

## Sweetened Beverage Tax Community Advisory Board (CAB) Meeting Notes

<b>MEETING SUMMARY</b>	<b>Date:</b> Monday – April 22, 2019
	<b>Time:</b> 3-5pm
	<b>Location:</b> 2100 Building (2100 24th Ave S, Seattle, WA 98144), Community Room A
<b>MEMBERS PRESENT:</b>	Christina Wong, Dila Perera, Jen Hey, Jim Krieger, Leika Suzumura, Yolanda Matthews
<b>MEMBERS ABSENT:</b>	Ahmed Ali, Laura Flores Cantrell, Lisa Chen, <i>Seat 8 – Vacant (Public Health Representative)</i> , <i>Seat 10 – Vacant (Early Learning Representative)</i>
<b>GUESTS:</b>	Department of Education and Early Learning (DEEL): Cameron Clark Human Services Department (HSD): Tara James, Meg Olberding, Maria Langlais Office of Sustainability & Environment (OSE): Bridget Igoe, Sharon Lerman, Suzy Knutson Public Health – Seattle & King County (PHSKC): Nadine Chan Seattle Children’s Research Institute: Brian Saelens UW Center for Public Health: Jesse Jones-Smith

<b>DECISIONS MADE</b>	<ol style="list-style-type: none"> <li>CAB approved the March meeting notes</li> <li>CAB decided to issue a statement in support of budget legislation introduced in advance of the 2020 budget process to create a separate SBT fund and include clear spending guidance specifying funds cannot be used to supplant funds from other sources and must be used to expand or create new food access and early childhood programs.</li> </ol>
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FOLLOW-UP ACTION ITEMS			
#	ITEM	RESPONSIBLE PERSON(S)	TARGET DATE
1	Draft CAB letter in support of budget legislation to create a separate SBT fund and include clear spending guidance (see decision #2)	J. Krieger and C. Wong	ASAP
2	Email the draft Norms and Attitudes survey questions so CAB members have an opportunity to provide additional feedback	B. Igoe	ASAP
3	Connect with Nutrition Services Director at Seattle Public School for a briefing on scratch cooking at the May CAB meeting	B. Igoe	ASAP

### Meeting Notes

Jim Krieger, Co-Chair, facilitated the meeting

#### Welcome and Introductions

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

## Public Comment

None

## Quick Business

The CAB approved the March meeting notes.

## Updates from CAB members

- Washington State HB 1587, related to increasing access to fruits and vegetables for individuals with limited incomes, is headed to the Governor's desk. The bill is subject to budget appropriations and needs to be funded in the budget and it's a tight fiscal situation for the state. Calls are really needed before Wednesday and Thursday. Call your legislator and the chairs of the Ways & Means and Appropriations committees. Look at [www.northwestharvest.org](http://www.northwestharvest.org), click on Take Action link and it will pull up the phone numbers and script.
- Open Arms started a partnership with Tilth Alliance to provide Good Food Bags to clients and it's been really popular.
- Ben Noble, Director of City Budget Office, sent a memo to Council responding to the Statement of Legislative Intent 1-5-B-1 related to creating a segregated fund for SBT revenue. The memo indicates the Mayor's intent is to introduce new budget legislation to create a separate SBT fund *with the 2020 proposed budget*. The memo did not state what the spending guidelines for SBT revenue would be. CM O'Brien is proposing his own budget legislation, to include very clear use of funds.

**\*\*Decision Point:** the co-chairs proposed that the CAB issue a statement in support of budget legislation introduced in advance of the 2020 budget process to create a separate SBT fund and include clear spending guidance specifying funds cannot be used to supplant funds from other sources and must be used to expand or create new food access and early childhood programs.

**Fist to Five to test for agreement. All 5s.**

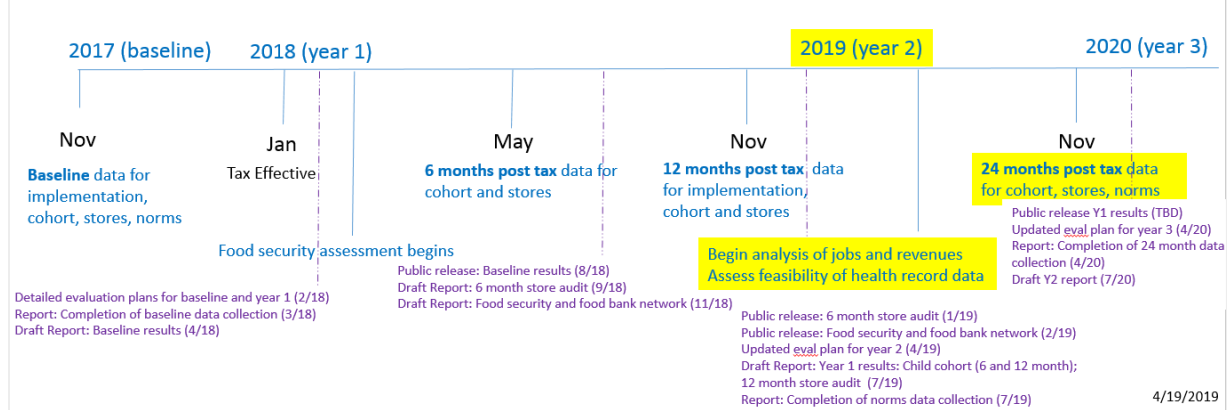
## 2019 SBT Evaluation Plan

*Presenters: Nadine Chan, Public Health Seattle & King County; Jesse Jones-Smith, UW Center for Public Health Nutrition; Brian Saelens, Seattle Children's Research Institute*

N. Chan presented a brief overview of the SBT evaluation and activities completed in 2017 and 2018. (A summary presentation of these activities, as presented to the City Council Finance and Neighborhoods Committee, is available [here](#).)

## Seattle Sweetened Beverage Tax Evaluation Working Timeline

Study designed to track changes in outcomes in Seattle compared to changes in outcomes in comparison areas over time



The SBT Evaluation team is working on its Year 2 (2019) evaluation plans and the team is proposing to add two new studies. One study would be an analysis of jobs and store revenue data to assess if the tax is having an impact. The other is a feasibility study to assess if electronic medical records (EMR) can be used to study the impact of the SBT on health outcomes, such as reducing BMI.

- CAB question:** What is a reasonable timeframe to see BMI outcomes? Just wouldn't want to set an expectation that it's possible to see health/BMI impacts right away.  
**Response:** We would need to look at a longer period of time, but this initial study is just to assess the feasibility of using EMR data to study impact on BMI, since these data are not commonly obtained. We are hoping to look at EMR for a cohort of youth.
- CAB comment:** Maybe oral health is more of an immediate indicator of health impact to look at.
- CAB question:** What was the impact on jobs in 2018 and how might this impact the need for worker retraining that is included as a funding priority in the ordinance?  
**Response:** The evaluation team did not study this in 2018 and there is a time lag in this data. Our understanding is the one-time funds for worker retraining are still set-aside.
- CAB question:** Wasn't employment part of the evaluation plan?  
**Response:** This is a difficult topic to study. There are limitations in what the local employment data can tell us about specific sectors. The number of industries and workers potentially affected by the SBT in Seattle and a comparison area would be very small and would not be statistically significant.

The SBT Evaluation team is requesting input from the CAB on several new survey questions that would be added to the Norms and Attitudes Survey and the questionnaire used in the Child Cohort Study. The team would like input on (1) the wording and content of the questions, which would ask respondents for their opinions on how the SBT revenue is being used and (2) whether or not to include the questions in

the Child Cohort Study. Item #2 is particularly important since the Child Cohort participants do not know the study is related to the SBT, so raising a question about SBT revenue uses could be confusing.

Comments from CAB:

- Several CAB members supported the inclusion of a question that asks about how revenue should be invested, but mentioned the response choices should focus on the ongoing funding priorities (food access and early childhood programs) rather than the one-time, limited duration expenditures.
- There was brief discussion about the advantages and disadvantages of including a question asking respondents to priority rank topics to fund with SBT revenue.
- In questions related to the statewide ballot initiative “Yes! To Affordable Groceries”, there was a suggestion not to use the campaign title since it is misleading.

B. Igoe will email the draft survey questions to the CAB so members have an opportunity to provide the SBT Evaluation Team with additional feedback after the meeting.

### 2018 SBT Program Highlights

*Panel discussion and Q&A with program staff from DEEL, HSD, and OSE*

The CAB reviewed an outline of the 2018 Annual Report and the process and timeline for developing the report.

Chapter	Content Lead
I. Introduction	CAB
II. Background	CAB
III. Overview of CAB’s 2018-2019 Budget Recommendations	CAB
IV. Tax Implementation	City (FAS)
V. Overview of 2018 SBT Budget	City (CBO)
VI. Food Access Program Highlights	City (HSD, OSE)
VII. Early Learning Program Highlights	City (DEEL)
VIII. Studies of the impact of the tax	County (Public Health)
IX. 2019 Look Ahead	CAB/City

On April 7, B. Igoe emailed the CAB the draft chapters led by City and County staff. Staff from DEEL, HSD, and OSE took 5-10 minutes each to discuss key highlights from the chapters summarizing the food access and early learning programs funded by the SBT.

C. Clark (DEEL):

- C. Clark presented a brief background on DEEL, its mission, and how it aligns with state and local efforts to support families and children.
- Key 2018 highlights included in the draft early learning chapter:
  - [Parent-Child Home Program \(PCHP\)](#), an evidence-based home visiting program managed by United Way King County. SBT directly supported 240 families in 2018.
  - [Investments in Family Child Care \(FCC\) providers](#), including a new FCC Advisory Council, FCC HighScope trainings, and an FCC-PCHP Pilot project.

- Birth-to-three Developmental Bridge program to reach and serve infant/toddlers and their families who have concerns about development or behavior but are not currently found to be eligible for early intervention services.
- [Child Care Assistance Program](#), helps income-eligible working families living within the Seattle city limits pay for child care services.
- Questions and comments from CAB:
  - For all of these programs and services, be clear in the SBT annual report which are solely funded by SBT vs. which use braided/blended funding from other sources. Also specify which programs and services are new or expanded programs due to SBT investments.
  - For PCHP, in addition to reporting the number of families served, it would be compelling to report on the number of beneficiaries served (parents/guardians and children served by the program).
  - Health consultation and coaching appears to be the second highest investment area. How much of the allocated funds were actually spent?
    - Response: Most funds were not spent in 2018 as this expanded work is just getting underway. This program is expected to be fully implemented in 2019.
  - In future reporting on the health consultation and coaching work, it might be beneficial to report on things that demonstrate the depth of these interventions, such as hours of training provided, years of experience of coaches.

*T. James (HSD):*

- Key 2018 highlights included in the draft food access chapter:
  - Fresh Bucks to Go, which distributes free bags of local produce through Seattle preschool program sites.
  - Farm to Table, healthy food stipends to preschools and childcare programs to increase offerings of local fresh foods. Also provides nutrition education to staff.
  - Out of School Time Nutrition Program, which develops sites and infrastructure to support summer meals and Child and Care Food Program (CACFP).
  - Community-based meal programs, including senior home delivery and senior congregate meals. Regarding the reporting of program outcomes/impact data, it can be very difficult to collect and track program participation data at these sites, which are intentionally low barrier for participants (e.g. no direct participant information is collected). HSD is working on data collection with program contractors.
  - Food banks. This is another area where HSD is working to standardize our data collection and reporting with contractors, keeping in mind these are low barrier food access sites that intentionally do not collect data from clients.
- Questions and comments from CAB:
  - Do the meal programs use nutrition standards?
    - Response: Yes, programs also supported by federal funds (CACFP, senior congregate meals and senior home delivery) must following federal nutritional standards.
  - The Food Access Opportunity Fund won't be featured in the 2018 report, since this is a 2019 activity. However, as the CAB gets ready to develop 2020 budget recommendations, can you provide any information that would help the CAB assess if this Fund should be expanded in 2020? For example, what is the dollar value of eligible funding requests that exceed available funding?
    - Response: Can't answer this now since the results of the RFP have not been announced, but will work on getting you this type of information.

- With so many different food access programs and services, it would be useful if HSD would evaluate the advantages and disadvantages of these different programs and how efficient and impactful these programs are with their funding.
  - Response: This type of evaluation effort is being considered. HSD is developing a Community Practice interdisciplinary team to work on these sorts of questions.

*S. Lerman (OSE):*

[Due to limited time, this briefing was cut short.]

- Key 2018 highlights included in the draft food access chapter:
  - Fresh Bucks (including Fresh Bucks Match, Vouchers, and Good Food Bag programming). Key SBT-funded expansion activities for Fresh Bucks included: new voucher programming designed to reach people with incomes up to 80% AMI; adding new store locations, including 17 Safeway stores; and lifting the cap on how much customers can earn through Fresh Bucks Match.
  - Fresh Fruit and Vegetable Program (FFVP) (snack program in schools, available to any school with 50% students who qualify for free or reduce priced meals). Nine schools came on board as soon as the program was made available. OSE is working to recruit the remaining 10 schools that are eligible but not yet participating.
- Questions and comments from CAB:
  - What is the redemption rate for Fresh Bucks Vouchers?
    - Response: Don't have that data on hand, but will follow-up. The inclusion of Safeway stores as Fresh Bucks retailers has increased the Fresh Bucks Rx redemption rates.

**2020 Budget Recommendations**

The CAB reviewed its process and timeline for developing the 2020 budget recommendations, including 2019 activities recommended by the CAB that were either not funded or not fully funded:

	Not funded	Not fully funded at level recommended by CAB
<b>Healthy Food and Beverage Access</b>		
Water bottle filling stations – prioritize this.	X	
Subsidies to schools to provide healthy food – including installation of salad bars		X
Scratch-cooking programs in school food services, or other interventions to get fresh food into school meals.	X	
Pop-up and small mobile food retailers and food pantries	X	
<b>Birth-to-Three &amp; Kindergarten Readiness</b>		
Resource support for 0-3 families	X	
Social support and peer learning for families	X	
<b>Community-based programs for good nutrition and physical activity</b>		
Physical activity vouchers, incentives, and scholarship programs*		X
<b>Public awareness campaign</b>		
Public awareness campaign		X
<b>Support for people with obesity and diabetes</b>		

Provision of healthy food to people with diabetes or obesity		X
Community-based food and nutrition education		X

\*CAB members noted there are other ways of approaching this activity.

May 9, the CAB will hold a six-hour meeting to deliberate and draft its 2020 budget recommendations.

June 13, the CAB will aim to finalize and approve the 2020 budget recommendation.

For the May 9 meeting, the CAB discussed its desire for a briefing from Aaron Smith, Nutrition Services Director at Seattle Public School, to hear his vision and experience about moving to scratch cooking in SPS (a key CAB budget recommendation) and recommend some key next steps for the CAB to consider in its 2020 budget recommendation. B. Igoe will coordinate to invite SPS to the May meeting.

Other topics the CAB may want to explore for 2020 budget recommendations:

- Urban farms, a popular topic in the CAB’s 2018 community input survey, but not addressed in the CAB’s 2019 recommendations.
- Cuts to WIC due to decreasing participation. Are there any outreach or promotion costs that SBT could help with?
- What’s the unmet demand for Fresh Bucks and other food access programs, and what would more investment do?
- What is the state of water in Seattle Public Schools and what would be the goal of water filling stations (i.e. to address water consumption or lead in the water)?
- Is there room to grow the FFVP snack program into high schools and middle schools?
- We are aware there are challenges in the implementation of Fresh Bucks vouchers. Is there an opportunity to support customer service training at Fresh Bucks retailers?
- Explore more community-based/community-led solutions to increasing physical activity. The 2019 funds that support physical activity scholarships are through Seattle Parks and Recreation and Associated Recreation Council only.

**-END-**