

Sweetened Beverage Tax Community Advisory Board

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

Ahmed Ali, Christina Wong, Jessica Marcinkevage, Jim Krieger, Laura Cantrell Flores,
Leika Suzumura, Lisa Chen, Mackenzie Chase, Yolanda Matthews

Date: March 16, 2018

To: Monica Martinez Simmons, Seattle City Clerk

From: Sweetened Beverage Tax Community Advisory Board (CAB)

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

Subject: Funding for Human Services Department's healthy food access programs and
Department of Education and Early Learning birth-to-five services with budget proviso

The Sweetened Beverage Tax Community Advisory Board (CAB) is writing in response to the Sweetened Beverage Tax (SBT) healthy food access programs and birth-to-three services with budget proviso (see Appendix for details).

The proviso states that no funding for these programs and services may be spent until the CAB delivers its recommendations to Council on how to spend the tax revenue.

To satisfy the requirements of the proviso, this letter provides a summary of the CAB's process, our key response and recommendation to Council, and more detailed responses and recommendations for HSD and DEEL.

Summary of Review Process

The CAB met three times between February 1, 2018 and March 1, 2018 to review and discuss the proposals from Human Services Department (HSD) and Department of Early Learning (DEEL). Staff from HSD, DEEL, Office of Sustainability & Environment, Public Health – Seattle & King County, and the City Budget Office attended each meeting. All meetings were open to the public and department presentations, memos, and meeting notes are available on the CAB webpage.

Response and Recommendation for Council

The CAB reached consensus and recommends that Council lift the proviso on these funds.

Responses and Recommendations for DEEL

The CAB is supportive of this work and recognizes that investing early in supports and interventions for families and their young children is a crucial strategy for ensuring a strong start for children and for maximizing the impact of later investments in the education continuum. The CAB also acknowledges that racial and income inequities start early. Investing in early learning is an important strategy in eliminating harmful disparities. Additionally, the CAB supports the prioritization of the birth-to-three population and specialized support for child care centers and family child care (FCC) providers. Family child care providers serve a large portion of first generation immigrant families and children of color and are a critical partner in advancing racial equity in child health and educational outcomes.

As part of its review of DEEL's proposal, the CAB identified the need for more information to support informed investment decisions. As DEEL embarks on this work, the CAB recommends the following:

- Rigorously monitor and evaluate these interventions to demonstrate their value and to help inform which programmatic features should be sustained, expanded, changed or sunset. With these investments, DEEL has a prime opportunity and duty to study best and promising practices, especially in the FCC setting.
- Continue to collect and track data that can help describe the characteristics of the populations served (both families and providers) and program reach and impact. Include race, ethnicity, income, language and location data, which are critical for a racial equity analysis.
- Use program reach data to conduct a gap analysis examining whether more children could benefit from these programs, and how many more children could benefit.
- Collect and report on data addressing program costs in relation to benefits. At a minimum, provide information on cost per child and provider reached for each of the programs, and an analysis of what mix of program funding would be most effective and cost-effective.
- Examine whether other funding can support the \$860,000 infrastructure costs to free up more SBT dollars for the birth-to-three interventions. Over 30 percent of DEEL's birth-to-three proviso budget is for salaries and infrastructural costs. The CAB understands that there are necessary implementation and infrastructure costs to initiate new and expanded areas of work, but if all of these costs are ongoing, the CAB is concerned about the ratio of SBT funding that is going into administrative costs versus programs or benefits.
- Judiciously design and plan the birth-to-three programs and services with an understanding of the potential revenue volatility of the SBT. Funds generated by the SBT are expected to decrease over time.

Additionally, in future presentations to the CAB, we respectfully request that DEEL includes the following:

- Results from a racial equity analysis of these programs
- Evaluation plans, including summary of process and outcomes measures DEEL is tracking, and subsequent results
- Key results, challenges, successes and learnings from outreach efforts to recruit providers, especially FCC providers, to participate in these interventions

Responses and Recommendations for HSD

The CAB supports these healthy food access proposals and embraces HSD's philosophy that increasing access to nutritious food is more than just about providing energy and nutrients for the body – it is about the cultural value, acceptability, and dignity of food. Additionally, the CAB applauds HSD for intentionally sourcing produce from local farms and immigrant and refugee farmers. In doing so, HSD's food access programs also support a healthier, equitable, and sustainable local food system.

As part of its review of HSD's proposal, the CAB identified the need for more information to support informed investment decisions. As HSD embarks on this work, the CAB recommends the following:

- Monitor and evaluate these programs to demonstrate their impact on diet quality, impact on household food spending, and overall value. In making this recommendation, the CAB recognizes a balanced approach is necessary when it comes to evaluating community-based programs, especially given the limited resources and capacity for data collection by some sites. The CAB welcomes the opportunity to think strategically with HSD on the types of metrics to collect and how to identify resources for program evaluation.
- Collect and report on data addressing program costs in relation to benefits. At a minimum, provide information on reach, cost per person reached, and cost per serving of fruits and vegetables provided for each of the programs, and an analysis of what mix of program funding would be most effective and cost-effective.
- Continue to collect and track data that can help describe the characteristics of the populations served and program reach. Include race, ethnicity, income, language and location data, which are critical for a racial equity analysis and for tracking whether immigrant and refugee families are accessing these programs. Also needed for an equity analysis are data on sourcing of foods provided (e.g. from local sources, from immigrant/refugee farmers, etc.)
- Examine the cultural relevancy of foods distributed through the Out-of-School Time Nutrition Program.
- In the food bank contracts, when using city funds for food and beverage purchases, explore requiring the food banks to procure nutritious foods and beverages (using a set of nutrition standards or guidelines) and nutritious foods that can accommodate people who don't have a place to cook. Additionally, raise awareness with food banks about the healthy food access struggles of people experiencing homelessness. The CAB welcomes HSD's invitation to provide some best-practice recommendations for HSD to include in its food bank contracts.
- Judiciously design and plan the healthy food access programs with an understanding of the potential revenue volatility of the SBT. Funds generated by the SBT are expected to decrease over time.

Additionally, in future presentations to the CAB, we respectfully request that HSD includes the following:

- Results from a racial equity analysis of these programs
- Evaluation plans, including summary of process and outcomes measures HSD is tracking, and subsequent results
- Key results, challenges, successes and learnings from Fresh Bucks to Go and Farm to Table

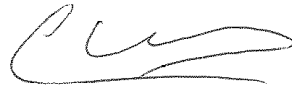
- A comparative summary of the advantages and disadvantages of an incentive or voucher program (e.g. Fresh Bucks or Fresh Bucks Rx), a good food bag program (e.g. Fresh Bucks to Go) and other proposed programs to increase healthy food access

In closing, the CAB would like to thank the HSD and DEEL staff for the time that they spent with us and for the information provided. We look forward to the continued collaboration on efforts to advance equity in health and educational outcomes.

Sincerely,



Jim Krieger, Co-Chair



Christina Wong, Co-Chair

Appendix: Overview of HSD and DEEL Investments – Budget Proviso

Department of Education and Early Learning (DEEL) - \$2.7 million

This proposed funding would support two new early learning programs to provide support to family child care and birth-to-3 child care providers. Family child care is home-based care provided in a private family home. Often these providers and the children in their care are of ethnic minority or immigrant background. The family child care program support will include curriculum training, expanded nurse health support, operational funding to provider networks, and expanding the Parent-Child Home Program to 12 new providers. Comprehensive program support for birth-to-3 child care providers will include items such as early child behavioral intervention support, professional development, public health nurse support, and a pilot program providing support and monitoring for families whose children do not qualify for birth-to-3 child intervention services.

Birth-to-Three Investment Priorities	Cost
Coaching and professional development for 0-3 Child Care providers (Expand) <ul style="list-style-type: none"> On-going individual coaching HighScope curriculum training 	\$427,482
Family Child Care (FCC) Program Support Development (Expand) <ul style="list-style-type: none"> On-going individual coaching HighScope curriculum training Expansion of Parent-Child Home Program pilot for FCCs Support FCC infrastructure 	\$378,824
Comprehensive Developmental and Health Support for Birth-to-Three Providers <ul style="list-style-type: none"> Increase health care worker support Infant mental health endorsement Ages and Stages Questionnaire 	\$770,010
Support for families of children 0-3 with developmental delays (New) <ul style="list-style-type: none"> Birth-to-Three developmental “Bridge” Program pilot 	\$150,000
City/County Collaboration Support	\$150,000
DEEL 0-3 Infrastructure Supports <ul style="list-style-type: none"> Staff expansion for Birth-to-Three policy development, budget and contracts Staff training for increased capacity in Birth-to-Three Space expansion for new 0-3 staff Rental and fleet costs for expanded staff and line of business 	\$858,683
Total	\$2,735,000

References:

- 2018 Adopted Budget
<http://www.seattle.gov/financedepartment/18adoptedbudget/default.htm>
- DEEL Memo #1, Presented to CAB on February 1, 2018
Available on the CAB webpage: <https://www.seattle.gov/environment/sustainable-communities/food-access/sweetened-beverage-tax-community-advisory-board>

Human Services Department (HSD) - \$1.4 million

This proposed funding would expand four existing food programs:

Farm to Table Program (\$424,000). Currently provides food stipends and nutrition education to approximately 1,800 children. Funding would increase service to an additional 1,050 children through new Seattle Preschool Program sites, family child care providers and other community-based locations.

Fresh Bucks to Go Program (\$551,000). Distributes free or low-cost fresh bags of local fruits or vegetables every other week at pre-school programs serving low income families. Funding would extend the current pilot to a year-round program and expand service from 700 to 1,400 participants.

Food Banks (\$216,000). Funds will expand food bank and meal programs at existing locations and will be included in the Human Service Department's 2019 food and meals Request for Proposals.

Out-of-School Time Nutrition Program (\$195,000). The proposal would consolidate and expand the Summer Food Service Program and the Afterschool Meals Program into one "Out-of-School Time Nutrition Program," to provide year-round food access to vulnerable children and youth ages 1 to 18, when not in school. Funding would also improve meal quality by adding a variety of nutritious fresh fruits and vegetables.

Reference:

- HSD Presentation, Presented to CAB on February 15, 2018
Available on the CAB webpage: <https://www.seattle.gov/environment/sustainable-communities/food-access/sweetened-beverage-tax-community-advisory-board>