

## Sweetened Beverage Tax Community Advisory Board Meeting Notes

<b>MEETING SUMMARY</b>	<b>Date:</b> Thursday, March 15, 2018
	<b>Time:</b> 11:00 AM – 1:00 PM
	<b>Location:</b> Seattle Municipal Tower, 27 Floor, Room 2750 700 Fifth Ave, Seattle 98104
<b>MEMBERS PRESENT:</b>	Ahmed Ali (phone), Christina Wong, Jessica Marcinkevage, Jim Krieger (phone), Leika Suzumura, Mackenzie Chase, Yolanda Matthews
<b>MEMBERS ABSENT:</b>	Laura Cantrell Flores, Lisa Chen, Seat 8 – Vacant (Public Health Representative); Seat 11 – Vacant (Early Learning/Education Representative)
<b>GUESTS:</b>	City Budget Office: Catherine Cornwall (11:00-12:00), Aaron Blumenthal (12:00-1:00) Human Services Department: Natalie Thompson Department of Education and Early Learning: Sonja Griffin Office of Sustainability & Environment: Bridget Igoe, Sharon Lerman, Shaunice Wilson Public Health – Seattle & King County: Sara Rigel, Nadine Chan, Anne Buher (phone), Elizabeth Kimball

<b>DECISIONS MADE</b>	Approved: final memo on HSD and DEEL budget provisos Approved: notes from the February 1, February 15, and March 1 meetings
<b>ISSUES IDENTIFIED</b>	Board interested in more information about City's affordability portal research

FOLLOW-UP ACTION ITEMS			
#	ITEM	RESPONSIBLE PERSON(S)	TARGET DATE
1	Compile and synthesize Board discussion on desired results and strategies to achieve them	Executive Committee	Before next meeting
2	Share (1) newly released Environmental Justice Fund report, (2) Crosscut article, (3) Oakland SSB Board website	B. Igoe (staff)	March 19
3	Revise vision statement	L. Suzumura	Before next meeting

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<b>Welcome &amp; Introductions</b>	<p>C. Wong facilitated the meeting.</p> <p>Board members introduced themselves by sharing their names and organizations. City staff introduced themselves by sharing their names and departments.</p> <p>Board reviewed agenda and major goals of the meeting:</p> <ul style="list-style-type: none"> <li>• Make a decision about the proviso letter</li> <li>• Approve notes from the last 3 meetings</li> </ul>

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	<ul style="list-style-type: none"> <li>Start discussing the \$2.8 million: results/outcomes Board wants to achieve and strategies to achieve them</li> </ul>
<b>Quick Business</b>	<p>Updates from Board members:</p> <ul style="list-style-type: none"> <li>C. Wong provided an updated about the Farm Bill. Conservatives are pushing to tighten eligibility and impose stricter work requirements on able-bodied adults. Contact Christina if you would like more information, or to get involved in advocacy to protect SNAP.</li> <li>M. Chase said there was a <a href="#">recent editorial in Crosscut</a>, co-written by the president and CEO of Arcora Foundation, about the benefits of the SBT. B. Igoe will send to Board in next email.</li> </ul> <p>Updates from Staff:</p> <ul style="list-style-type: none"> <li>The March 22 Boards and Commission training is cancelled due to low registration. This training will move to an online platform starting in April. Stay tuned for more information from B. Igoe.</li> <li>The Environment Justice Fund report mentioned by L. Chen is now available. B. Igoe will share via email.</li> <li>Ethics Department responded to the question raised at the last meeting about <i>organizational</i> conflict of interest. <b>Response:</b> As long as the individual on the Board does not stand to personally gain financially, then it would only require disclosure. Additionally, as long as no immediate family members of individuals on the Board do not stand to personally gain financially then it would only require disclosure.</li> <li>The April 5 Board meeting will be cancelled – both co-chairs are unavailable. April 12 does not work as an alternate date. Expect a Doodle poll soon to reschedule.</li> </ul> <p>L. Suzumura shared the latest draft and comments on the vision statement. Comments from discussion:</p> <ul style="list-style-type: none"> <li>Prefer to keep the vision statement short and positive (<i>multiple people</i>)</li> <li>Really like the “lifting the burden...” statement and sentiment</li> <li>One person preferred the word “wellbeing” over “happiness”; also suggested using “accessible and affordable”</li> <li>One person commented both “wellbeing” and “happiness” should be included since these mean different things</li> </ul> <p>The Board approved the meeting notes from February, 1 February 15, and March 1</p>
<b>2018 Unallocated funds – desired results, strategies to achieve results</b>	<p>C. Wong described the process for the next 75 minutes:</p> <ul style="list-style-type: none"> <li>Up until now, the Board has discussed at a high level the intent of the SBT ordinance and the Board’s aspirations and vision for how the beverage tax investments could positively impact Seattle residents and communities.</li> </ul>

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	<ul style="list-style-type: none"> <li>• Today, the Board will start discussing more specifically the outcomes and results it wants to achieve and potential strategies for how to achieve them. The goal is to generate a lot of feedback on these topics and potentially identify any major areas of alignment or friction points. The Executive Committee will then compile the information and bring to back to the next meeting for further discussion and refining. This will be an iterative process.</li> </ul> <p>N. Chan, Assistant Chief, Assessment, Policy Development, and Evaluation at Public Health - Seattle and King County, oriented the Board to the <a href="#">Best Starts for Kids health survey</a>, which generated data provided in one of the Board's data packets. Key points:</p> <ul style="list-style-type: none"> <li>• This is the first time Public Health has collected data on families with children ages birth through 5<sup>th</sup> grade</li> <li>• The survey was available in 6 different languages</li> <li>• Important symbols in the data packet:               <ul style="list-style-type: none"> <li>(*) Data point different than rate for King County</li> <li>(^) Less than 50 respondents, so data is not reported to protect identify</li> <li>(!) Had enough respondents, but still a small number, so data should be interpreted with caution</li> </ul> </li> <li>• Data is self-reported</li> </ul> <p><b><i>Phase 1: Board reviewed and discussed some data that describes the community (Seattle) and residents on key topics like food, nutrition, child wellbeing, and social and economic issues.</i></b></p> <p>✓ = response echoed by another Board member</p> <p><u>General reactions to the data:</u></p> <ul style="list-style-type: none"> <li>• Data confirms what we see in the community (i.e. disproportionality and disparities in outcomes) ✓</li> <li>• Income gap is associated with health disparities ✓✓✓</li> <li>• There are disparities by race, place (especially S. Seattle) ✓✓</li> <li>• Need to focus on early years, kindergarten readiness disparities</li> <li>• There are gaps developmental screenings</li> <li>• Interesting to see the self-reported data on child care affordability, especially in contrast to the self-sufficiency data which suggests child care is expensive</li> </ul> <p><u>Questions the data raise:</u></p> <ul style="list-style-type: none"> <li>• Water quality data – how significant are these findings?</li> <li>• Can SBT funds support physical activity and access to environments that promote active lifestyles?</li> <li>• What was the total population surveyed in the Best Starts for Kids health survey? <b>Response:</b> Nearly 6,000 King County families</li> </ul>

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	<p>participated in the survey. In terms of child race/ethnicity, the kids in the survey represent King County.</p> <ul style="list-style-type: none"> <li>• How was the Best Starts for Kids health survey implemented? It appears as though you had a small response from Somali families. <b>Response:</b> Families had the option of taking the survey by phone with an interviewer, online, or on a paper survey that was mailed to their home. Interviewers followed up with families by phone and text message to increase participation. To increase participation in specific groups that may be hard to contact with surveys, local organizations and community partners were asked to distribute the survey. We did have 83 Somali families complete the survey, but it's possible that for certain questions families did not respond [which is why you see a (^) in some bar charts].</li> <li>• Regarding the access to quality child care and child care affordability results, do you have a theory about why the Best Starts for Kids health survey results are rosier than community experiences? <b>Response:</b> It could be that low-income families are underrepresented in the survey population. It can be hard to reach low-income families with random selection survey. Also, some families couldn't participate if they couldn't read or write.</li> </ul> <p><u>More information needed:</u></p> <ul style="list-style-type: none"> <li>• Need better food environment data – food desert and food swamp data is limited</li> <li>• Consumption data</li> <li>• Food affordability and information on food prices</li> </ul> <p><b><i>Phase 2: Board discussed what results/outcomes it wants to achieve and populations to focus on.</i></b>  ✓ = response echoed by another Board member  Blue text = response echoed and amended by another Board member</p> <p><u>Results from Board members top 3 desired outcomes</u> (in the order by which they were reported):</p> <ol style="list-style-type: none"> <li>1. Increase access to food &amp; clean drinking water for low-income &amp; poor residents ✓✓✓✓</li> <li>2. Culturally-tailored nutrition programs ✓</li> <li>3. Exercise and physical activity programs ✓</li> <li>4. Increase access to healthy, affordable food</li> <li>5. Increase consumption of healthy, affordable food</li> <li>6. Reduce consumption and sales of sugar-sweetened beverages, and disparities in consumption ✓✓</li> <li>7. Close gaps in school readiness; advance equity by focusing on kindergarten readiness ✓✓</li> <li>8. Better support 0-3 children and their families</li> </ol>

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	<p>9. Improve outreach, access, and participation in benefit programs (such as what is being proposed by the Mayor’s affordability portal)</p> <p>10. Equitable access to high quality child care as a way to increase school readiness</p> <p>11. Invest in programs based on disparities seen in the City</p> <p><u>Where are the potential areas of alignment in this list?</u></p> <ul style="list-style-type: none"> <li>• 1, 2, 4, 5</li> <li>• 7, 8, 10</li> </ul> <p><u>What seems to be missing from this list?</u></p> <ul style="list-style-type: none"> <li>• Recognition of the <i>long-term</i> desired result, which is to decrease prevalence of diabetes, obesity and chronic disease</li> <li>• Increase knowledge and awareness of sugar-sweetened beverages, especially in specific populations</li> </ul> <p><b><i>Phase 3: Board discussed potential strategies to achieve the results/outcomes.</i></b></p> <p>✓ = response echoed by another Board member  Blue text = response echoed and amended by another Board member</p> <p><u>Results from Board members</u> (in the order by which they were reported):</p> <ol style="list-style-type: none"> <li>1. Provide subsidies to purchase healthy food by low-income across retail stores; <b>develop innovations that respond to community needs</b> ✓✓</li> <li>2. Sugar-sweetened beverage counter-marketing campaign that includes youth engagement and segmented audiences; <b>policy levers that restrict SSB marketing to kids</b> ✓</li> <li>3. Improve quality of food in schools, childcare</li> <li>4. Support community-based organizations to do <b>culturally responsive</b> nutrition and physical activity programming in their communities ✓</li> <li>5. Exercise and physical activity programs to youth, partnering with Parks and Recreation</li> <li>6. <i>Strategy to approach food access</i>: define key populations to address; clarify how we define “access” (to inform approaches that meet needs)</li> <li>7. Equitable access to high quality child care as a way to increase school readiness</li> <li>8. Leverage home visiting programs—build on what we have</li> <li>9. Leadership, advocacy, peer education</li> <li>10. Use program approaches that are culturally responsive, especially for school readiness strategies</li> </ol>