

Sweetened Beverage Tax Community Advisory Board (CAB) Meeting Notes

MEETING SUMMARY	Date: Friday, August 21, 2020 Time: 9:00am – 11:00am Location: Virtual meeting
MEMBERS PRESENT:	Christina Wong, Jen Moss, Paul Sherman, Tanika Thompson, Barbara Baquero, Rebecca Finkel
MEMBERS ABSENT:	Dila Perera, Laura Flores Cantrell, Adrian Lopez-Romero <i>Seat 1 – Vacant (Food Access Representative, Council appointment)</i> <i>Seat 4 – Vacant (Community Representative, Mayor appointment)</i>
GUESTS:	Office of Sustainability & Environment: Bridget Igoe, Suzy Knutson Human Services Department: Sindy Nguyen & Seán Walsh City Budget Office: Akshay Iyengar The Vida Agency: Priya Saxena
DECISIONS MADE	CAB approved by consensus additional 2021 Prenatal-to-Three Budget Recommendations. (Link to final letter transmitted on 8/25/2020).

Meeting Notes

J. Moss and T. Thompson, CAB co-chairs, facilitated the meeting.

Welcome and Introductions

- CAB members introduced themselves.
- City staff and guests from the public introduced themselves.

Public Comment

None

Counter-Marketing Campaign

Presented by Priya Saxena with The Vida Agency

P. Saxena presented the [Be Ready, Be Hydrated](#) campaign which was designed by community, for community.

The goals of the campaign are to reduce demand for sugary beverages and reveal tactics used by Big Soda to promote the look and feel of sugary beverages and their use of false claims for healthiness of such beverages. The campaign highlights the adverse effects of type II diabetes and promotes water as a healthier alternative.

The Vida Agency worked with the following stakeholders, information, and approaches to design the campaign:

1. **Coalition of organizations** that work with the intended campaign audiences (Black Stax, Latino Community Fund, Hip Hop is Green, The Service Board)
2. **Youth Coalition** – 40 youth from the Seattle metropolitan area
3. **Sweet Survey** – 510 respondents to a community-based survey
4. **Creative Change Leaders workshops** were offered to design the campaign look and feel, create messaging, design campaign assets.

Campaign implementation is invested dollars in local and multicultural media:

- **Online media:** AfricaTown Media, South Seattle Emerald, Evergrey , Runta News
- **Radio:** 102.9 Urbana, Rainier Avenue Radio
- **Television:** King 5, Univision Seattle
- **Podcasts/blogs:** Miss Casey Carter, The Glow Up

Other campaign tactics:

- Cross platform advertising, e.g. digital at gas stations, connected TV (streaming), social media (Snapchat and TikTok).
- Seattle’s first youth poet laureate is featured on the website.
- They created a rack card with highlighted facts on how to make a change and have held in-person community engagement. Engagements have been limited by COVID-19 restrictions.
- Advertising merchandise was created like stickers for water bottles and other tabling events at summer meal sites.
- They sponsored the Big Day of Play and are working with SPS for branding at water bottle filling stations.
- Provide youth stipends for their work and participation, which really enhanced the level of engagement and quality of the final campaign.

During the first month of the campaign they have seen 3 million impressions in Seattle.

Q&A:

- Will there be an evaluation to assess if the campaign is impacting consumption of sugary drinks? *This is not part of The Vida Agency’s scope of work, but there are interested in this as well and have some ideas for how they could track positive outcomes, including reduced consumption of sugary drinks.*
- How long will the campaign be implemented? *The campaign launched on July 15. The current plans are to wrap up the campaign in mid-September. The King5 segment and other earned media may extend it a bit beyond that timeframe, and they are scoping out who will own the materials for future use. (Purposely did not use masks in images so this could be lasting)*

Water Bottle Filling Stations in Schools

Presented by B. Igoe with the Office of Sustainability and Environment

[Link to OSE memo](#)

- OSE’s 2020 budget includes a \$140,000 one-time allocation from SBT to install water bottle filling stations in Seattle Public Schools (SPS). This budget will support roughly 30-35 installations.

- To prioritize the locations of these new water bottle filling stations, OSE and SPS developed criteria based on recommendations from the CAB, the Council Budget Action that provided the funding ([CBA OSE-2-D-1](#)), and the race and social justice goals of the City and SPS.
- Two tiers of priority schools were developed. The first and higher priority schools are:
 - High schools with more than 50% free and reduced lunch (FRL) participation
 - Middle schools with more than 25% FRL participation
 - Elementary schools that are high priority for SPS for closing the opportunity gap
 - Elementary schools with more than 50% FRL participation
 - See the [memo](#) for full details
- OSE anticipates installations at most of the 31 schools on the first list and 2-5 on the second list. The goal is to start installations in September and complete them by December 2020, but timeline shift due to COVID-19 and/or construction complications.
- The original plan to pair installation of new filling stations with student engagement has been impacted by COVID-19 and remote learning. Even so:
 - SPS is using input gathered by FEEST students at Chief Sealth and Rainier Beach high schools to determine location of stations at those schools
 - Seattle Public Utilities will provide 2500 water bottles for distribution at schools and through FEEST youth leaders
 - Discussing other promotional opportunities with Earth Corps
- Promotional efforts will include:
 - Each station will have a [Be Ready, Be Hydrated](#) sticker that includes acknowledgement of funding by SBT
 - Be Ready, Be Hydrated stickers will be distributed with water bottles when schools are back in-person
 - A joint announcement of installations by the City and SPS

Q&A:

- Can you expand on what potential issues there could be construction and installation of stations and how this will be mitigated? B. Igoe will follow-up.
- Can you share a photo of the water bottle filling stations and the stickers?

(9/15 update) – Water bottle filling station specs, photo, and sticker photo:

Water bottle filling station: Elkay Enhanced EZH2O Bottle Filling Station & Single ADA Cooler, Filtered 8 GPH Stainless, Model LZS8WSSP; [link to product specs](#)



CAB Updates

Presented by J. Moss and T. Thompson, CAB Co-Chairs

Co-chairs J. Moss and T. Thompson provided an update on their recent meetings with stakeholders.

Interview with the American Heart Association:

- AHA interviewed J. Moss and T. Thompson for an article on use of SBT funds to support the Emergency Grocery Voucher program. [Link to the final article.](#)
- Lindsay Hovind at AHA reached out for another conversation about SBT budget process. Other CAB members are welcome to attend future conversations.

Meeting (Aug. 5) with Councilmember Lewis's office regarding P-Patch program

- Staff from CM Lewis's office reached out to CAB co-chairs to discuss the Councilmember's interest in expanding the P-Patch program in District 7 and citywide. Staff wondered if expanding the Giving Gardens program might be a way to tie P-Patch investments to the CAB's interests. With Giving Gardens, gardeners donate a portion of their harvest to local food banks.
- Staff from Department of Neighborhoods (DON) also attend the meeting as subject matter experts on the P-Patch program.
- Co-chairs shared with councilmember staff that CAB's intent is to see SBT funds invested in food access efforts that reach priority populations; recently P-Patch programs were not seen as directly or deeply supporting those outcomes or communities. Co-chairs also shared the opinion that P-Patch investments should support BIPOC, immigrant, refugee, low-income communities to grow their own food (not just receive donations at food banks).
- P-Patch program manager shared some useful information about the plot fees and plot fee assistance, which was new information to co-chairs. Reportedly, plot fees are required due to a city ordinance about gift of public funds, but DON has a program to reduce fees. It sounded low barrier but would want to confirm.
- This could be the beginning of a longer-term discussion with CM Lewis's office about P-Patch. Co-chairs will keep the CAB informed if future meetings are requested.

Meeting (Aug. 3) with City Budget Office (CBO) regarding CAB's 2021 budget recommendations

- CAB co-chairs and early learning representatives (A. Lopez-Romero, D. Perera) met with staff from CBO to discuss the [CAB's recommendation for a prenatal-to-three grants program](#).
- CBO asked if CAB's intention was for a one-time or ongoing grant program since CAB only identified funding for one year. There was also discussion about how setting up a one-time program is challenging since it takes a lot of resources to start a community grants program. Early learning representatives shared with CBO that while an ongoing program is preferred, they would not want to decline the opportunity for a one-time program since there is so much need for COVID relief.

Prenatal-to-three grants program – follow-up recommendations

CAB discussion and decision making

A. Lopez-Romero, absent, previously recused himself from further discussion and decision making on this topic, citing his employment with King County and given that the CAB is recommending Public

Health – Seattle & King County be considered as an administrator of the prenatal-to-three grants program.

Given the recent meeting between CAB representatives and CBO, co-chairs proposed the CAB follow-up with a letter to formally clarify the recommendation is for an ongoing prenatal-to-three grants programs.

The CAB reviewed a draft letter and made some edits to clarify the language.

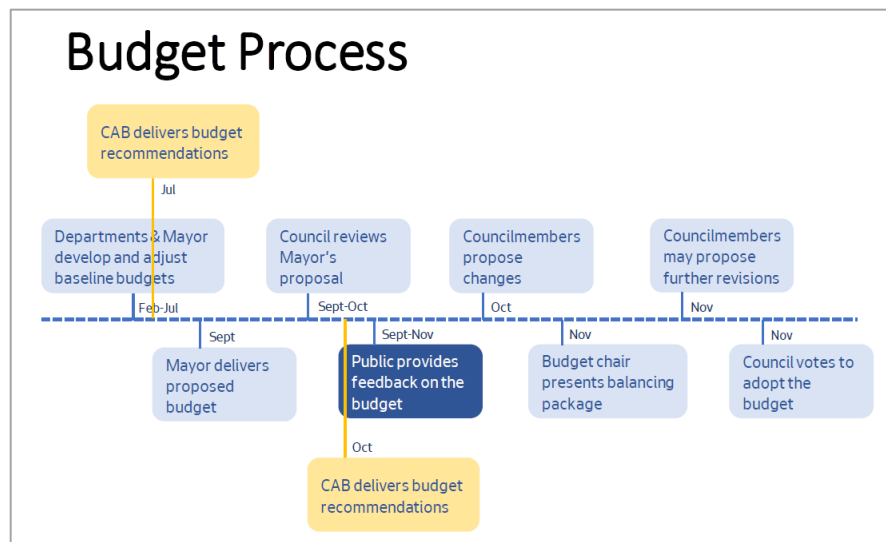
****CAB decision****

Using fist to five to first test for agreement, the CAB approved by consensus the letter with suggested edits. ([Link to final letter](#))

CAB Business

2021 Budget Process

- The CAB reviewed the 2021 budget process and timeline, noting key opportunities for when the CAB can influence the budget.



- The CAB agreed to move its October meeting to earlier in the month so that it could review, discuss, and respond to the Mayor’s 2021 Proposed Budget sooner rather than later. Friday, October 2 is the new and tentative date for the October meeting.

Briefing topics for future CAB meetings

- The CAB reviewed a list of past briefings and topics that have not been scheduled this year. Future briefings the CAB is interested include:
 - Healthy Food Fund
 - Food Access Opportunity Fund
 - CARES Act and how that funding is being implemented
 - SPS Nutrition Services – How are they meeting the food needs of students during remote learning?

- Child Development and Early Learning briefings (get input from early learning representatives)
- Environmental Justice Committee
- Race and Social Justice Initiative
- Fresh Bucks
- Emergency Grocery Vouchers

Open CAB seats

- There are currently two open CAB seats: Council-appointed Food Access seat and Mayor-appointed Community Seat. Co-chairs recommend CAB start thinking about people to recommend for these positions.
- For the Food Access seat, co-chairs have two recommendations. There was no concern from CAB members about recommending these individuals for council consideration:
 - Jaimée Marsh, FEEST
 - Neo Mazur, Solid Ground
- For the Community seat, CAB would like to consider if there are people who participated in the CAB's phase 2 community engagement.
- B. Igoe, CAB staff, will do the follow-up.

-END-