

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

<b>MEETING SUMMARY</b>	<b>Date:</b> February 14, 2019
	<b>Time:</b> 9AM – 11AM
	<b>Location:</b> 2100 Building 24th Ave S, Seattle, WA 98144
<b>MEMBERS PRESENT:</b>	Christina Wong, Jen Hey (phone), Leika Suzumura (phone), Jim Krieger, Lisa Chen
<b>MEMBERS ABSENT:</b>	Ahmed Ali, Dila Perera, Laura Cantrell, Yolanda Matthews, Seat 8 – Vacant (Public Health Representative), Seat 10 – Vacant (Early Learning Representative)
<b>CITY GUESTS:</b>	Office of Sustainability & Environment: Bridget Igoe Human Services Department: Leslie Stewart City Budget Office: Aaron Blumenthal

FOLLOW-UP ACTION ITEMS			
#	ITEM	RESPONSIBLE PERSON(S)	TARGET DATE
1	Revise CAB's community engagement plan	CE Workgroup (B. Igoe supporting)	ASAP
2	Contact potential community engagement consultants	B. Igoe	ASAP

### Meeting Notes

Christina Wong, 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 October 2018, December 2018, and January 2019 meeting notes.
- CAB member updates:
  - There are early discussions of introducing a sugary beverage tax at the state level.
  - Healthy Food America has been exploring whether the passage of Washington Initiative 1634 could be challenged on legal grounds. So far it looks like this isn't a viable option.
  - There is proposed legislation in Washington with strong bipartisan support that would create a state nutrition incentives program modeled off the state's current Food Insecurity Nutrition Incentives (FINI) grant. The bill would also increase WIC farmers

market benefits. The fiscal note is \$4.3 million. If organizations are interested in showing support for these bills, send your information to Christina Wong and include name, affiliation and address. Christina can include you/your organization as signed in during public hearings, but not as testifying.

- City staff updates:
  - Human Services Department released the [2019 Food Access Opportunity Fund](#), a new investment supported by SBT and created in response to the CAB's recommendations. The application deadline is March 6.
  - The City is working on an updated SBT fact sheet.

### **Community Engagement**

The CAB reviewed a draft plan for community engagement, developed based on the discussion at the January meeting.

Draft goals in the plan:

1. *Understand community members' healthy food access and early learning/0-3 priorities as a way to validate the CAB's 2019 budget recommendations or identify any gaps or if changes are needed.*
2. *Engage and consult with Seattle communities on the CAB's budget recommendations as a way to obtain ideas, feedback, and suggestions on future budget recommendations.*
3. *Inform the public of the tax and how revenues are being used as a way to build support for the tax and address any misperceptions or misinformation.*
4. *Start building a coalition of organizations and individuals that want to stay engaged in the CAB's work and the budget process and/or spread information about the tax*

Key discussion points about the plan:

- Re: Spectrum of participation framework:
  - Focusing on the *Consult* and *Involve* space seems okay and appropriate
- Re: Draft goals:
  - Important to be clear that the CAB is building off its 2018 community engagement efforts (the online survey) and following up. Avoid asking the same question. We need to use intentional questions to get input that is more robust. For example, CAB should go deeper than asking again about "priorities" again (we have this information, and asking again adds to community fatigue/frustration). Instead, let's ask questions like: *What do we want to make happen (with SBT programming)? What do we want to avoid (in SBT programming)? How are the programs currently functioning and working?*
  - Could also ask *Did we get it right? What else should we be considering?* (In reference to the CAB's 2018-2019 recommendations).
  - Second draft goal (see list above) should be the priority.
- Re: Community engagement participants:
  - Return to the organizations the CAB contacted for the 2018 survey and ask them to reach out to their clients/participants who are interacting with current SBT programs.
  - Also need to capture the voices of those not yet engaged with SBT/CAB.
  - Try to reach the most vulnerable and affected residents – those really struggling.
  - Try to reach participants in SBT-funded programs, to collect feedback on the programs
- Re: Engagement methods

- Pay people who participate
- Surveys and door knocking not going to be an efficient or effective use of these limited funds
- Host at least one public listening session

### Public Awareness Campaign

In response to the CAB’s 2018-2019 budget recommendations, the City allocated the following funds to support a public awareness campaign:

- **Total available budget in 2018:** \$249,764
- **Total available budget in 2019:** \$249,764

City departments are requesting more information about the CAB’s vision and goals for this work so staff can start developing a plan.

The CAB reviewed and discussed its past thinking about a public awareness campaign and viewed some example counter-marketing campaigns:

Campaign Name and Link	Sponsoring Organization(s)	Description
<a href="#">Open Truth</a> <a href="#">Youth Speaks video (Obasi Davis)</a>	Shape Up San Francisco	Multimedia campaign exposes soda industry marketing tactics aimed toward youth and communities of color. Open Truth promotes change of consumption behavior and industry marketing policy.
<a href="#">The Bigger Picture</a>	Partnership with UCSF’s Center for Vulnerable Populations at Zuckerberg San Francisco General Hospital	Empowers youth to contribute their voices to change social norms around food marketing through writing workshops and film-making in order to end Type 2 diabetes in young people.
<a href="#">Rethink Sugary Drink</a>	Partnership between a dozen+ health and community organizations in Australia.	Shows gritty and graphic images of the damage sugary drinks do to teeth.
<a href="#">#LiveSugarfreed</a>	Public Good Projects	Campaign that ran in tri-cities of Northeast Tennessee, Southwest Virginia, and Southeast Kentucky. Ads on tv, internet, and social media warned people about the health risks of sugary drinks and promote water consumption; compares sugary drinks to cigarettes.
<a href="#">Which One?   Cigarettes and Soda: Which One is the Health Hazard</a>	NYC Health Department	Similar to the LiveSugarfreed, this media campaign compares sugary drinks to cigarettes.
<a href="#">#NJSugarfreed</a>	Public Good Projects	Similar to the LiveSugarfreed, digital media campaign focused on reducing consumption of SSBs and increasing water consumption among

Campaign Name and Link	Sponsoring Organization(s)	Description
		those at highest risk for negative health consequences.

Key discussion points:

- Prioritize youth in the lead. If funds are going to a media company, how much would be youth-led vs. company-led?
- Maximize community engagement in the development of the campaigns.
- Avoid viewing these funds as \$100K for a “youth-led campaign” and \$400K for a “mass media campaign”; this isn’t an either-or situation and we should be more holistic in the approach. Bring in communication experts while also ensuring a share of the money goes to partnering community organizations and youth organizations, which are crucial to developing an effective messaging and outreach plan. A good example of this is the campaign work done for Initiative 1631 (climate change bill). This campaign used a small, locally owned media company, which had existing relationships in the community, to develop the content with communities of color. The core task for the City is to ensure dollars go to the community leaders and youth who are at the center of the design process.
- See Healthy King County Coalition’s tobacco countermarking “[Beautiful Lies Ugly Truth](#)” video
- Let’s be explicit in our language about what percent of funding should go back into community organizations that are involved in the public awareness project.
- Gray area about including a goal of informing people about the tax – this is different from a counter-marketing campaign focused on sugary beverages.
- Given limited amount of funding, aim for a targeted campaign as opposed to a broadly sweeping public awareness campaign. This aligns with the CAB’s value for a targeted approached focused on depth as opposed to breadth. CAB could consider expanding the campaign to a broader audience in the long-term, as money may become more available. For now, the focus should be on the population group that is consuming the most sugary beverages, and then the campaign should be designed with direct input from that population.
- Get the communities most impacted to drive the development. Need to compensate folks involved and listen to them about how to get the campaign materials out. With the Youth Speaks example – *they* wanted to get the message out. We should find organizations that are already passionate about this work and recommend they lead it.

**2020 Budget Recommendations**

The CAB briefly discussed a process and approach for development its 2020 budget recommendations. This discussion will continue at the next CAB meeting.

Context provided by City staff:

- City operates on a biennial budget; the Executive tries to build a two-year budget and stick to it. The City Budget Office and Mayor’s Office intend to hold departments as closely as possible to their 2020 budget.
- In 2019, there is \$370K in surplus in the one-time funds. These funds have less flexibility and the ordinance specifies eligible expenditures.

- In 2020, there is \$1.65 million in anticipated surplus in the on-going funds.
- The City will have updated revenue forecasts by mid-year.

Key discussion points:

- Would be useful to get information on how currently funded programs are working and if they are meeting their goals.
- Would also like information on need and demand for programs and services. For example, did programs see an increased demand during the government shutdown, which affected SNAP benefits?
- CAB should review its 2019 recommendations and see which activities are not yet funded or are funded below the level recommended by the CAB.
- Given the number of programs funded by SBT, and limited time, the CAB should come up with a list of priority programs it wants to review, ensuring there's a balance between early learning and food access programs.
- Suggested process for review of programs:
  - Departments provide written program updates in advance of a CAB meeting
  - CAB has opportunity to email follow-up questions
  - Program staff attend CAB meeting for discussion and Q&A
- Would be useful to have new information on public health science
- Bring in a third-party facilitator for big meeting when decision making will occur

**SBT Annual Report**

Not discussed; time ran out.

The meeting adjourned at 11AM.