 14. Physical activity vouchers, incentives, and scholarship programs 15. Good food bag/voucher programs in schools and childcare 	

16. Fresh Bucks to Go (HSD) 17. Out-of-School Time Nutrition Programs (HSD) 18. Farm to Table (HSD) 19. Community-based meal providers and programs	
Public awareness campaign about sugary drinks	9.5%
Activities (coordinated and complementary): 20. Mass media counter-marketing campaign led by a community-based organization 21. Youth-led counter-marketing campaign led by a community-based organization	
Support for people with obesity and diabetes	10.0%
Activities 22. Provision of healthy foods to people with diabetes or obesity 23. Community-based food and nutrition education	
Evaluation support for community-based organizations	3.0%
2019 SBT Revenues*	100.0%

*Excludes the 20 percent set aside for one-time expenditures in the first five years of the tax, the tax evaluation, and the administrative support for the CAB.

Activity Descriptions for 2019 SBT Revenues

Note: CAB activity descriptions for 2019 are the same as for 2018 activities. City activities are italicized.

Healthy food and beverage access (32.5%)

Activities (in order of priority):

- 1. Healthy food vouchers for people in the “food security gap”:** Expand access to vouchers for low-income people not eligible for SNAP for purchase of healthy foods (e.g. fruits and vegetables).
 - Make vouchers available in a variety of settings, including schools, childcare, senior centers, housing assistance, health care, social services, and food banks.
 - Customers should be able to use vouchers in a variety of food retail settings, including supermarkets, grocery stores, ethnic grocers, farmers markets, produce stands, etc.
- 2. *Fresh Bucks (OSE):*** *The Fresh Bucks program makes healthy food more affordable to low-income Seattle residents by offering cash-value vouchers at the point-of-sale and through partnering health clinics. Customers can use their fruit and vegetable vouchers at any of 20 farmer markets and produce stands or 3 select neighborhood grocery stores. [Aligned with Activity #1.]*
- 3. Safe, high-quality water and water bottles:** Increase and promote access to safe, high-quality water. This includes installing water filling stations and distributing high-quality water bottles within Seattle Public Schools, community centers, parks, and in public spaces that reach populations that are disproportionately targeted by sugary drink industry marketing.
- 4. Subsidies to schools to provide more fresh fruits and vegetables:** Provide cash incentives/subsidies to schools to increase the variety and/or quantity of fresh fruits and vegetables served at meals, snacks, and in salad bars; reduce processed foods; and increase offerings of culturally appropriate healthy foods.
- 5. Scratch-cooking programs in school food services:** Partner with chefs to provide training for kitchen employees on how to cook from scratch and reduce use of processed and pre-prepared foods in school meals and snacks and/or pilot a scratch cooking meal program that prepares meals made fresh on site.
- 6. “Pop-up” and small, mobile food retailers and food pantries:** Increase access to healthy food in neighborhoods and communities with poor access to healthy foods by supporting small, mobile and “pop-up” retailers such as pop-up farmers markets, mobile produce trucks, and mobile food pantries stocked with fruit, vegetables and other nutritious foods.
- 7. *Food banks (HSD):*** *Supports food bank and meal programs through Human Service Department’s Food and Meals Request for Proposals.*

Birth-to-Three Services and Kindergarten Readiness (30.0%)

The following activities, in order of priority, should expand or provide operating support for established programs focusing on interventions for children ages 0-3 and which support good nutrition and the development of lifelong healthy eating habits for children.

- 8. Home visiting programs (includes Parent Child Home Program):** Established, evidence-based, evidence-informed or promising practice home visiting programs which are already recruiting and serving clients. Programs should be recognized by Washington State’s Department of Early Learning/Department of Children, Youth and Families, Seattle’s Department of Education and Early Learning (DEEL), King County’s Best Starts for Kids or other home visiting portfolios.
- 9. Resource support for families from birth-to-three:** Services that provide essential items and resources for pregnant and birthing parents, including but not limited to case management and help with resources such as access to high-quality childcare, maternity items or essential items for children ages zero to kindergarten.
- 10. Support for children with developmental delays:** Access to specialized support for children or families parenting children with developmental delays, including but not limited to access to infant mental health specialists or the Bridge Program.
- 11. Social support and peer learning for families:** Activities that enhance social support and peer learning for families, including but not limited to parenting support groups or infant health classes.
- 12. DEEL’s Birth-to-Three services:** *Coaching and professional development for family child care and center-based providers caring for children from birth to age 3, as well as health and developmental support and screenings for children and additional supports for children with developmental delays.*

Community-based programs and activities to support good nutrition and physical activity (15.0%)

Activities (in order of priority):

- 13. Community-based food and nutrition education:** Support community-based food and nutrition education in a variety of settings, including childcare, schools, gardens, food banks, community kitchens, and community organizations. Programming and topics can include cooking and nutrition classes; healthy eating; breastfeeding and first foods; “food literacy”; food budgeting; food production, preparation and preservation classes; food justice; and food sovereignty.
- 14. Physical activity vouchers, incentives, and scholarship programs:** Provide incentives (e.g. free or discounted memberships or passes) to recreational and physical activities. Expand and increase ease of access to [Seattle Parks and Recreation scholarship programs](#).

- 15. **Good food bag/voucher programs in schools and childcare:** Offer good food bags and/or healthy food vouchers to more low-income families enrolled in childcare or school sites.
- 16. **Fresh Bucks to Go (HSD):** *Distributes free or low-cost fresh bags of local fruits or vegetables every other week at pre-school programs serving low income families. [Aligned with Activity #15.]*
- 17. **Out-of-School Time Nutrition Programs (HSD):** *Provides year-round food access to vulnerable children and youth ages 1 to 18, when not in school. Also supports improved meal quality by adding a variety of nutritious fresh fruits and vegetables.*
- 18. **Farm to Table (HSD):** *Provides food stipends and nutrition education to approximately 2,800 children who attend Seattle Preschool Program sites, home-based child care programs, and other community-based locations.*
- 19. **Community-based meal providers and programs:** Expand support for community-based meal providers to serve nutritious, culturally appropriate meals. Includes summer meal programs, meal delivery providers, congregate meals for older adults, and access to community kitchens where community groups and individuals who lack storage and preparation facilities can assemble to learn from each other while making and sharing meals. Kitchens in food banks should include access to individually-secured spaces for food storage that are available 24/7.

Public awareness campaign about sugary drinks (9.5%)

The following two activities should be complementary, coordinated, and integrated efforts.

- 20. **Mass media counter-marketing campaign led by a community-based organization (CBO):** Support a CBO to contract with a public relations/communication firm to develop and test messages and design a paid and earned media sugary drink counter-marketing campaign. Then, implement the campaign in multiple communication channels (e.g. ethnic/community specific radio, TV, newspaper and social media channels, community based organizations, youth organizations).
- 21. **Youth-led counter-marketing campaign led by a community-based organization (CBO):** Support a CBO to develop and design an approach to engage youth in developing and leading a peer-to-peer sugary drink counter-marketing campaign. Then, implement the campaign in multiple communication channels (e.g. ethnic/community specific radio, TV, newspaper and social media channels) and through coordinated work of community-based organizations and youth.

Support for people with obesity and diabetes (10.0%)

Activities:

- 22. **Provision of healthy foods to people with diabetes or obesity:** Provide low-cost healthy foods to people with diabetes or obesity, through vouchers or other appropriate mechanisms, in clinics and other community-based touchpoints.

23. Community-based education and support: Support efforts focused on healthy eating and active living in a variety of settings. Includes culturally-responsive nutrition classes for people affected by diabetes and obesity and programs focused on diabetes self-management and prevention. Also includes programs designed to support active lifestyles and provide opportunities for physical activity.

Evaluation support for community-based organizations (3.0%)

Description:

Support for community-based organizations to evaluate their activities funded by the SBT. Evaluation methods should be pragmatic, low-barrier, use community-based participatory research methods, and be developed with the support of experts with experience in the evaluation of community-based activities.

ADDENDUM

Results from Community Input Survey

SUMMARY

This summary details the results from an online community input survey led by the Sweetened Beverage Tax Community Advisory Board (CAB). The purpose of the survey was to gather input from community organizations and individuals on how the beverage tax proceeds should be used in alignment with the intent of the ordinance.

METHODS

The community input survey was offered in English and was available online from April 25 to June 26. Unfortunately, due to time and resource constraints, we were unable to offer the survey in any other languages. The survey was promoted by CAB members and through email distribution lists to community organizations that serve diverse groups of residents who may be directly impacted by program and activities focused on health promotion, food access, birth-to-three services, and kindergarten readiness.

The survey questionnaire was a total of eighteen questions and used a mix of numerical, ranking, multiple choice, and open-ended questions. Seven questions focused on gathering feedback on community priorities related to the use of the SBT revenues. Three questions provided respondents with an opportunity to share input and advice on how the CAB can do a deeper community engagement process in the future (data not shown). Finally, the survey included eight questions focused on organizational and demographic information of the respondent.

KEY FINDINGS

- The majority of respondents (55%) reported their work was related to food access, as opposed to early learning (8% of respondents) or education (16% of respondents). Seventy-nine percent (79%) reported their organizations were non-profits.
- Respondents would like to see 45% of the SBT revenue dedicated to healthy food access activities, 29% for early learning (ages 0-5), and 28% for education. The results in support of dedicating nearly one-third of the beverage proceeds to early learning is especially notable given that only 8% of respondents reported their work was focused on this issue area.
- Respondents would like to see 52% of the SBT revenue dedicated to community-led activities programs and 48% for City-led programs. Currently, based on a budget analysis by the CAB, the 2018 SBT budget is split roughly 78% for City-led and 22% for community-led programs and activities.
- *Increasing access to and consumption of healthy foods by low-income residents* was ranked by respondents as the highest priority outcome. Consistent with this outcome, *Making healthy food more affordable for low-income people by helping them pay for fruits and vegetables, like coupons, vouchers, or discounts* was ranked as the highest priority strategy.
- Advancing race and social justice and supporting culturally-responsive and community-led work, especially by people most impacted, was a common theme in the responses to the open-response questions.

Additional results from the survey are summarized below.

SELECT SURVEY RESULTS

A total of 138 individuals completed the online community input survey. Not all of the questions required a response, so some questions received less than 138 responses.

*The 2018 budget provides funds to programs in education, early learning, and healthy food access using the following breakdown: 27% (education); 34% (early learning); and 39% (healthy food access). **In the future, how would you like to see these funds spread out across these categories?***

138 individuals answered this question. On average, this is how they responded:

	Average Response
Healthy Food Access	45%
Early Learning (ages 0-5)	29%
Education	28%

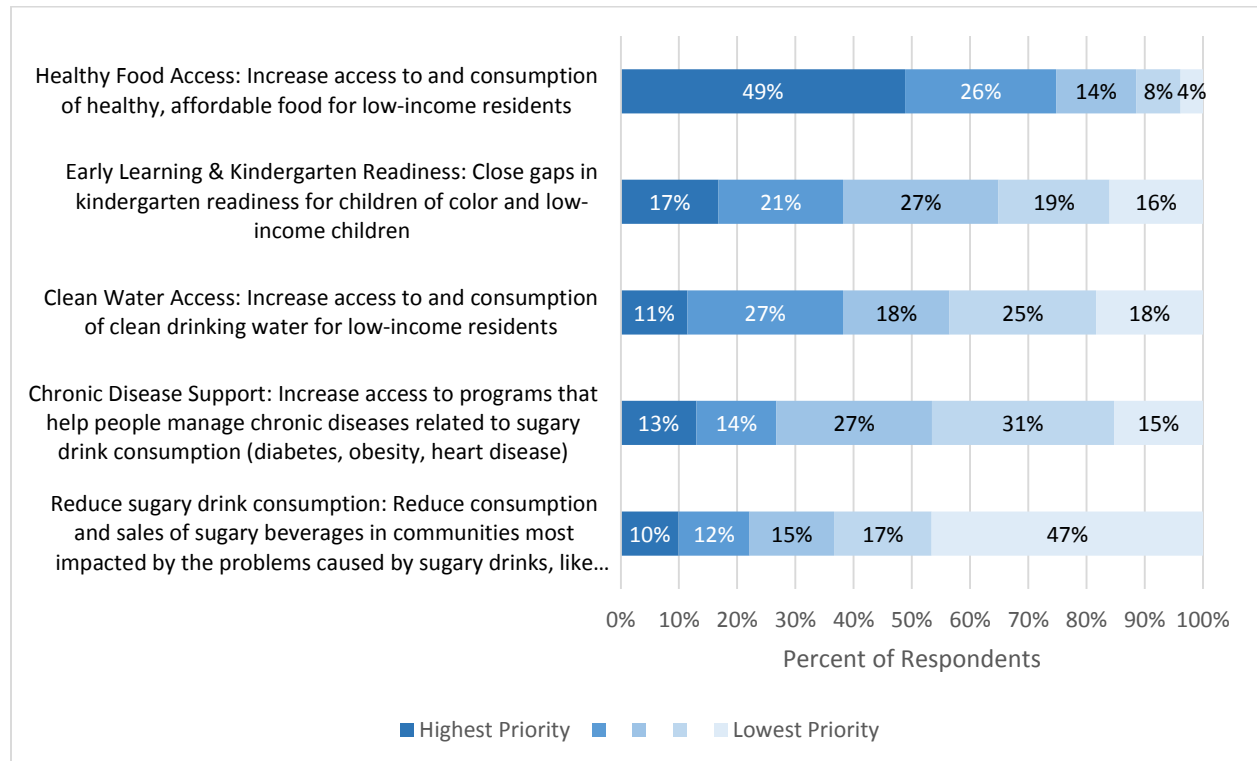
*The 2018 budget is split between funding City-led programs and community-led programs using the following breakdown: 78% for City-led programs; and 22% for community-led programs. **In the future, how would you like to see these funds spread out across these categories?***

136 individuals answered this question. On average, this is how they responded:

	Average Response
Community-led programs	52%
City-led programs	48%

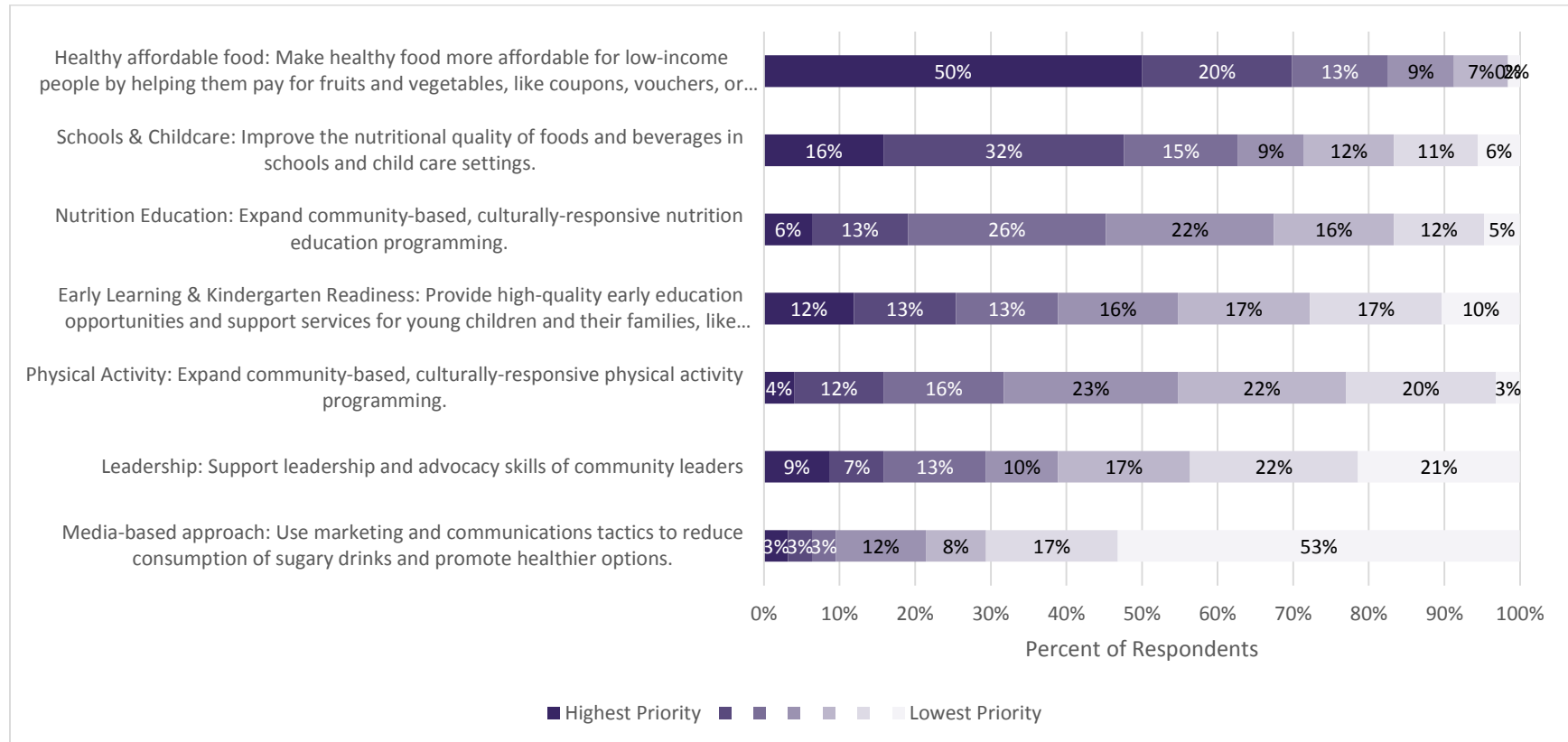
The Community Advisory Board has identified five outcomes that align with the goal of the Sweetened Beverage. Please rank these five outcomes in order of priority.

131 individuals answered this question. The chart below shows the distribution of how they ranked the five outcomes. Darker colors in the bar chart represent higher priority rankings. For example, 49% of respondents ranked healthy food access as highest priority.



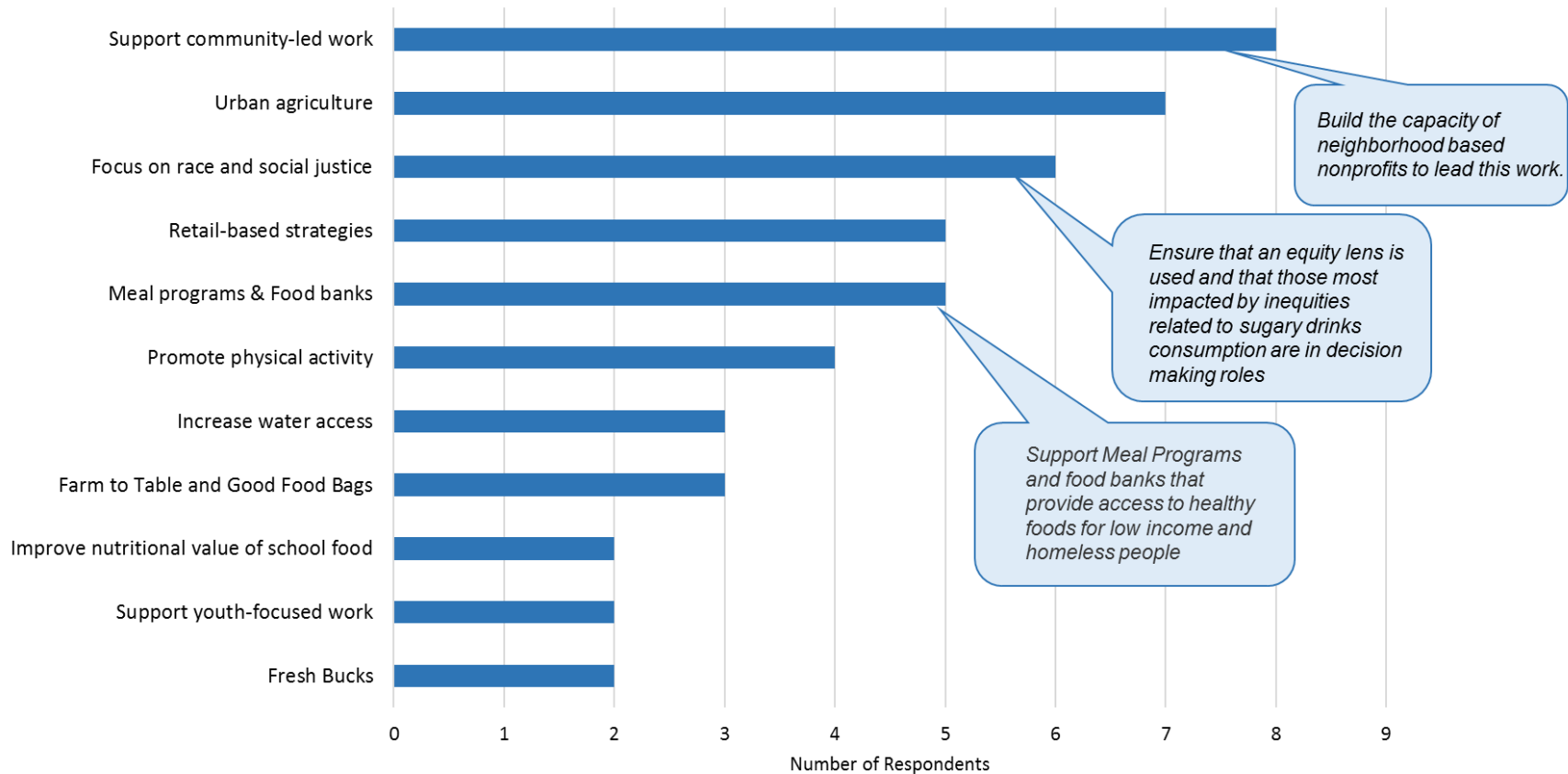
To achieve these outcomes, the Community Advisory Board is considering a number of strategies. Please rank the following seven strategies in order of priority.

126 individuals answered this question. The chart below shows the distribution of how they ranked the seven strategies. Darker colors in the bar chart represent higher priority rankings. For example, 50% of respondents ranked this strategy as the highest priority: *Healthy affordable food: Make healthy food more affordable for low-income people by helping them pay for fruits and vegetables, like coupons, vouchers, or discounts.*



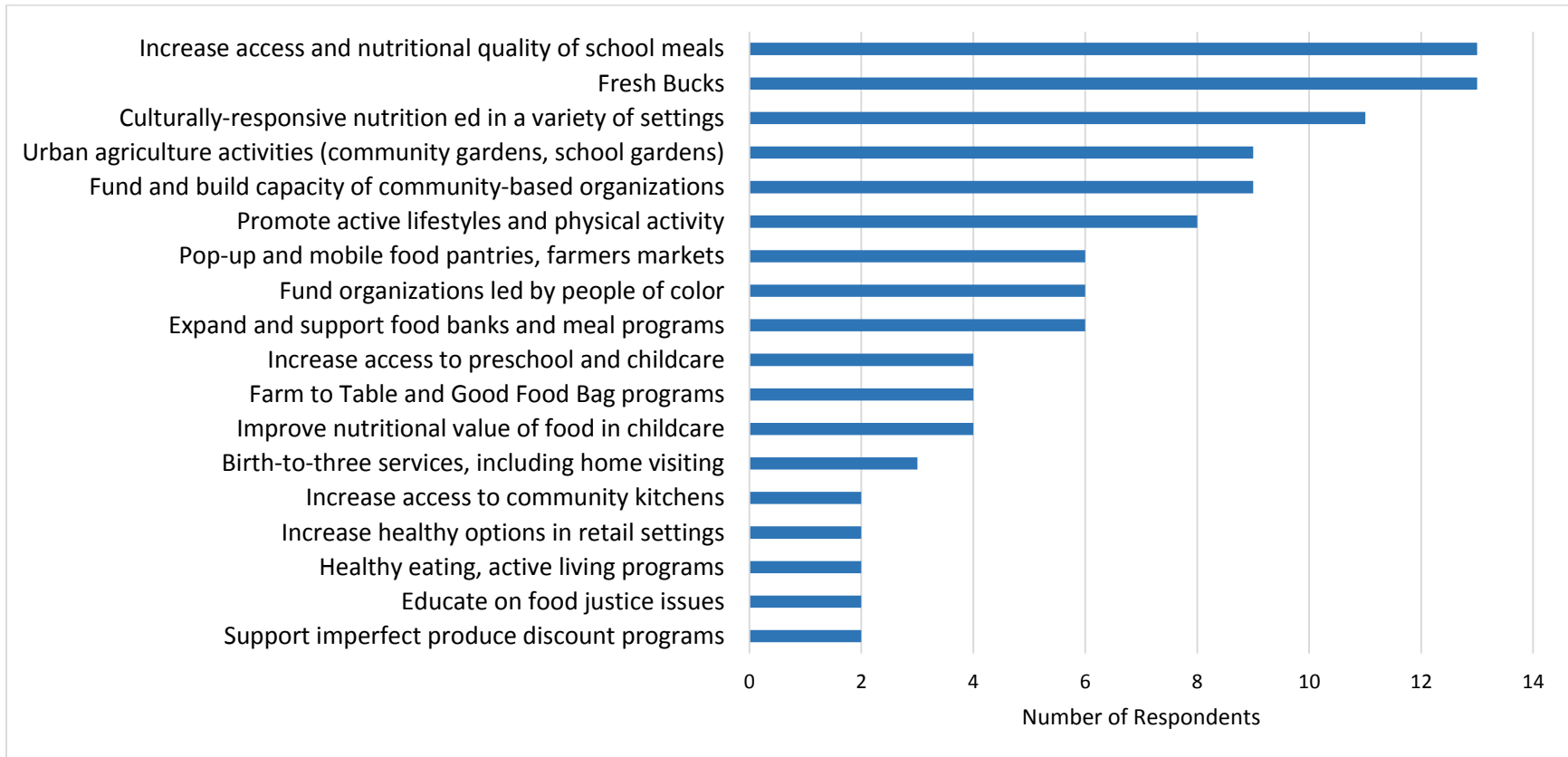
What other strategies would lead to accomplishing the outcomes?

59 individuals answered this open-ended question. All responses were read and categorized into themes. 4 individuals responded with “none”. 11 individuals responded with a strategy that was the only one of its kind (i.e. no one else mentioned this as a strategy to consider). The following chart displays strategy categories for which there were at least two responses.



For the 1-2 strategies you ranked as highest priority, please suggest some activities or programs that you recommend for carrying out the strategies.

75 individuals answered this open-ended question. All responses were read and categorized into themes. 2 individuals responded with “none”. 4 individuals responded with an activity or program that was the only one of its kind (i.e. no one else mentioned this something to consider). The following chart displays activity/program categories for which there were at least two responses.



ABOUT THE RESPONDENTS

What best describes the type of organization you work for? Breakdown of the 118 individuals who answered this question:

- 71% Non-profit
- 8% Government
- 8% Health Care
- 8% Education
- 3% Other
- 2% For-profit

Of the focus areas for the Sweetened Beverage Tax, pick the one your work mostly closely aligns with.

Breakdown of the 118 individuals who answered this question:

- 55% Food Access
- 21% Other*
- 16% Education (K-12)
- 8% Early Learning (ages 0-5)

**Other* responses included: At-risk youth violence intervention and prevention; support small businesses; homeownership; clean water access; youth homelessness meal program and crisis services; health education and promotion (5 responses); adult education; physical education, nutrition education; mental health; community health; healthy equity (2 responses); health policy; chronic disease education; substance use prevention; built environment; community health (2 responses); environmental justice.

Pick the sector that best describes your work. Breakdown of the 118 individuals who answered this question:

- 31% Food system
- 18% Health promotion / Community Health
- 17% Community development
- 13% Health care
- 12% Other*
- 6% Early Learning (ages 0-5)
- 3% Education (K-12)
- 2% Philanthropy

**Other* responses included: Utilities; housing; homelessness; community liaison; job training; community resources; meal programs; crisis response; community health; adult education; City government; behavioral health; LGBTQ economic and housing advocacy; health equity; renewable energy.

Which population(s) do you serve [Check all that apply]. Breakdown of the 118 individuals who answered this question:

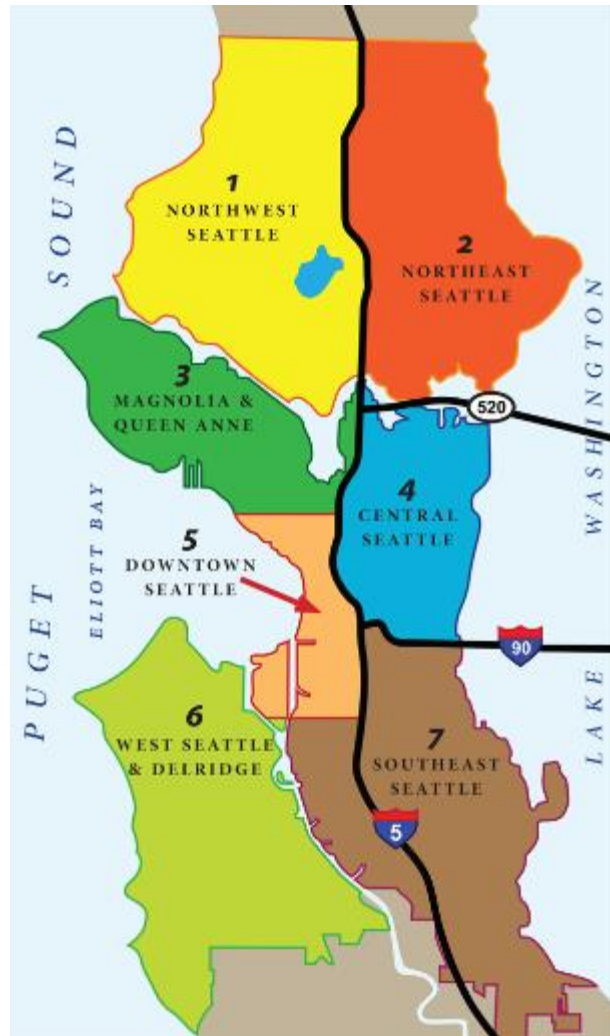
- 64% Low-income
- 55% Black or African American
- 53% Immigrant/Refugee
- 50% Hispanic, Latino, or Spanish
- 49% Asian

- 46% White
- 46% City-wide (the whole population)
- 44% Middle Eastern or North African
- 42% Native Hawaiian or Other Pacific Islander
- 38% American Indian or Alaska Native
- 20% Other*

*Other responses included: Not a direct service provider (2 responses); people living with chronic illness; veterans; statewide (2 people); LGBTQ; multicultural; older adults (2 responses); people with disabilities (2 responses); multicultural; East African (6 responses).

What areas of Seattle do you deliver most of your services? Breakdown of the 118 individuals who answered this question:

- 61% Southeast Seattle
- 40% Central Seattle
- 31% Downtown Seattle
- 31% West Seattle & Delridge
- 29% Outside Seattle
- 25% Northwest Seattle
- 19% Northwest Seattle
- 17% Other
- 12% Magnolia & Queen Anne



What race/ethnicity do you identify as? Breakdown of the 79 individuals who answered this question:

- 51% White
- 21% Black or African American
- 15% Asian
- 7% Hispanic, Latino or Spanish
- 6% American Indian or Alaska Native

What is the primary language you speak at home? Breakdown of the 96 individuals who answered this question:

- 81% English
- 8% Other
- 5% Somali
- 5% Spanish

Results from Birth-to-Three Community Input survey

SUMMARY

The original community input survey had a low response rate (8%) from individuals who reported to work for organizations focused on birth-to-three services and kindergarten readiness. For this reason, the Sweetened Beverage Tax Community Advisory Board (CAB) decided to conduct a second online survey focused on soliciting input from the community on activities that fulfilled the second priority of the Sweetened Beverage Tax Ordinance.

According to the law, money raised by the beverage tax funds this as a top priority:

Evidence-based programs that improve social, emotional, educational, physical health, and mental health for children, especially those services that seek to reduce the disparities in outcomes for children and families based on race, gender, or other socioeconomic factors and prepare children for a strong and fair start in kindergarten.

This supplemental, rapid response survey was available online and in English from June 4 to June 12. The survey was promoted by the two Early Learning CAB members and City staff through email distribution lists to community organizations that serve diverse groups of residents who may be directly impacted by program and activities focused on birth-to-three services and kindergarten readiness.

METHODS

The online survey questionnaire was comprised of 3 substantive questions about community priorities related to the use of the SBT revenues. The questions can be summarized as follows:

1. How would you like to see the Sweetened Beverage Tax revenues split between funding for City-led programs and community-led programs? *[Numerical question]*
2. What activities or programs should be considered for funding? Activities should reach pregnant parents or children from birth to age 5. *[Open-ended question]*
3. What are the most important outcomes you would like to see through this funding? *[Open-ended question]*

In addition to questions about the SBT revenues, the survey sought to provide respondents with an opportunity to share input and advice on how the CAB can do a deeper community engagement process in the future (results not included). Finally, the survey included eight questions focused on organizational and demographic information of the respondent.

KEY FINDINGS

- 29 individuals responded to the survey.
- When asked what activities or programs should be considered for funding with beverage tax proceeds, the top three activities mentioned were: 1) home visiting services 2) pregnancy and birth support and 3) parent/family support as well as infant and early childhood mental health.

Additional results from the survey are summarized below.

SURVEY RESULTS

A total of 29 individuals completed the online survey. Not all of the questions required a response, so some questions received less than 29 responses.

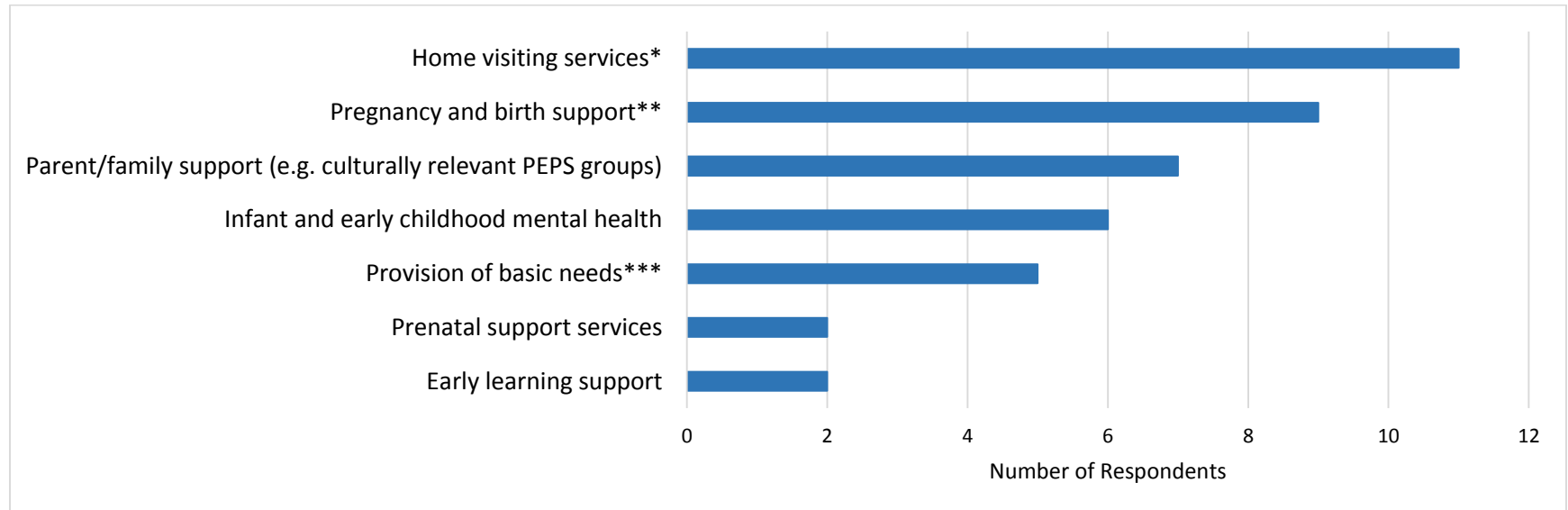
*The 2018 budget is split between funding City-led programs and community-led programs using the following breakdown: 78% for City-led programs; and 22% for community-led programs. **In the future, how would you like to see these funds spread out across these categories?***

29 individuals answered this question. On average, this is how they responded:

	Average Response
Community-led programs	52%
City-led programs	48%

What activities or programs should be considered for funding? Activities should reach pregnant parents or children from birth to age 5. Possible examples include but are not limited to: pregnancy support services, parenting support groups, home visiting or home-based services, mental health, case management or wraparound services.

23 individuals responded to this open-ended question. All responses were read and categorized into themes. The following chart displays activity categories for which there were at least two responses.



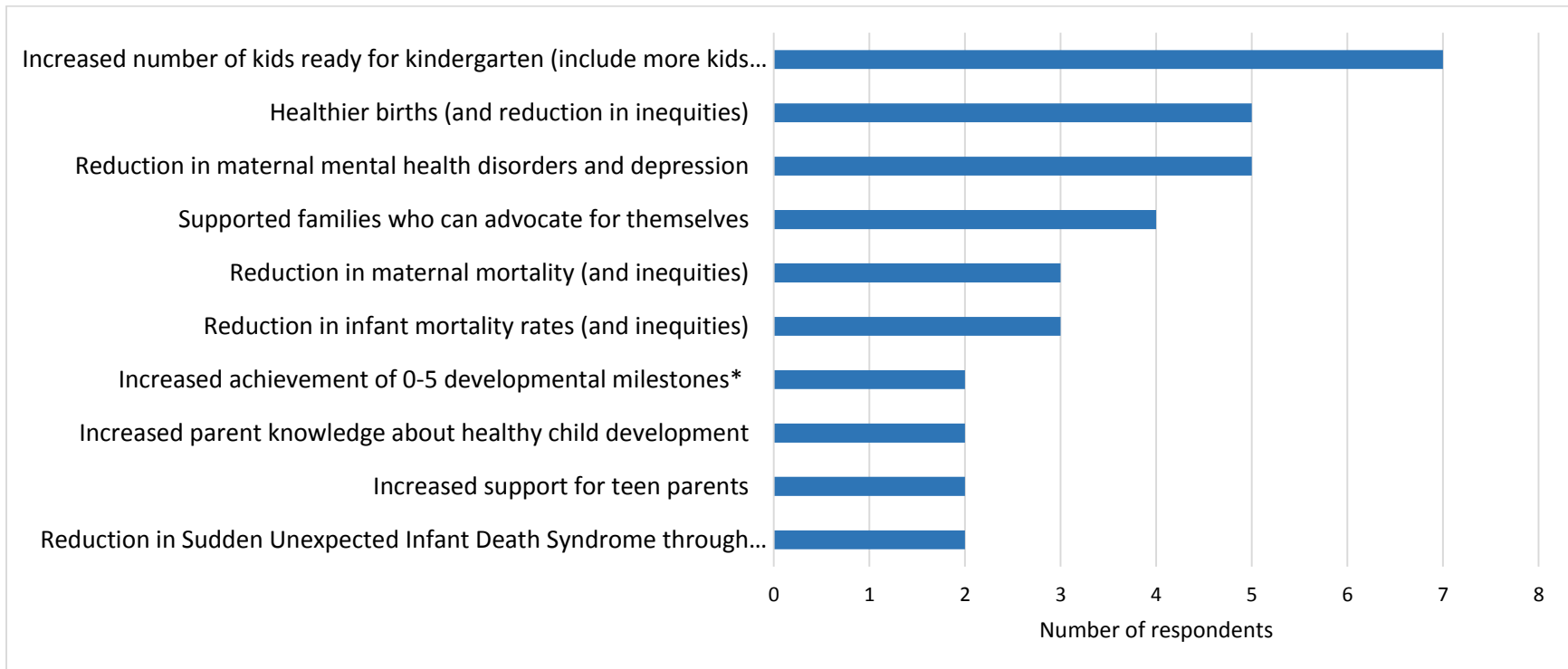
*Includes universal home visiting programs, Parent Child Home Program, and community doula and community health worker models beginning prenatally.

**Includes doula services and nutrition/breastfeeding support.

***Examples of basic needs includes diapers, food, clothing, safe sleep options and car seats.

What are the most important outcomes you would like to see through this funding? For example, "healthier births" or "more children are ready for kindergarten."

23 individuals responded to this open-ended question. All responses were read and categorized into themes. The following chart displays outcome categories for which there were at least two responses.



ABOUT THE RESPONDENTS

What sector do you work in? Breakdown of the 21 individuals who answered this question:

- 18 Non-profit
- 2 Government
- 1 For-profit

Of the focus areas for the Sweetened Beverage Tax, pick the one your work mostly closely aligns with.

Breakdown of the 21 individuals who answered this question:

- 18 Early Learning (ages 0-5)
- 2 Other*
- 1 Food Access
- 0 Education (K-12)

*Other responses included: Infant health and safety and healthy babies.

Pick the field(s) that best describe your work. Breakdown of the 21 individuals who answered this question:

- 13 Early Learning (0-5)
- 11 Health Promotion / Community Health
- 7 Social Services
- 3 Health Care
- 3 Philanthropy
- 3 Other*
- 2 Education (K-12)
- 1 Food System
- 1 Community Development

*Other responses included: Higher education, parent support, and youth reengagement in education and empowerment through civic engagement.

Which population(s) do you serve [Check all that apply]. Breakdown of the 21 individuals who answered this question:

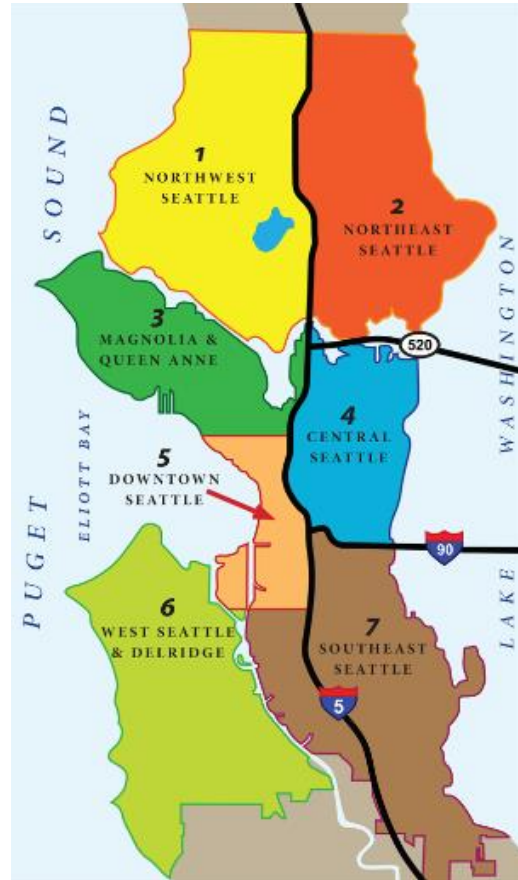
- 15 Hispanic, Latino, or Spanish
- 14 Black or African American
- 14 White
- 14 Immigrant/Refugee
- 14 Low-income
- 13 American Indian or Alaska Native
- 13 Asian
- 12 City-wide (the whole population)
- 11 Middle Eastern or North African
- 9 Native Hawaiian or Other Pacific Islander
- 2 Other*

*Other responses included: We focus on communities farthest from opportunity; 100% of our clients are low-income. More than 75% identify as people of color. Over 50% identify as refugees or immigrants.

What areas of Seattle do you deliver most of your services? Breakdown of the 21 individuals who answered this question:

- 15 Southeast Seattle
- 13 West Seattle & Delridge
- 12 Central Seattle
- 6 Outside Seattle
- 5 Northwest Seattle
- 5 Downtown Seattle
- 3 Northeast Seattle
- 3 Other* (please specify)
- 2 Magnolia & Queen Anne

*Other responses included: We do not provide direct services; South King County; King County wide



What race/ethnicity do you identify as? Breakdown of the 13 individuals who answered this question:

- 10 White
- 2 Black or African American
- 1 Hispanic, Latino or Spanish
- 2 Other

What is the primary language you speak at home? Breakdown of the 18 individuals who answered this question:

- 17 English
- 1 Other

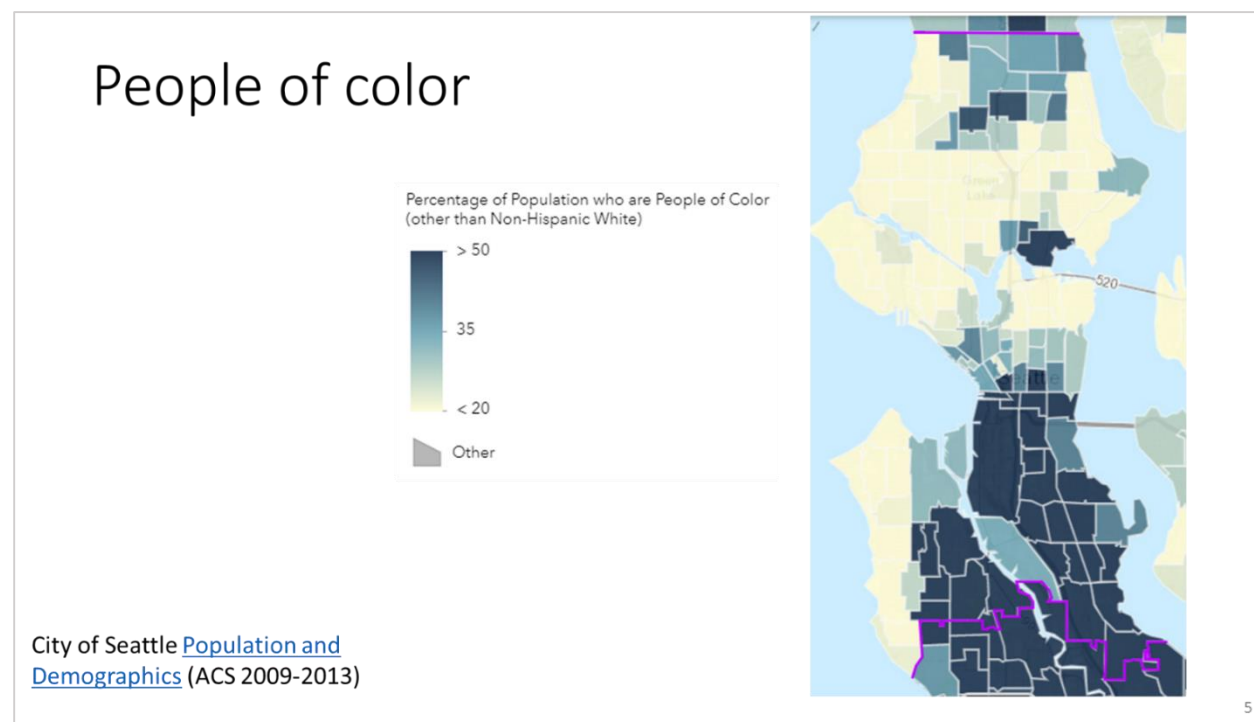
Nutrition Disparities Data

The Sweetened Beverage Tax Community Advisory (CAB) reviewed secondary data from a variety of sources to gain a common understanding of the health and nutrition profile of the City of Seattle and its communities. Demographic data was also reviewed to understand the social and economic conditions of Seattle’s communities. The CAB examined city-level data when available and county-level data when not.

To see a full compilation of data reviewed during our strategic planning process, please visit the CAB webpage at <http://www.seattle.gov/sweetenedbeveragetaxboard> and look for the data packet listed under “Past Meeting Materials” from March 15, 2018.

Select data are included below and show there are major disparities in nutrition-related health outcomes and access to healthy food and beverage environments by race, socioeconomic status, language spoke at home, and geography.

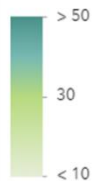
DATA



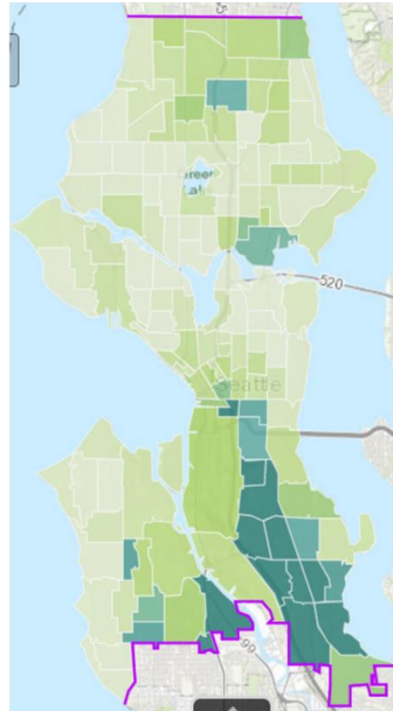
Source: City of Seattle Office of Planning & Community Development, [Population and Demographics](#). Data from American Community Survey, 5-year Series 2009-2013.

Speak a language other than English at home

Percent of the population who speak a language other than English



City of Seattle [Population and Demographics](#) (ACS 2010)



11

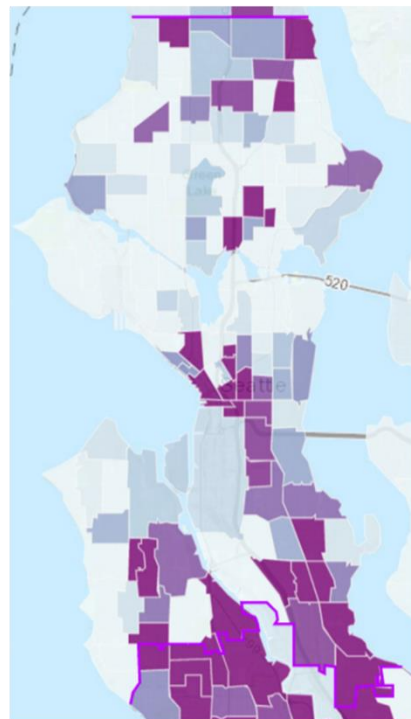
Source: City of Seattle Office of Planning & Community Development, [Population and Demographics](#). Data from American Community Survey, 2010.

Percent families in poverty

Percent of all families whose income in the past 12 months is below the poverty level



City of Seattle [Population and Demographics](#) (ACS 2010)



16

Source: City of Seattle Office of Planning & Community Development, [Population and Demographics](#). Data from American Community Survey, 2010.

King County Community Health Needs Assessment

Communities call out **deeply rooted inequities** by race and place

Multiple community reports stressed the importance of:

- Providing resources equitably
- Incorporating equity into all community efforts
- Targeting support to groups with highest needs

Concerns:

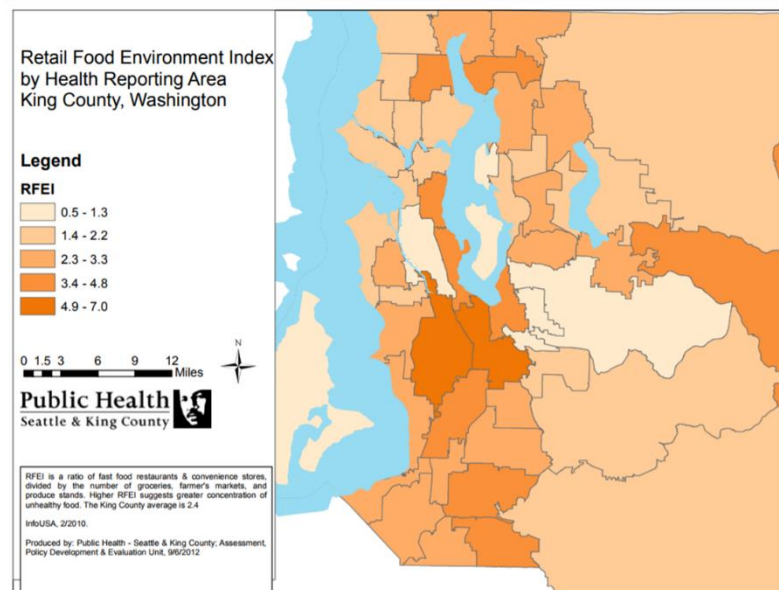
- Worse environmental conditions (including less access to healthy food)
- Diversion of city resources towards gentrified neighborhoods
- Unequal access to economic opportunity
- Less access to healthy food compounded by low wages, unaffordable housing, and increasing cost of other basic needs (child care, transportation, healthcare)

[CHNA \(2018-2019\)](#) – Community Identified Priorities 49

Source: [King County Community Health Needs Assessment, 2018-2019](#).

Food Swamps (unhealthy versus healthy food retail options)

*Higher RFEI suggests greater concentration of unhealthy food

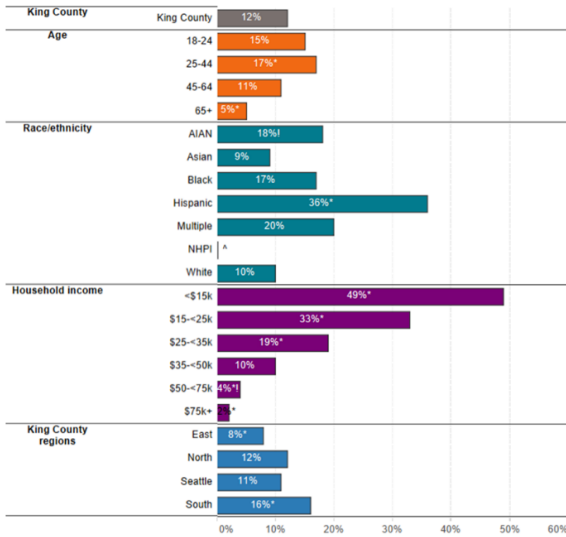


PHSKC

26

Source: Public Health - Seattle & King County; Assessment, Policy Development & Evaluation Unit, 9/6/2012. [Available online](#).

Food insecurity (adults)



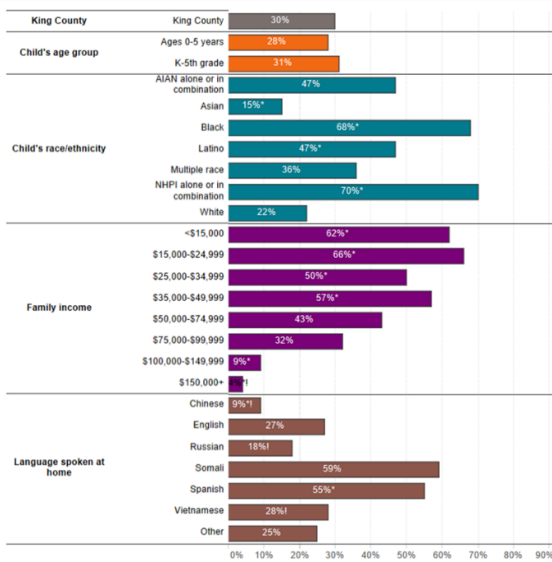
*Food insecurity is significantly higher in Hispanic residents, residents with lower income, and residents who are age 25-44.

PHSKC: [Community health indicators](#); Behavioral Risk Factor Surveillance System (2010-2013)

20

Source: Public Health — Seattle & King County, Community health indicators. Available at: www.kingcounty.gov/chi

Found it difficult to afford food since child was born



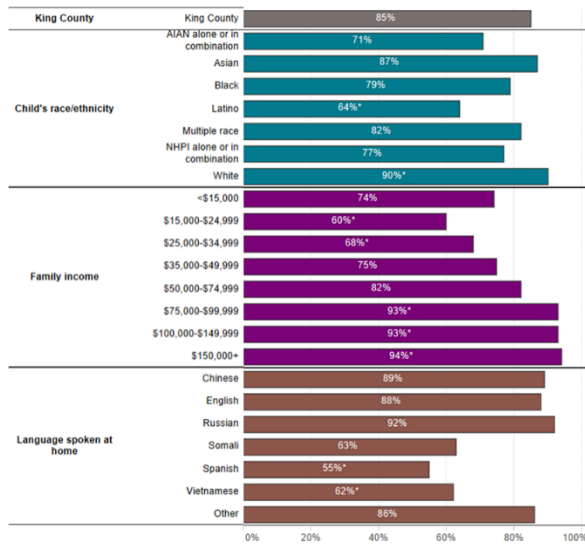
Significant differences by child's race/ethnicity, family income, language spoken at home

PSHKC: [Best Starts for Kids Health Survey](#)

19

Source: Public Health — Seattle & King County, [Best Starts for Kids Health Survey](#) (2016-2017).

Availability of affordable fresh fruits and vegetables



Compared to the King County average, white families have significantly more availability of affordable fresh fruits and vegetables where Latino families have significantly less.

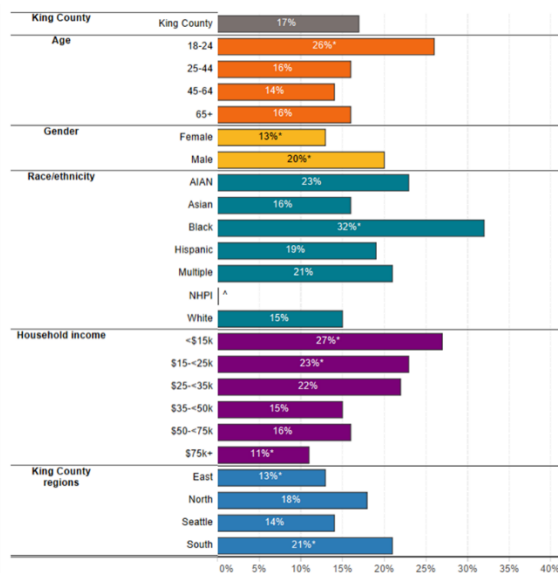
Additionally, there are significant differences by family income, language spoken at home, age, and education

PSHKC: [Best Starts for Kids Health Survey](#)

28

Source: Public Health — Seattle & King County, [Best Starts for Kids Health Survey](#) (2016-2017).

Eat less than one vegetable daily (adults)



*Significant differences by age, gender, income, and region.

*Adults who are Black are significantly more likely to report eating less than one vegetable daily compared to the King County average.

PSHKC: [Community health indicators](#); Behavioral Risk Factor Surveillance System (2011, 2013, & 2015)

38

Source: Public Health — Seattle & King County, Community health indicators. Available at: www.kingcounty.gov/chi

National Data on Target Marketing Directed Toward Black and Hispanic Consumers

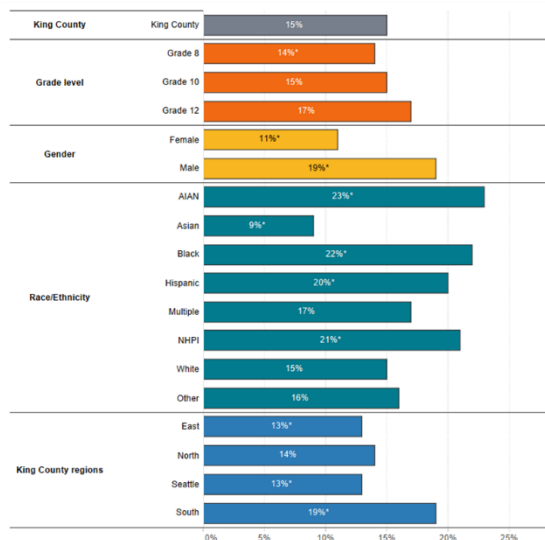
- Advertising data demonstrate how marketers in the sugary beverage industry direct their efforts specifically toward Hispanic and Black consumers.
- In 2013, Black youth saw more than twice as many television ads for sugary drinks and energy drinks as White youth.
- Racial-ethnic targeted marketing likely contributes to above-average consumption of sugary beverages and health disparities.

[2015 Rudd Center Report](#)

27

Source: Harris JLS, Schwartz MB, Shehan C, et al. [SnackFACTS 2015](#). University of Connecticut Rudd Center for Food Policy and Obesity. (2)

Children who drink sugary drinks daily (8th, 10th, 12th grade)



*Significant differences by grade level, gender, race/ethnicity, and region.

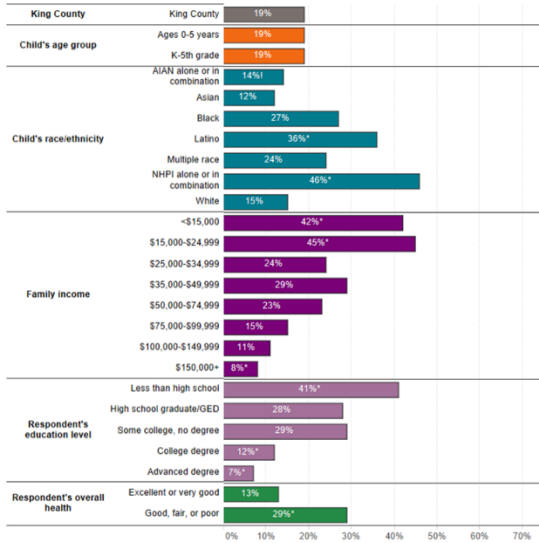
*Children who are American Indian/Alaska Native, Black, Hispanic, or Native Hawaiian/Other Pacific Islander are significantly more likely to drink soda or sugary drinks daily

PHSKC: [Community health indicators](#); Healthy Youth Survey (2014 & 2016)

33

Source: Public Health — Seattle & King County, Community health indicators. Available at: www.kingcounty.gov/chi

Likelihood of a child being overweight or obese



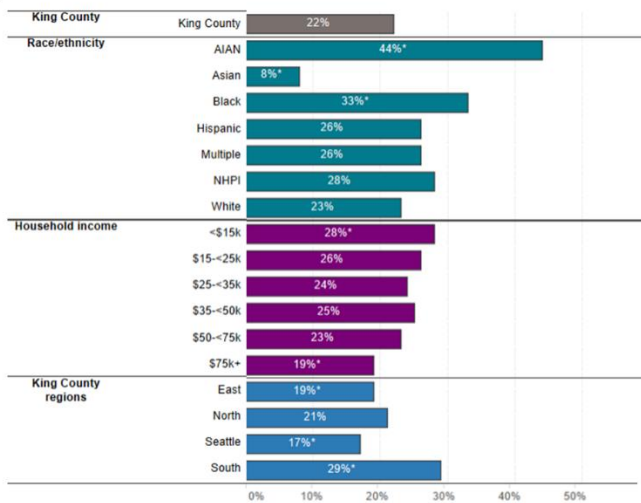
Significant differences by child's race/ethnicity, family income, education, and respondent's overall health.

PSHKC: [Best Starts for Kids Health Survey](#)

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Source: Public Health — Seattle & King County, [Best Starts for Kids Health Survey](#) (2016-2017).

Excess weight (BMI ≥ 30) (adults)



*Prevalence of excess weight in adults (BMI ≥30, defined as obesity) is significantly higher for American Indian/Native Alaskan, Black residents, and people with income <\$15k.

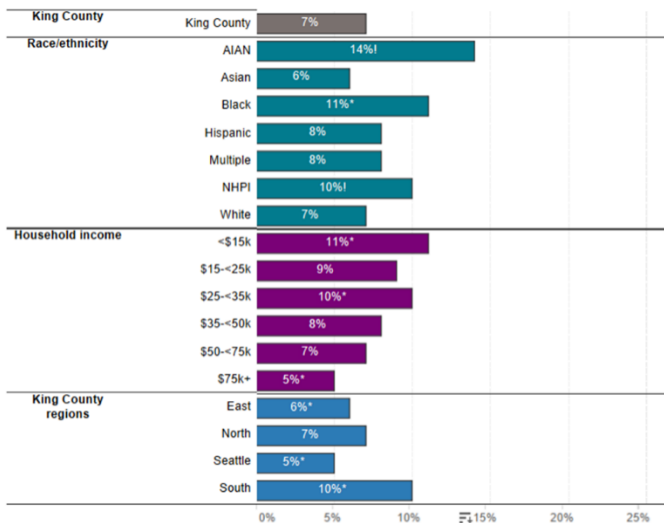
*Significant differences by region, as well.

PSHKC: [Community health indicators](#); Behavioral Risk Factor Surveillance System (2011-2015)

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Source: Public Health — Seattle & King County, Community health indicators. Available at: www.kingcounty.gov/chi

Diabetes prevalence (adults)



*Prevalence of diabetes in adults is significantly higher for Black residents and people with lower income.

*Black adults were 1.8 times as likely as Asian adults to have diabetes.

*Adults with annual income greater than \$75,000 were less likely than those with lower incomes to have diabetes. South Region adults were more likely to have diabetes than adults in all other regions

PHSKC: [Community health indicators](#); Behavioral Risk Factor Surveillance System (2011-2015)

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Source: Public Health — Seattle & King County, Community health indicators. Available at: www.kingcounty.gov/chi

Themes from HSD Learning Circles

“A recurring theme from the community was a **need for healthy and affordable meals**. There is tendency for meals and food to be either one or the other, but not both.

Several communities called out the **gap between income levels where services are available and the income level where families could actually afford enough nutritious food**.

Additional **culturally-relevant options** are also lacking in the system as a whole.

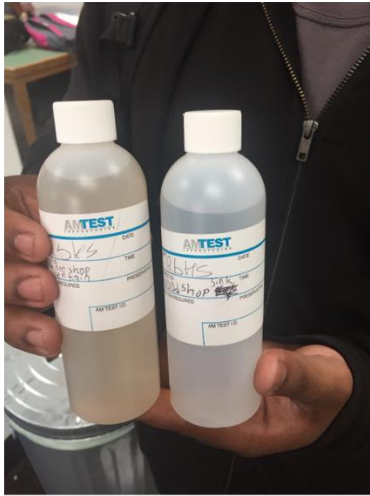
Community members expressed a lot of **interest in classes and education around nutrition, cooking, choosing food, etc.** The more people know how and when to access the right food resources, the more secure they will feel around food in general.

School lunches were highlighted as particularly important aspects of eating healthy but perhaps commonly less nutritious.”

Food/Nutrition summary from HSD 2017 Community Engagement activities

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Rainier Beach High School Student-led Water Quality Project



Description: This photo was taken at Rainier Beach High School in May 2018. These are water samples collected by a group of students doing a project that involves testing the quality of water collected from school water fountains and faucets. The brown water on the left was collected from a school water fountain.

Even if tap water is safe to drink, the water may not appeal to students as a result of other water quality concerns (e.g. taste, appearance, temperature). Students may instead opt for sugary drinks (sodas, sports and energy drinks, milks, coffees, and fruit-flavored drinks with added sugars).

Photo provided by: Leika Suzumura, member of the Sweetened Beverage Tax Community Advisory Board

Food security a top climate change concern



- Lack of affordable housing and lack of affordable food were top issues of concern
- Rising food costs was the climate impact of most concern
- Community recommendation: Focus resources on historically people of color neighborhoods, such as Central District, Beacon Hill, International District, South Park, Rainier Beach and Rainier Valley, with adequate funding and resources for community-controlled projects (e.g. [Rainier Beach Food Innovation District](#))

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Sources: (1) Got Green & Puget Sound Sage. [Our People, Our Planet, Our Power](#). Community Led Research in South Seattle. 2016. (2) [Rainier Beach Food Innovation District FAQs](#).

Cost is a key barrier to accessing healthy food



Recommendations:

- Support any policy shift that puts more dollars for purchasing healthy foods into the pockets of low-income women.
- Support financial incentive or “double bucks” programs for healthy foods.
- Increase the opportunities for SE Seattle urban farmers – especially from low income and ethnically diverse communities – to sell their locally grown produce at affordable prices at neighborhood-based “mini-markets.”
- Promote economic development strategies to support the creation of a neighborhood-run produce stand or full service grocery store in Skyway.

Source: 2011 Got Green [Report](#)

Source: Got Green. [Women in the Green Economy: Voices from Southeast Seattle](#). 2011.

Communities of color lack easy access to healthy, affordable, and culturally appropriate food



Other findings:

- Community members expressed concerns about lack of affordable, healthy, culturally appropriate food
- Community members would like easy access to healthy, affordable food through farmers’ markets, year-round markets, and groceries stores stocked with culturally appropriate food

Source: [Environment & Equity Agenda](#)

Source: Office of Sustainability & Environment. [Environment & Equity Agenda](#). N.D.

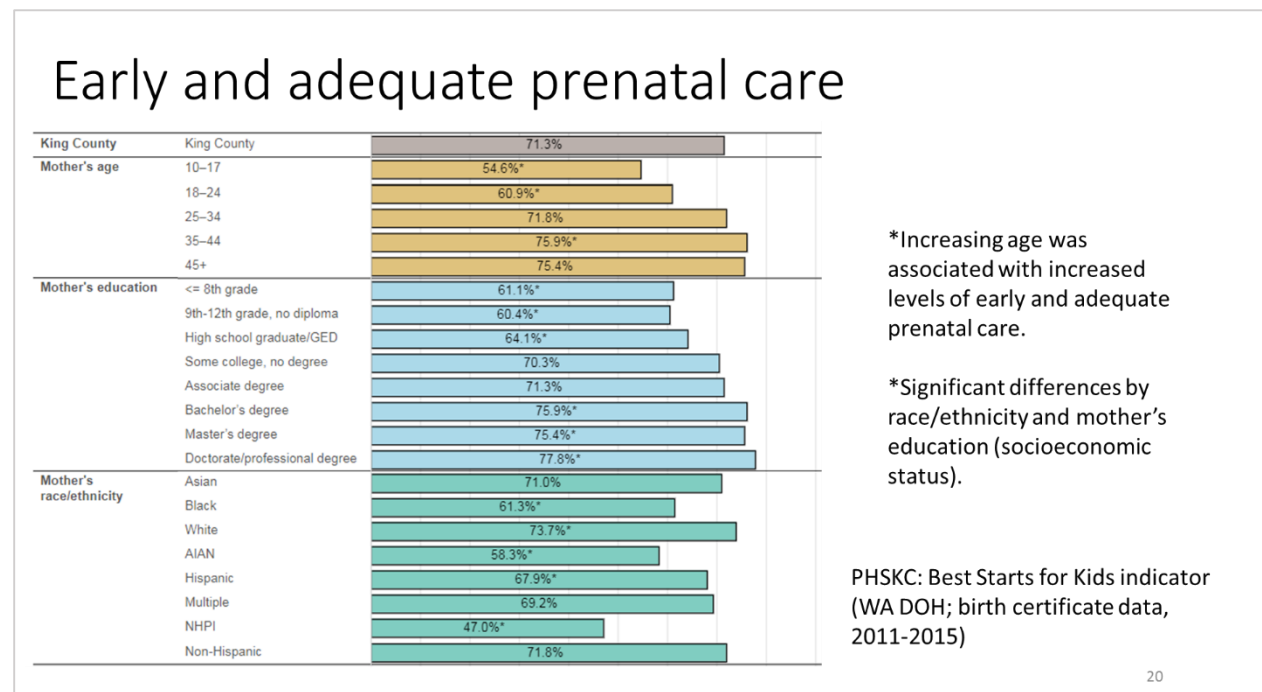
Early Childhood Disparities Data

The Sweetened Beverage Tax Community Advisory reviewed secondary data from a variety of sources to gain a common understanding of the child wellbeing profile of the City of Seattle and its communities. Demographic data (see above) was also reviewed to understand the social and economic conditions of Seattle’s communities. The CAB examined city-level data when available and county-level data when not.

To see a full compilation of data reviewed during our strategic planning process, please visit the CAB webpage at <http://www.seattle.gov/sweetenedbeveragetaxboard> and look for the data packet listed under “Past Meeting Materials” from March 15, 2018.

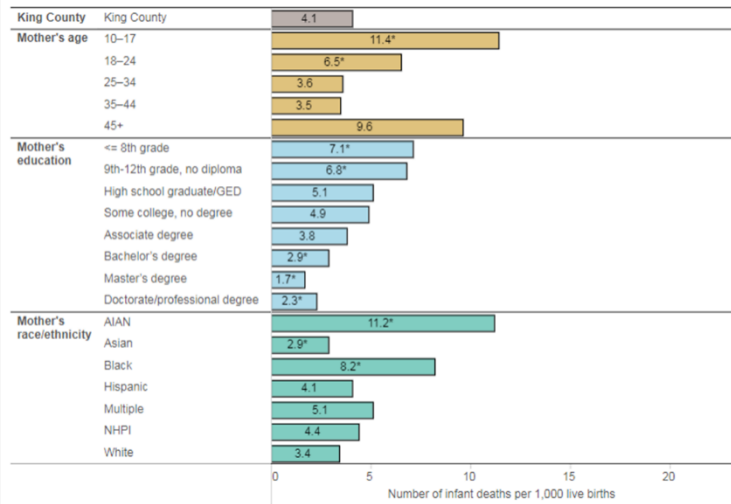
Select data are included below and show there are major disparities in child wellbeing outcomes by race, socioeconomic status, language spoke at home, and geography.

DATA



Source: Public Health – Seattle & King County. Best Starts or Kids Indicators. [Available online.](#)

Infant mortality: deaths in first year of life



Place-based disparities (data not shown on this slide): Infant mortality was higher in Seattle and South Region than North or East Regions. The neighborhood with the highest infant mortality was Downtown Seattle (9.3 per 1,000 live births) whereas the neighborhood with the lowest infant mortality was Ballard (1.5 per 1,000).

Race-based disparities: Infants born to Asian mothers had the lowest levels of mortality (2.9 per 1,000 live births). Infants born to American Indian/Alaskan Native mothers had the highest levels (11.2 per 1,000 live births).

PHSKC: Best Starts for Kids indicator (WA DOH; birth certificate data, 2011-2015)

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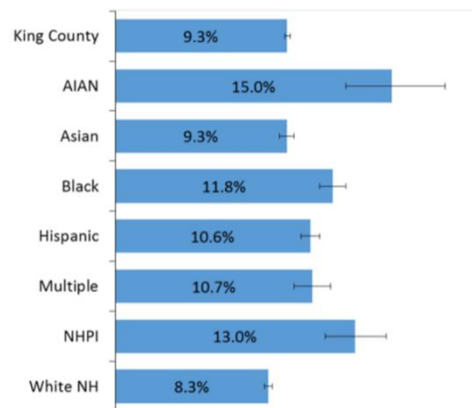
Source: Public Health – Seattle & King County. Best Starts or Kids Indicators. [Available online.](#)

Preterm birth

An infant born before 37 weeks of gestation is considered preterm. Preterm birth is a risk factor for infant mortality, for chronic health issues in infancy and childhood, and poor school readiness.

- Yearly, an average of 2,290 infants were born preterm in King County, for a rate of 9.3%.
- American Indian/Alaska Native infants were 81% more likely to be preterm than white non-Hispanic infants, who had the lowest rates in King County.
- Black and Native Hawaiian/Pacific Islander infants had preterm birth rates about 50% higher than white non-Hispanic infants.
- Hispanic and Multiple race infants were 30% more likely to be preterm than white non-Hispanic infants.

Figure 6. Preterm birth, King County, 2009-2013 average



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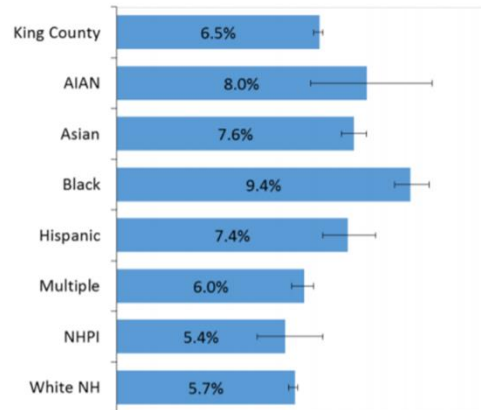
Source: Public Health – Seattle & King County. [Health of Mother and Infants by Race/Ethnicity](#). Health Brief. August 2015.

Low birth weight

Low birth weight is defined as an infant born weighing less than 2,500 grams (5.5 pounds). Low birth weight is associated with infant mortality, chronic health issues in infancy and childhood, and lack of school readiness.

Figure 7. Low birth weight, King County, 2009-2013 average

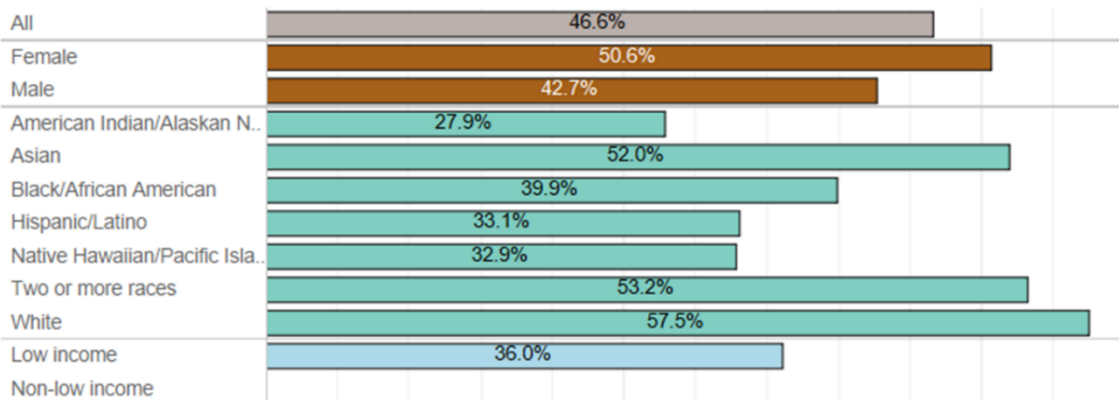
- 6.5% of King County infants were born at low birth weight (average of 1,600 infants annually).
- Compared to the lowest rates seen in King County,
 - Infants born to Asian mothers were 1.4 times more likely to be low birth weight,
 - Infants born to Black mothers were 1.7 times more likely to be low birth weight.



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Source: Public Health – Seattle & King County. [Health of Mother and Infants by Race/Ethnicity](#). Health Brief. August 2015.

Kindergarten readiness



This indicator shows the percent of students who enter kindergarten with expected skills in all six areas identified by the Washington Kindergarten Inventory of Developing Skills (WaKIDS). The six skill areas are: social-emotional, physical, language, cognitive, literacy, math.

OSPI Report Card
Data is for 2015-16 school years

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Source: Public Health – Seattle & King County. Best Starts or Kids Indicators. [Available online](#). Note: Missing data (e.g. Non-low income) is because data have been suppressed due to low numbers or are not reported in that district/category.

END

Staff Contact Information:

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Webpage:

<http://www.seattle.gov/sweetenedbeveragetaxboard>