

Sweetened Beverage Tax Community Advisory Board Meeting Notes

MEETING SUMMARY	Date: Wednesday, May 16, 2018
	Time: 11:00 AM – 2:00 PM
	Location: Seattle Municipal Tower, 40 Floor, Room 4096 700 Fifth Ave, Seattle 98104
MEMBERS PRESENT:	Ahmed Ali (on phone), Lisa Chen, Jen Hey, Jim Krieger, Dila Perera (arrived at 11:20), Leika Suzumura (left at noon), Mackenzie Chase, Christina Wong
MEMBERS ABSENT:	Laura Cantrell Flores, Yolanda Matthews, Seat 9 – Appointment Pending (Public Health Representative)
GUESTS:	Human Services Department: Tara James Office of Sustainability & Environment: Robyn Kumar, Sharon Lerman, Shaunice Wilson, Bridget Igoe

DECISIONS MADE	<ul style="list-style-type: none"> Meeting notes from May 2 were approved
-----------------------	--

FOLLOW-UP ACTION ITEMS			
#	ITEM	RESPONSIBLE PERSON(S)	TARGET DATE
1	Obtain cost estimates for capital projects and counter-marketing campaign	City staff	By June 6 meeting
2	Complete required Boards and Commissions online training	Board	ASAP
3	Early Learning seats work with staff to modify the community input survey to gear questions for early learning stakeholders	M. Chase, D. Perera, B. Igoe (staff)	ASAP
4	Review and provide comment on RFP Work Group document	Board	By June 6 meeting
5	Forward calendar invite to cross-site community advisory board discussion	J. Krieger	ASAP

Meeting Notes

Christina, Co-Chair, facilitated the meeting

Welcome and Introductions

- Board members introduced themselves by sharing their names and organizations. City staff introduced themselves by sharing their names and departments.
- Board reviewed agenda and major goals of the meeting.

Public Comment

- Tanika Thompson (Got Green): Reported she's been involved with door knocking to let residents know about the positive impacts of the SBT, to counteract the American Beverage Association door knocking efforts. Would like the City to do more to communicate about this new policy, working in collaboration with organizations like Got Green who are fighting to keep this tax and see taxes like it benefit other WA cities.
- Wessen Kifetew (African American Reach and Teach Health): Invited to the meeting by Leika Suzumura. Has expertise in evidence-based research and its application to community-based programming and understands this is a topic that Board is wrestling with.

Updates:

- J. Krieger, C. Wong, and L. Suzumura have been participating in a cross-site community advisory board discussion (via phone) with other cities. They will forward the calendar invitation in case other Board members want to participate. The purpose of the calls is to share experiences and lessons learned about serving on a sugary beverage advisory board.
- L. Suzumura is setting up a networking call with a co-chair from the San Francisco Sugary Drinks Distributor Tax Advisory Committee. Other Board members are welcome to join. B. Igoe will send out the call-in information and calendar invitation.

Quick business:

Board approved the meeting notes from May 2 meeting.

2018 Activities and Strategies

- Board reviewed the budget frameworks developed at the previous meetings (for details, see tables in the [May 2 meeting notes](#)).
- Board reviewed preliminary results from its online community input survey. The data snapshot included summarized responses from 87 respondents. The survey will remain open for several more weeks. Key points of discussion:
 - Notable that early learning and kindergarten readiness was ranked as a relatively high priority, especially since only 8% of the respondents reported to be from the early learning sector.
 - Need to be cautious about over-interpreting survey results, especially for questions related to recommended strategies and activities, since so few people from early learning section participated.
 - Recognition that a few of the survey questions were worded in such a way that could introduce bias. For example, the early learning and food access focus areas were described slightly differently in the questions about outcomes and strategies.
 - D. Perera and M. Chase will work to gather more input from early learning stakeholders, such as by modifying the community input survey to gear questions for early learning stakeholders.
- Based on input from individual Board members and the results of the community input survey, the Board identified the strategies for further consideration. The Board then used a sticky note exercise to generate ideas on activities aligned with each strategy. The activities will be scored and ranked using the criteria developed by the Board. [See addendum for detailed notes from sticky note exercise](#). List of strategies used in the sticky note exercise:
 - *Healthy food vouchers for low-income residents*
 - *Healthy food subsidies for schools*
 - *Healthy food subsidies and technical assistance for childcare*

- *Increase healthy food access points (e.g. produce carts in food deserts, year-round produce markets in South Seattle, healthy neighborhood stores, ethnic grocers, community kitchens, pop-up markets and pantries)*
- *Food Banks/Pantries: improve nutritional quality of foods and beverages, implement healthy food policies, use behavioral economics to promote healthy choices*
- *Education around gardening, health eating, cooking classes, includes physical activity education*
- *Water quality/access in schools; water filling stations in schools, community centers, parks, etc.*
- *Increase access to opportunities to be physical active*
- *Vouchers/incentives for physical activity*
- *Early Learning & Kindergarten Readiness*
- *Counter-marketing: Paid Media*
- *Counter-marketing: Youth-led*
- *Fund technical assistance providers to help CBOs do evaluation*

Fresh Bucks Briefing

S. Lerman, Food Policy and Program Manager at the Office of Sustainability & Environment, presented on the Fresh Bucks program. [See the presentation PDF for details.](#)

RFP Workgroup

The RFP Workgroup presented a document outlining design features of an RFP process for the Board to consider and discuss. There was limited time left in the meeting so the discussion was cut short. A few key discussion points:

- Regarding size and scale of investments, use a mix of grant sizes, tiered, and potentially based on organizational budget, so that organizations of similar size and capacity compete against one another. See Seattle Foundation for a model of this.
- Include language in the RFP to specify that grants can be used for general operating funds. This is important from the perspective of equity and implementation. Since these are programmatic grants, organizations may under-fund their operating funds.
- In scoring process, make specific recommendation on how to implement and operationalize equity and level of the playing field in the review process. For example, give extra points to organizations that have never received City funding before or that demonstrate they are led by people from the focus community.
- Consider building in a 6-month capacity-building phase for newer grantees. Additionally, don't segment the grant sizes – award each organization (big or small) the same amount, but give some leeway so that organizations that aren't shovel ready have time to plan. See Best Starts for Kids for a model of this.
- Regarding duration of grants, general agreement within the Board that multi-year grants are preferred and most effective.
- Regarding application process, consider arranging for providing free technical assistance to applicants. See Best Starts for Kids for a model of this.

Addendum: Notes from Sticky Note Activity

**Blue text was contributed after the 5/16 meeting by CAB members who were unable to participate in the activity.

Healthy food vouchers for low-income residents

- Vouchers (not match) to buy fruits and vegetables in a range of food retailers – supermarkets, grocery stores, corner stores, farmers markets
 - What is optimal size of vouchers to have real impact on diet yet maximize reach? Is it \$20/household/week?
 - Is it possible to limit to/prioritize WA grown?
 - Eligibility: > SNAP; < 185-200% poverty
 - Use EBT/loyalty card mechanism to harmonize with existing programs
- Include threshold that captures people in food security gap & not SNAP eligible
- Give vouchers in a variety of settings, including schools, childcare, senior centers, housing assistance. Use at farmers markets and FINI-supported ethnic markets. Can we get Seattle Safeways back?
- Several orgs have said they need support with capacity building. Specific work would be to collaborate with Fresh Bucks to get the word out to their specific community, eval support, and more community collaboration/engagement to hear direct from community members around needs and how to support and increase self-efficacy.

Healthy food subsidies for schools

- Fund backpacks to take home for the weekend with fresh food
- Seattle Public Schools: scratch cooking pilot project at Rainier Beach
- Fund school gardens to actually be used in salad bar
- Fund school pantries with healthy food
- Program for healthy food for after-school programs, culturally relevant
- Work with Seattle Public Schools for more fresh veggies, salad bars
- Target sports programs with scratch-cooked, hot, culturally relevant food
- Education re: nutrition and food preparation rolled in
- Give schools with high Free-Reduced Lunch Program enrollment money to improve school food quality, e.g. \$0.15-\$0.25/meal
- Target Title I, Provision 2 and Community Eligibility Provision schools for equity and priority populations (could also be incentive for enrolling in community eligibility)
- Fund subsidies to purchase farm to school; subsidies can also be used for summer meals ingredients or prepared meals if a federal-subsidized summer meals program; healthy snacks
- High school students at Rainier Beach High School said that they would like to see a snack program at the high school, especially providing fresh fruits.

Healthy food subsidies and technical assistance for childcare

- Should this be primarily family-based care?
- Good food bags delivered at childcare/early learning sites

- How to integrate with other technical assistance to childcare providers? How to link with STARS?
- Subsidies for childcare settings and WIC clinics.

Increase healthy food access points (e.g. produce carts in food deserts, year-round produce markets in South Seattle, healthy neighborhood stores, ethnic grocers, community kitchens, pop-up markets and pantries)

- Grants to farmers markets to have pop-ups at health clinics, community centers, food banks, and locations without an existing market
- Community kitchen spaces need individually-secured spaces for food storage and 24/7 accessibility
- Vouchers at hyper-local markets (i.e. McPhersons, Rainier/23rd)
- Use community centers and schools as Good Food Bag sites (healthy veggies)
- Prioritize food grown on site
- Available to non-SNAP recipients that are food insecure
- Mobile food/fruit “trucks” to increase mobility and reach food deserts
- Focus on local “corner stores” and local vendors/markets

Food Banks/Pantries: improve nutritional quality of foods and beverages, implement healthy food policies, use behavioral economics to promote healthy choices

- Kitchen access
- Focus on donation policies
- How to increase access sources of fruit and vegetables and other healthy foods – e.g. gleaning, “blemished” foods, etc.?
- Shelf placement, grouping of healthy foods and make attractive, promotional “ads” for healthy
- Grants for small infrastructure or equipment purchases, training, and technical assistance or print production
- Translation services for printed posters, focus groups to ensure culturally appropriate communications available to all Seattle food pantries, not just City-funded
- Utilize what’s being done already in the community in terms of outreach by CBO’s promoting healthy/nutrition. Often times, they have a wide span of reach.

Education around gardening, health eating, cooking classes, includes physical activity education

- Led by community/people of color-led organizations.
- Same comment as above, i.e., utilize what’s being done already in the community in terms of outreach by CBO’s promoting healthy/nutrition. Often times, they have a wide span of reach.
- Delivered in settings/spaces that are accessible and comfortable for target audience
- Link to vouchers and other food access strategies
- Connect to community centers and resources

Water quality/access in schools; water filling stations in schools, community centers, parks, etc.

- Look at lead in Southeast schools

- Fund water bottles (reusable)
- Integrate with youth-led campaign (2 people)
- Look at where high concentration of youth having art, play, spend leisure time

Increase access to opportunities to be physical active

- Programs that increase physical activity amongst low-income youth
- Drop in play groups for kids
- Available in spaces that are easily accessible and comfortable
- Culturally relevant/appropriate
- There seems to also be a need to have subsidized gym membership or access to physical activity. It is hard for large families to afford sports/gym membership.
- There's very limited access in South Seattle. I couldn't emphasize more on this. After school soccer activities, weekends soccer tournaments. These opportunities will keep kids healthy and positively engaged. Lack of resources is a big contributor.

Vouchers/incentives for physical activity

Early Learning & Kindergarten Readiness

- M. Chase and D. Perera will modify survey tool, gearing it to early learning stakeholders, to gather specific ideas

Counter-marketing: Paid Media

- Year 1: contract with public relations/communications firm to develop/test messages and design campaign in partnership with CBO (and public health?). Year 2: Launch campaign with substantial investment of \$1M.
- Includes social media targeted to communities of focus – effective way to reach
- Complementary with youth-led counter-marketing
- Includes ethnic/community specific radio, newspaper channels
- *Reaction to this activity:* Not as likely to reach target population

Counter-marketing: Youth-led

- Much preferred over paid media (2 people)
- Could also be community-led organizations
- Year 1: CBO to develop/design approach to engage youth in developing/leading campaign. Year 2: do campaign.
- Complementary to paid media campaign
- Expand this to have better connections to kids to have youth voices inform CAB
- Social media presence will be a big factor with youth; facebook, Snapchat, Instagram, etc. Youth produced counter-marketing is a powerful way to get the word out and get kids engaged.

Fund technical assistance providers to help CBOs do evaluation

- Provided by consultants with experience/expertise in assisting CBOs (2 people)
- Use Community Based Participatory Research methods
- Build capacity of CBO for doing evaluation
- Support with translation and interpretation costs