

Sugar Sweetened Beverage Community
Advisory Board
Regular Meeting Notice

Oakland City Hall
1 Frank H. Ogawa Plaza
Oakland, CA 94612
Hearing Room 1, 1st floor
April 9, 2018 • 6:30pm-8:30pm

AGENDA

1. **Welcome and Call to Order (2 minutes)**
 - *Introductions*
 - *Modifications to the Agenda*
2. **Open Forum (10 minutes)**
3. **Adoption of Prior Meeting Minutes *February 27, 2018, *March 12, 2018 (10 minutes)** *Action*
4. **Presentation by Human Services Department Director Sara Bedford on City Food Systems (15 minutes)** *Discussion*
5. **Presentation by Office of Parks, Recreation and Youth Development Director Nicholas Williams (15 minutes)** *Discussion*
6. **Further Recommendations on Use of Sugar Sweetened Beverage Funds (40 minutes)** *Action*
7. **Draft of Board By-laws (15 minutes)** *Discussion*
8. **Background Information on Grants and the RFP Process (10 minutes)**
9. **Selection of Agenda Items for Next Regular Meeting of May 14, 2018 (3 minutes)**
10. **Adjournment**

In compliance with Oakland's policy for people with chemical allergies, please refrain from wearing strongly scented products to meetings. In compliance with the American Disabilities Act, if you need assistance to participate in the meetings for the Sugar Sweetened Beverage Community Advisory Board, please contact Sachelle Heavens at 510-238-3088.. Notification 48 hours prior to the meeting will enable the City of Oakland to make reasonable arrangements to ensure accessibility. If you have questions regarding this agenda or related materials, please contact our office at the number above.

MINUTES TO BE APPROVED
Sugar Sweetened Beverage Community Advisory Board
Oakland City Hall, 1 Frank H.
Ogawa Plaza Oakland, CA 94612
Hearing Room 2, 1st floor
February 27th, 2018 • 6:30pm-8:30pm

Board Members present: Kim Carter Martinez, Esperanza Pallana, Jared Fine, Tonya Love, Donna Carey, Julia Liou

Board Members absent: Renia Webb, Pricilla Wilson

City Staff Members present: Sandra Taylor, Sachelle Heavens, Holly Scheider

1. Welcome and Introductions

• **Call to Order**

The meeting was called to order at 6:35pm.

2. Open Forum

17 speakers made public comments.

1. **Melanie Moore:** All-In Alameda County, Health Impact Table – Youth Ventures JPA
2. **Rachel Richman:** Health Impact Table – Youth Ventures JPA
3. **Jushri Tan Rausa:** Alameda County Public Health Commission
4. **Charles Reed:** Sugar Freedom Project
5. **Stephen Baiter:** City of Oakland Workforce Development Board
6. **Aaron Reaven:** Kids Cooking for Life
7. **Joshua Assink:** Urban Village Farmers Market Association
8. **Hien Nguyen:** Asian Health Services
9. **Greg Garrett:** Alameda Health Consortium
10. **Nhat Minh Bui:** Asian Health Services
11. **Elizabeth Velten:** American Heart Association
12. **Teresa Hardy:** Sierra Club Water Committee and Coalition with CalPIRG, Healthy Black Families and Color of Change
13. **Hamida Yusufzai:** The Spot, introduced the following 4 high school student speakers: **Julisa Liang, Jasmine Qiu, Josephine Qiu, and Carter Saechao**

3. Adoption of Prior Meeting Minutes * October 18, 2017, * November 13, 2017, * January 8, 2018

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Tonya Love made a motion, seconded by Kim Carter, to approve adoption of the minutes. The Board unanimously approved the adoption of the minutes.

**4. Presentation on Oakland Unified School District Food and Wellness Policy
Jennifer LeBarre, Nutrition Services Director, and Michelle Oppen, Wellness Coordinator:**

Jennifer LeBarre and Michelle Oppen shared a slide presentation with data from annual CA Healthy Kids Survey of OUSD students. They discussed OUSD nutrition and wellness programs including the Central Kitchen and meal program, Wellness Champions and the FoodCorps run gardens. They highlighted the following funding gaps:

1. Gaps in funding reimbursement for school meals = .25 per school meal for a total of \$1.25 million per year
2. Staff to teach nutrition, garden and food education at 20-30 OUSD. \$75-\$150,000 stipend for FoodCorps staff.
3. Program Development for The Center: \$150,000

One reason for the gap in funding reimbursement for school meals is that as the minimum wage rises in Oakland, families are no longer qualifying for free and reduced meals even though the cost of living is higher in Oakland as well.

OUSD promised to share data on which schools were most in need and evaluations of their programs.

5. Presentation from Alameda County Dental Public Health Dept. by Dr. Baharak Amanzadeh, Director

Dr. Amanzadeh shared a slide presentation about oral health in Oakland including the vision for dental health equity, programs that provide screening and dental treatment for youth and pregnant women and barriers to accessing dental care.

She discussed the importance of dental health because it affects quality of life including eating and nutrition, speech, smiling and self-esteem, school readiness and performance. Soda consumption increases dental cavities. Access to care is also a problem with the people who have the highest the need for dental care.

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She promised to send information about the ethnic breakdown of dental health problems.

6. Research/Data Ad-hoc Subcommittee Report Out:

Julia Liou reported on behalf of the Subcommittee which includes Jared Fine, Donna Carey and Tonya Love.

The Subcommittee collected evidence based impacts of SSB consumption on health and considered community input and the landscape of what programs are happening in Oakland and gaps. They developed a theory of change (included in the agenda packet) and identified goals and 4 buckets of strategies: Prevention and Promotion Citywide, Healthy Neighborhoods and Places, Health Care Prevention and Mitigation: Medical and Dental and 4) Policy and Advocacy.

The Draft Funding Buckets document will be discussed in depth at the March 3rd special Board meeting. Public feedback on this document is invited for March 3rd.

SSB CAB staff stated that the landscape is a working document for planning process of the Board. There is no plan to present it to Council.

7. Member Appointment Process

Currently there is one vacant spot on the Commission as well as one Board Member who has not attended any Board meeting or participated on any sub-committee.

Staff shared process for applying to serve on the SSB Board and distributed a two handouts that include a website link to the City of Oakland's Board and Commissions website concerning applying for Board vacancies and a website link to the Finance Department Q&A around the SSB tax .

The Board discussed the requirements and process for removing a Board member. One reason for removal is missing 3 consecutive regularly scheduled meetings or 4 meetings total within a calendar year. Staff explained that Section 601 of the Charter outlines the process for removing a Board or Commission member for cause. It requires a vote of 6 Council members. Staff

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clarified that a motion to remove a Board Member needs to be stated on the agenda.

8. City Council Approved “Resolution To Clarify The Use Of The Sugar-Sweetened Beverage Tax Funds”

Kim Carter made a motion, seconded by Donna Carey, for the Board to support the Council Resolution to Clarify the Use of the Sugar Sweetened Beverage tax Funds. The Board unanimously approved the motion to support the Council’s resolution.

9. Vision and Purpose Statement:

The Vision and Purpose Statement will be brought back at the next regularly scheduled meeting on March 12th for public comment and action.

10. Selection of Agenda Items for the Special Meeting on March 3, 2018

Staff distributed a handout with the links to SSB tax related documents on the City’s website, including finance information. Staff reported that not all tax revenue information promised by the City Finance Department has been made available. Staff will continue to follow up. Staff also shared the FY 2017-18 2nd Quarter Revenue and Expenditure Report which was presented at the February 27, 2018 Finance and Management Committee meeting. On page 13, the report forecasts revenues of \$10.63 million from the Sugar Sweetened Beverage Tax.

The Board set the following agenda items for the special meeting on March 3, 2018:

- 1) Discussion of the Draft Funding Buckets. The goal is to figure out what the process will look like so things are ready for action at the regular Board meeting on March 12, 2018.
- 2) Time for public comment will be limited to 30 minutes in order to allow adequate time for the Board discussion.

Agenda items for the regular Board meeting on March 12, 2018:

- Action on Board recommendations to Council.
- Action on removal of Board member who has not attended meetings.

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11. Adjournment

The meeting was adjourned at 8:50.



**OAKLAND UNIFIED
SCHOOL DISTRICT**

Community Schools, Thriving Students

Nutrition & Wellness

City of Oakland
Measure HH Committee



Jennifer LeBarre, Executive Director, OUSD Nutrition Services

Michelle Oppen, Wellness Coordinator, OUSD Health & Wellness Unit

February 27, 2018



OUSD Mission and Vision

MISSION

**To create a FULL
SERVICE
COMMUNITY
SCHOOL DISTRICT
that serves the
whole child,
eliminates
inequity, and
provides each child
with an excellent
teacher every day.**

VISION

**All OUSD students will find joy in their
academic experience while
graduating with the skills to ensure
they are caring, competent, fully-
informed, critical thinkers who are
prepared for college, career, and
community success.**



OUSD Student Data

- **Half** of elementary, middle and high school students drink **at least 1 sugar sweetened beverage** a day;
- **25%** of middle and high school students drink **2 or more sugar sweetened beverages** per day
- **40%** of middle and high school students **eat fast food** every day
- **40%** of all students eat **at least 2 vegetables** a day!
- **50%** of elementary students and **40%** of middle and high school students eat **at least 2 fruits** a day!
- **44%** of students **not in healthy fitness zone** for body composition (height and weight)
- **46%** of students **not in healthy fitness zone** for aerobic capacity (fitness)



The Department of Nutrition Services creates an equitable food system for the Oakland community.

We make the difference in the lives of our students by ensuring they are prepared for learning by:

- Providing delicious, fresh, high-quality food
- In an environment that honors their needs and differences
- By adults who are hard-working, self-motivated and student-focused.

We believe in:

- Exceeding national standards when creating culturally responsive meals and menus;
- Identifying resources to increase access to healthy food; and
- Providing effective and efficient service in a family-centered environment.



Beyond the Mandate

Meals

Breakfast After the Bell

Supper

Food Donation Program

After School Produce Markets

Menu Planning Standards

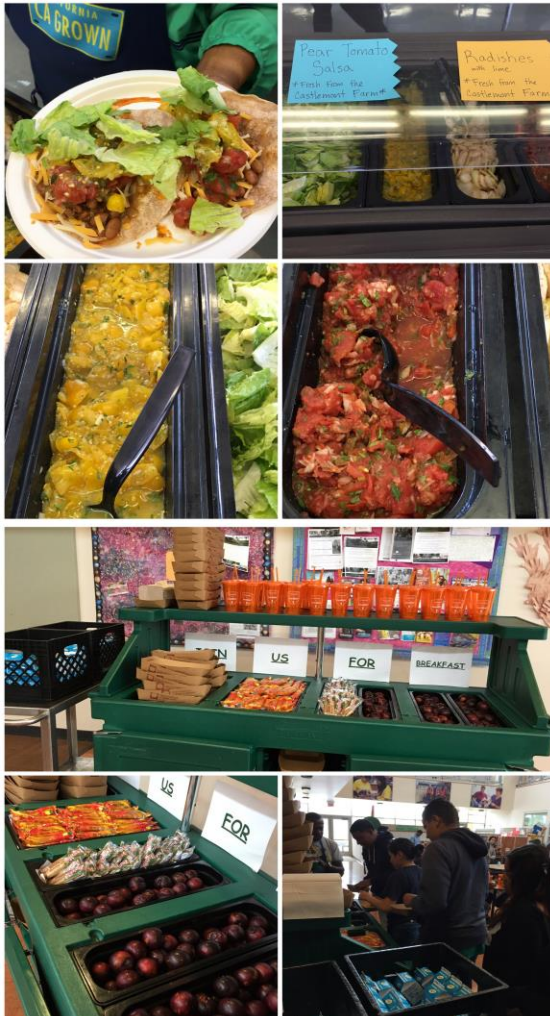
California Thursday

Good Food Purchasing Program

Free Meals for All

Community Eligibility Program

Provision II





The Center



Wellness Policy and Programs

OUSD Wellness Policy & Council (2006, 2014, ?)

- Nutrition
- School Gardens
- Physical Education/Physical Activity
- Positive School Climate
- Physical School Environment
- Access to Health Services
- Staff Wellness

OUSD “Stipended” Site Wellness Champion Program (2008, great expansion since 2011)

- Site Wellness Champions at 50 schools
- Promote Wellness Policy
- Facilitate Site Wellness Councils
- Lead Nutrition/Garden education
- Lead Safe Routes to School
- Lead Physical Activity
- Lead Staff Wellness

<https://www.ousd.org/Page/15247>



Nutrition and Garden Education

10 Full-Time Food Corps Service Members at 20 schools

- Direct Education/Curriculum (including Rethink Your Drink)

Garden Stewards at 10 add'l schools

After School Professional Learning Community

Middle and High School Programming

Continuous Garden Development

Partners



Food and Nutrition Program

Resources and Gaps

ACCESS

- WATER
- HEALTHY FOOD
- GARDENS

EDUCATION/ PROMOTION

- WELLNESS POLICY
- NUTRITION AND GARDEN EDUCATION FOR STUDENTS AND FAMILIES
- WATER PROMOTION
- STAFF AND PARENT LEADERSHIP

EARLY INTERVENTION

- SCHOOL-BASED HEALTH CENTER GROUPS

Food and Nutrition Program Gaps

Gap	Recommendation	Cost (Per Year)
1. Improvements in OUSD School Meal Programs are Limited by Funding.	Create Reimbursement Funding Program	.25 Per School Meal = \$1.25 Million
2. Lacking staff to teach nutrition, garden and food education at 20-30 OUSD schools.	Partnerships with FoodCorps and other service agencies to bring engaging staff to indoor and outdoor classrooms.	\$7500-\$10,000 per Service Member, 10-15 Service Members = \$75,000 to \$150,000
3. Lacking Program Development for The Center.	Hire Program Manager	Salary and Benefits = \$150,000
4. OUSD Wellness Champions are only at 50 schools and are mostly teachers.	Wellness Champions at all OUSD schools, including parents/guardians.	Stipends for additional 50 Wellness Champions = \$50,000
5. Nutrition/Garden Supplies & Materials are needed for school sites and The Center.	Create materials and identify needed supplies.	\$100,000
6. Limited funding and reimbursement for early clinical obesity intervention for OUSD students.	Early Clinical Intervention Group Treatment Program at 5 priority School-Based Health Centers.	\$25,000 per group/site = \$125,000



EVERY STUDENT THRIVES!



**OAKLAND UNIFIED
SCHOOL DISTRICT**

Community Schools, Thriving Students

900 High Street, Oakland, CA 94601

www.ousd.org



@OUSDnews

Contact us for additional information

Phone: 510-434-3334

Email: jennifer.lebarre@ousd.org

Mitigate the SSB Effects on Dental Health: Sugar Sweetened Beverage Tax Revenues



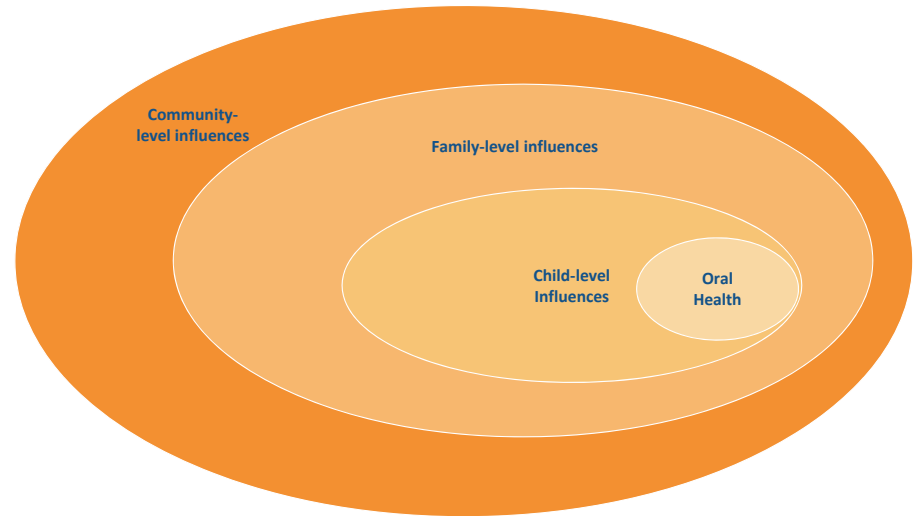
Baharak Amanzadeh, DDS, MPH

Dental Health Administrator

Alameda County Department of Public Health

Oral Health and Social Determinants of Health

Socio-Ecological Model for Oral Health



Health Equity Lens

Soda Consumption and Dental Caries

- Within the Low Income African American Children
- Children who consumed more soft drinks relative to milk and 100% fruit juice as they grew older were at **greater risk of developing dental caries**

Lim, S., Sohn, W., Burt, B. A., Sandretto, A. M., Kolker, J. L., Marshall, T. A., & Ismail, A. I. (2008).

Cariogenicity of soft drinks, milk and fruit juice in low-income african-american children: a longitudinal study. *The Journal of the American Dental Association*, 139(7), 959-967.

SSB Consumption and Long Term Dental Caries Risk

- Frequent consumption of SSB during 10-12 months of age increased the odds of having dental caries in their lifetime 83%.
- Results suggest that infancy may be an important time for mothers to begin healthy beverage habits for their children.

Park, S., Lin, M., Onufrak, S., & Li, R. (2015). Association of sugar-sweetened beverage intake during infancy with dental caries in 6-year-olds. *Clinical nutrition research*, 4(1), 9-17.

Why is Oral Health Important?

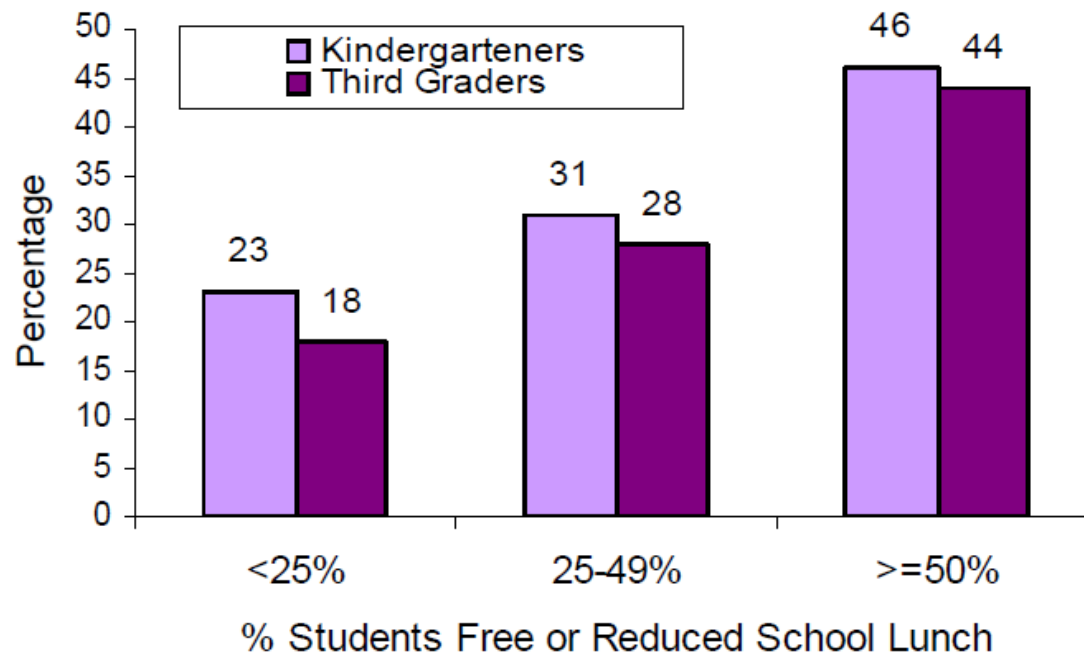


Dental Health and Overall Well-being

- Child development/well-being
- Quality of life
 - Eating/Nutrition
 - Speech
 - Smiling & Self-esteem
- School readiness/performance
- Disability and death

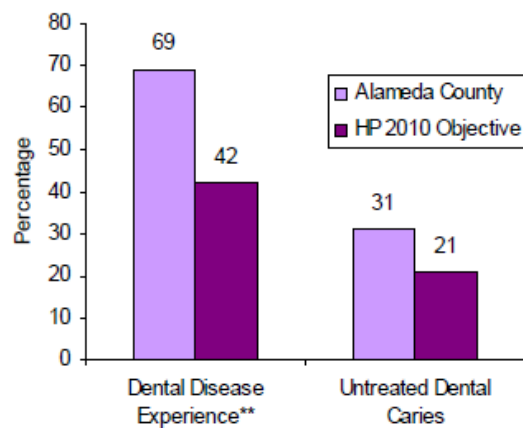
Disparities in Children's Oral Health in Alameda County

Percentage of School Children with Untreated Decay by School Poverty Status, Alameda County, 2002-2004



Disparities in Children's Oral Health in Alameda County

Chart 2: Oral Health of Third Graders and the HP2010 National Objectives, Alameda County, 2002-2004



Community Perspective on Dental Health Needs

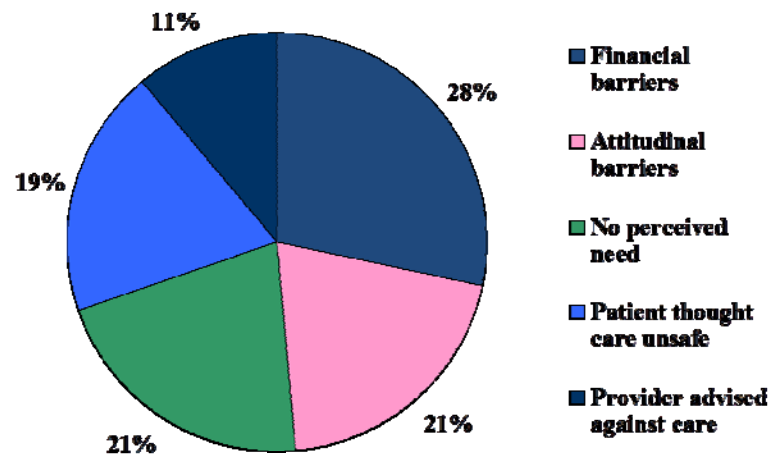
- “Dental coverage, and dental care available starting at an early age”
- “Need funding for oral health services”
- “Sugar sweetened beverages cause oral health problems”

Community Perspective on Dental Health Needs

- “Dental coverage because dental health impacts other aspects of health in the whole body”
- “People with Disabilities: Lack of dental resources – sedation dentistry; accessible dental offices and chairs; Operating Room privileges for anesthesia”

Prenatal Oral Health

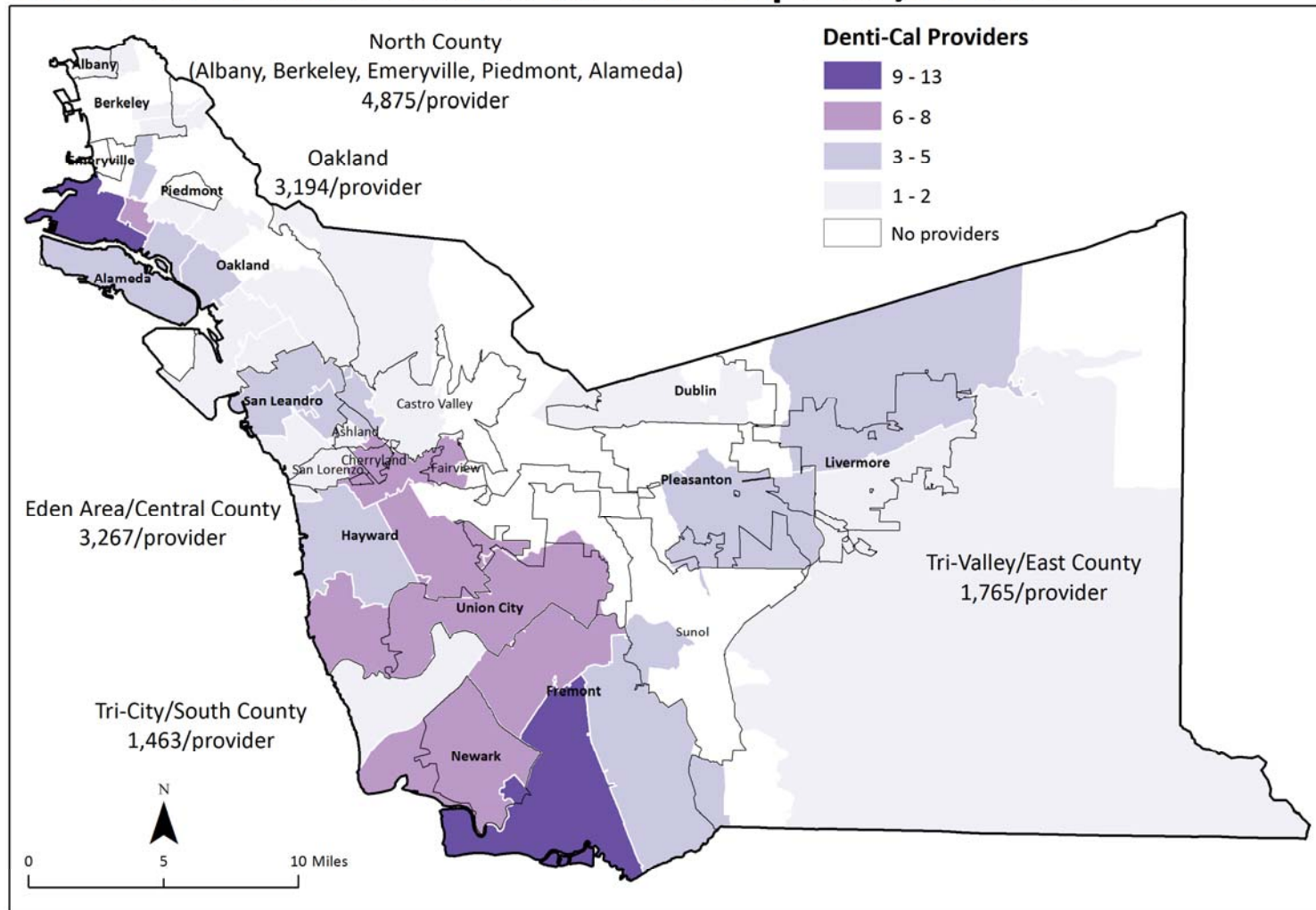
- 73% of pregnant women in 0-100% FPL in California who had dental needs received no dental care during pregnancy (MIHA 2004-2007)



Prenatal Dental Needs in Alameda County

- 1 out of 6 Denti-Cal Providers treat pregnant women
- 40% of the health care professionals suggested they see a dentist; 21% saw a dentist
- Main barriers:
 - dental insurance
 - cost
 - too busy
 - inability to find a dentist
 - nervous or afraid

Denti-Cal Providers and Medi-Cal Recipients/Provider



Source: CAPE, with data from AC SSA and ACPHD Office of Dental Health.

Oakland: Oral Health Data

WIC Dental Days Program in Oakland

- # 0-5 year olds Screened: 4590
- # who have experienced Decay : 52%

Oakland: Oral Health Data

Oakland Unified School District: Oakland Student Smiles Program

- # School age children Screened : 5928
- # who have experienced Decay : 44%
- % with urgent dental needs : 14%

What are some efforts that have worked in Alameda County?



HEALTHY SMILES FOR HEALTHY FUTURES

THE ALAMEDA COUNTY
STRATEGIC PLAN FOR ORAL HEALTH
2012-2017



COORDINATED BY THE OFFICE OF DENTAL HEALTH

The emphasis of this Plan is for those who have the greatest need and least capacity to access dental services to achieve health equity.

1. ACCESS

Increase the availability and utilization of oral health services and education programs in locations frequented by pregnant women, children, teens and their caretakers, such as schools, WIC, Head Start, primary care providers' offices, and other locations.

2. EDUCATION

Educate children, teens, caregivers, and pre-natal women about the importance and "how-to's" of establishing and maintaining good oral health through schools, healthcare, childcare and social service providers as well as through a broader social marketing campaign.

3. WORKFORCE DEVELOPMENT

Increase the number of oral health care educators and providers practicing in underserved communities who are indigenous to and/or representative of these communities. Increase the number and cultural competency of other oral health providers who serve young children, pregnant women and teens living in underserved communities.

4. COORDINATION AND OVERSIGHT

Provide coordination and oversight of dental care programs to underserved populations throughout the County, and advocate for policies that support the goals of this plan.

5. EVALUATION

Establish a mechanism for regularly evaluating the progress of the Strategic Plan in accomplishing its objectives.

What are some directions and programmatic solutions to integrate Oral Health into Oakland SSB Tax Programming...

Prevention or Treatment or Systems?

- **All!**
- **More upstream approaches!**



Alignment with DPH and Community Health Priorities

- Access to Medical, Mental and Dental Health Services
- Economic Opportunities
- Community Safety

Life Course Model for Alameda County Oral Health

	Prenatal	Infancy	Early Childhood	Childhood	Adolescent	Adult	Senior/ Disabled
Current	☑	☑	☑	☑	☑		
Future	Prenatal Oral Health		WIC Head start First 5		School based Prevention and TX	Reimbur sement/ incentive models	Innovative e.g. Virtual Dental Home
	Integration to Pediatric Efforts						
					County-wide Sealant		
	Promotoras						
	Policy Efforts such as SSB policies						



- Achieve Health Equity for Children, Youth and Prenatal Women:
Access to Dental Care and Integrated Preventive, Treatment and
Culturally Sensitive Oral Health Approaches
 - Every Child Has a Dental Home by Age 1
- No Untreated Urgent Dental Needs in Children and Adults

Focus Areas

- Prenatal Oral Health
- Integration Of Oral Health into Primary Care Efforts
- Elementary School-Based Sealant Program
- Community Health Worker Program
- Reduce Sugar Sweetened Beverages Consumption



Prenatal Oral Health

Establish a system to increase the awareness of the importance of oral health for pregnant women; create strategies to increase preventive care and treatment for pregnant women

- Increased and sustained pool of providers that will treat pregnant women



Integration of Oral Health into Pediatric Providers' Efforts

Increase the number of providers who integrate dental assessment, prevention, and education into primary care efforts



Elementary School-Based Sealant Program

Establish a sustainable and feasible model for a county-wide sealant program focused on elementary school children



Community Health Worker Program

Establish a training program for community health workers indigenous to underserved communities to provide dental services, oral health education, and training for community residents



Reduce Sugar Sweetened Beverage (SSB) Consumption

Educate on the impact of sugar and sugar sweetened beverages and support local policy changes, social media campaigns and educational program efforts centered on SSBs

- Ways to increase involvement of dental community



Data Sources:

1. Lim, S., Sohn, W., Burt, B. A., Sandretto, A. M., Kolker, J. L., Marshall, T. A., & Ismail, A. I. (2008).
2. Cariogenicity of soft drinks, milk and fruit juice in low-income african-american children: a longitudinal study. *The Journal of the American Dental Association*, 139(7), 959-967.
3. Park, S., Lin, M., Onufrak, S., & Li, R. (2015). Association of sugar-sweetened beverage intake during infancy with dental caries in 6-year-olds. *Clinical nutrition research*, 4(1), 9-17.
4. National Health and Nutrition Examination Survey (NHANES); Centers for Disease Control and Prevention, National Center for Health Statistics CDC/NCHS. 2014
 1. <http://www.healthypeople.gov/2020/data-source/national-health-and-nutrition-examination-survey>
5. MATERNAL AND INFANT HEALTH ASSESSMENT (MIHA), 2004-2007
 1. <http://www.cdph.ca.gov/data/surveys/MIHA/Documents/CountyMapWeb201012.pdf>
6. Community County Health Data Profile; Community Health Status Assessment for Public Health Accreditation, 2014 Data & Reports. ACPHD. Web. 26 Oct. 2015.



DRAFT MINUTES
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Board Members present: Kim Carter Martinez, Esperanza Pallana, Tonya Love, Donna Carey, Julia Liou, Renia Webb

Board Members absent: *Jared Fine*

City Staff Members present: Sandra Taylor, Sachelle Heavens, Sara Bedford

1. Welcome and Call to Order

- **Call to Order**

The meeting was called to order at 6:35pm.

2. Open Forum

Council Member Abel Guillen (District 2) spoke. He thanked everyone for attending and the work done to date. He highlighted District 2 priorities of public hydration stations, expanding city food programs, and public wellness programs including oral health. He wants to make sure youth are supported and there are partnerships with community based organizations.

10 speakers made public comments.

1. **Marion Johnson:** District 5 resident.
2. **Leah Richie:** Ecology Center Program Manager for the statewide Market Match Program.
3. **Andy Olive:** Program Manager at Fresh Approach. Based in East Oakland.
4. **Tonya Washington:** Oakland Resident and Board Secretary for United Seniors of Oakland and Alameda County.
5. **Mary Gregory:** Represented Service Opportunity for seniors Meals on Wheels, the Oakland Meals on Wheels provider.
6. **Diane Williams:** A grandmother and indigenous woman from East Oakland. Represented Planting Justice and Sogorea Te' Land Trust.
7. **Amir Abdul Shakur:** Represented East Oakland Collective.
8. **Timothy Douglas:** Kindergarten teacher at International Community School.
9. **Fred Clay:** Operations Director, Planting Justice in collaboration with Sogorea Te' Land fund.
10. **Melissa Barry Hanson:** 5th Grade Teacher and Wellness Champion at Bella Vista Elementary.

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3. Vision, Purpose and Guiding Principles Statement

Julia requested the addition of a sentence that specifically includes obesity, diabetes and oral health under the guiding principles. Kim made a motion to adopt the guiding principles for the Sugar, Sweetened Beverage Commission. Renia seconded the motion. The Board unanimously approved the motion.

4. Recommendations on Use of Sugar Sweetened Beverage Funds:

The Board reviewed the staff memo that summarized the discussions at the March 3rd meeting. Esperanza Pallana noted that she made edits to the funding goals and categories statement. The Board established that they needed to agree on the general categories but that the edits could be done separately. Donna and Julia volunteered to work on any additional Board edits.

The next discussion was on **the quick win strategy**. Esperanza highlighted the March 3rd meeting discussion on basic criteria that, any potential projects being considered be urgent and immediate, have demonstrably far-reaching capacity, target high-risk communities, be equitable, and are project ready.

The first quick win discussed was the hydration stations at Oakland Unified School District sites, Head Start locations, Oakland Park and Recreation areas and Oakland Libraries. Donna queried the numbers at the library sites. Sandra Taylor explained that numbers were preliminary but estimated at 14 for Park and Rec, 6 libraries and 20 Head Start sites. Sandra explained that initially one hydrations station per site was requested, then 2 per school and finally OUSD sent a written letter with the request of one hydration station per school.

Julia presented information from absent Board member Jared Fine who was tasked with getting more information on the need for a public education campaign to encourage drinking water in the schools. He spoke to Soda Free Summer and they advised that an effective campaign would cost around \$200,000 to \$250,000.

Sara Bedford, Director of Human Services Department at the City of Oakland presented on the \$370,000 request to provide meals to children:

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1. The City based on state funding, provides 450 daily meals, plus snacks and breakfast to children at Head Start sites. The funding does not allow for high quality, organic, locally sourced food.

2. The Summer Lunch Program also serves 90,000 meals to low income communities during summer vacation at Parks and Rec Centers and libraries. This is also funded with state allocations which does not allow high quality food for children.

3. The third food program was evening meals at Parks and Recreation Centers and Libraries by a state sponsor. They no longer provide these meals. We are requesting funding to continue the program to provide evening meals for children at Libraries and Parks and Rec Centers.

Sara Bedford requested funding to improve the quality of the food that is currently provided to children with state allocated funding.

The Board had several questions regarding the details around funding, alternative funding streams, the needs assessment for the evening meals and whether Parks and Recreation had approached the Council regarding additional funding, the infrastructure development and the one time grant to leverage state funds for the evening meal program.

Esperanza Pallana discussed the **marketing planning RFQ's**. She requested the addition of funding for evaluation as reporting on the performance of the SSB initiative is required. Sandra Taylor clarified that the SSB Planner could support the process but that an external evaluator may be needed. Donna requested further detail on the marketing, planning, and evaluation expenditure. Sandra stated that the amount reflected the Board conversation about communication strategy, overall social marketing, community design, and cultural messaging. She explained that the Board would help develop the communication strategy. Esperanza clarified that the funding could cover three separate RFQ processes for marketing, community planning and evaluation needs.

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The Board requested that Sara Bedford from Human Services and the Parks and Recreation Department present more specific information about the food program funding requests at the next meeting.

Esperanza Pallana and Sandra Taylor highlighted the timeline for the SSB report with recommendations would be submitted to the Life Enrichment Committee by April 24th. Esperanza Pallana stated that the Board had received three unsolicited proposals from agencies and the Board is not able to act on these proposals but the proposals can be submitted for the RFP Process.

Esperanza Pallana called a two-minute break.

Public Comments: 19 speakers made public comments.

1. ***Female Speaker*** – works as a Development Director.
2. **Dana Riley** – Assistant Director for Oakland Parks, Recreation, and Youth Development.
3. **Jenny Wang** – works at the Public Health Department as Director of Nutrition Services Program.
4. **Alex Cruz** – part of the Workers Collective, in District 5.
5. **Walter Gomez** - part of the Workers Collective, in District 5.
6. **Carla Prody** – Health Access Program Manager at Street Level Health Project.
7. **Vicky Alexander** – Co-chair of Berkeley Soda Tax.
8. Carla – read a statement on behalf of **Cadelva LaMelli** who is a nurse practitioner volunteer at Street Level Health Project.
9. **Michelle Steinberg** – works at the Street Level Health Project as a nutritionist and herbalist.
10. **Josephine Rodbill** – Healthy Retail Program Coordinator at Mandela Marketplace.
11. **Tamaya Good** – Oakland resident.
12. **Janine Turner** – Represented the Watson Wellness Project and Preventive Care Pathways located in North Oakland.
13. Female Speaker – reading statement on behalf of **Chelsea Sarge** who is the Nutrition Incentive Coordinator at Mandela Marketplace in West Oakland.
14. **Hermalina Sanchez** – Workers Collective in District 5.

DRAFT MINUTES
Sugar Sweetened Beverage Community Advisory Board
Oakland City Hall,
1 Frank H. Ogawa Plaza
Oakland, CA 94612
Hearing Room 1, 1st floor
March 12, 2018 • 6:30pm-8:30pm

- 15. **Gabriella Galicia** – Interim Executive Director of Street Level Health Project in the Fruitvale District.
- 16. **Josh Azink** – Runs the Old Oakland Farmers Market.
- 17. **Ajura Smith** – Works at Health Black Families – Thirsty for Change Program.

- 18. **Rachel Richmond** – Project Manager at Health Table of Youth Ventures JPA.
- 19. **Francis Calpatura**– Sugar Freedom Project

Esperanza Pallana stated that even if the Board proceeded with the proposal discussed earlier, 85 to 90% of funds would specifically be allocated to the RFP process including community proposals.

Kim thanked the public for their comments and stated that it helped her rethink her perspective e.g., providing healthy drinking water in schools and questions if this was the intent of the legislation. Tonya agreed and does not want to subsidize City departments that should have funding but does not want to punish students at schools dealing with a lead crisis. Tonya questioned if the sole source funding opportunities could be opened to community groups. Esperanza Pallana agreed.

Donna stated that funding hydration stations is not about subsidizing City departments but about ensuring the health of children not just in Oakland but the rest of the state and country who are the most vulnerable, non-voting members of the community often left in situations with unmet and unfunded needs. She is frustrated that the City and County are not providing these stations but it must be funded and it falls within the Boards purview she recommends this. In terms of sole sourcing she wants to be respectful of the process, fair and equitable and would be uncomfortable jumping ahead of the RFP process.

Tonya stated that the community should be given the opportunity to put forth a proposal to meet an immediate need. Kim seconded this opinion as she saw the Human Services Department presentation of the agenda as an inside track. Esperanza Pallana recommended that the Board support the Sugar Freedom Project on the quick win list based on their proposal for \$996,000.

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Sandra Taylor stated that at the March 3rd meeting no action was taken to ask for proposals. The City has a process for asking for proposals and

requirements. The purpose of the RFP is to lay out criteria to allow people to know on what their proposal should be based and how it will be reviewed. She stated that none of this has been done and an ordinance serves as a guideline on the process e.g. the requirement to advertise.

Esperanza Pallana mentioned that the City of Berkeley included community groups in their quick win strategy. Sandra Taylor stated that Berkeley allocated 49% for community RFP's versus 49% for the Berkeley schools. Here Oakland is proposing 80 to 90% for community proposals. The Board is requesting Council to authorize the release of an RFP to initiate a process.

Esperanza Pallana stated that the Board is making recommendations that the City Council approve an RFP process for categories of funding that the Board has defined and to fund sole source funding projects. She was therefore unclear as to why the recommendation could not support a community program as well. The Board then discussed the recommendations to City Council and debated the opening up of a call for proposals for the quick win recommendations to Council. Sandra Taylor clarified that a sole source funding recommendation must have a strong justification for not using an RFP process, e.g., it could be to meet an emergency. The City Council will want City Contract Compliance proposal processes. The additional City piece was included because of recommendations on the City Council resolution stating that the Council would consider the Board's recommendation before it approves anything out of its budget. There is a timing issue around how the City creates in the budget (for something like the food and nutrition programs).

Esperanza Pallana then called a motion for funding \$340,000 to hydration stations, \$31,000 to the ongoing annual filters, \$60,000 to Head Start for hydration stations, \$80,000 to Oakland Park and Recreation for hydration stations, \$750,000 for community education strategy that would encompass marketing – a marketing planning and evaluation RFQ process, as well as water education and noting that the \$400,000 that has already been allocated for youth work force development be related to health programming and prevention of diet-related disease.

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Sandra added that the balance would go toward the general RFP for community-based programs. Esperanza Pallana confirmed that the motion would also include the broad categories that we've agreed upon for the RFQ process. Donna made a motion based on Esperanza's statement. Renia seconded it. The Board approved the motion unanimously.

Esperanza Pallana confirmed that April 9th is the next regularly scheduled meeting. She confirmed that Head Start and OPR Nutrition Programs would each provide additional information. The Board then discussed reviewing additional community proposals and whether this should be opened up for all to submit. The discussion was around a fair and equitable approach as well as concern about creating a proposal review ahead of the RFP process. Sara Bedford, Director of the Human Services Department, suggested that there were many concerns. It may be difficult to solicit proposals in a very short time without any full-time staff. It would also help to have City Attorney input to ensure an equitable, and transparent approach that meets compliance with City requirements.

Esperanza recognized that there was no unanimous support for the issue and suggested moving on to the next agenda item.

5. Theory of Change

Esperanza Pallana tabled the Theory of Change agenda item to the April 9th meeting in order to give time for further community feedback.

6. Selection of Agenda Items for Next Meeting of April 9, 2018

Julia requested that the by-laws be included.

Esperanza invited public comments. 6 speakers made public comments.

1. **Charles Reed** – Sugar Freedom Project
2. **Gavin Raiders** – Planting Justice and a member of the Sugar Freedom Project.
3. **Janella La Rose** – Sorgorea Te'Land Trust and Planting Justice.
4. **Casesa Fragoso** – Resident leader from Sobrante Park. Supports Planting Justice and the Sugar Freedom Project.
5. **Jonathan Fong** – Manager for Jacqueline Square Farmers Market.
6. **Paul Nyen** – Food Justice Innovations Manager at Hope Collaborative.

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March 12, 2018 • 6:30pm-8:30pm

7. Adjournment

The meeting was adjourned at 8:45 pm.

DRAFT - This draft was created by members of the By-Laws AD HOC Committee of the 2017-2020 Community Advisory Board: Tonya Love, Kimberly Carter-Martinez.

Article 1: Establishment and Government Law

1. **Name:** Oakland Sugar-Sweetened Beverage Community Advisory Board (CAB)
2. **Authority, Statutory Requirements:**
 - November 2016 voters approved an ordinance known as the “Sugar-Sweetened Beverage Distribution Tax Ordinance” Ch. 4.52. Added to Title 4, Revenue And Finance, Oakland Municipal Code.
 - OMC 4.52.800 establishes a Community Advisory Board.

Purpose: OMC 4.52.080 A: The Community Advisory Board (CAB) shall advise and make recommendations on how and to what extent the City Council should establish and/or fund programs to prevent or reduce the health consequences of the consumption of sugar-sweetened beverages in Oakland communities, including but not limited to programs and projects to improve community nutrition, reduce childhood obesity, and tooth decay, increase physical activity and prevent type two diabetes in children and families, especially those most affected by health disparities.

Compliance: The commission shall comply with all applicable laws, including but not limited to

- Oakland City Charter (as applicable)
- Sugar-Sweetened Beverage Distribution Tax Ordinance, 4.52.080
- Oakland Sunshine Ordinance (Ordinance 11957 C.M.S., adopted 1997)
- The Ralph M. Brown Act (Government Code sections 54950 et. seq)
- The Political Reform Act of 1974 (Government Code sections 81000 et. seq)
- The Public Records Act (Government Code sections 6250 et. seq)
- Oakland Conflict of Interest Code (Ordinance 11979 C.M.S. as amended)
- These operations policies and other policies adopted by the commission

If any conflict exists between any of the foregoing laws and these bylaws, the applicable Law shall take precedence over the bylaws.

3. **Purpose, Vision and Guiding Principles:** as adopted by Community Advisory Board (CAB) on March 12, 2018

- **Purpose:** To advise and make recommendations on how to what extent the City Council should establish and/or fund programs to prevent or reduce the health consequences of the consumption of sugar-sweetened beverages in Oakland communities by ensuring an equitable, rigorous and transparent process.
- **Vision:** Ensuring the right to a healthy life by investing in the health of Oakland children and families. Building hope for a better tomorrow.

- Guiding Principles:
 1. We are committed to achieving the highest level of health and well-being for Oakland children and families, particularly those who are most affected by the impacts of SSBs, including but not limited to the following:
 - a. Social justice through food system change
 - b. Dental disease prevention and overall health promotion including obesity, type two diabetes and oral health
 - c. Addressing health disparities and inequities for low-income and our most vulnerable communities
 - d. Health eating and active living for all.
 2. We will strive for systemic change, strategic coordination, and community based collaboration among key stakeholders.
 3. We will ensure that the community voice is included, integrated and upheld.
 4. We will strive to increase our community's ability to create change our community members' self-capacity to live a healthy life.
 5. We are committed to ensuring a culturally appropriate and ethnic lens to the funding work.
 6. We are committed to equity, fairness, transparency, and high impact.

Article II Commission Structure and Support

1. **Community Advisory Board (CAB):** established by OMC 4.52.080 B The Community Advisory board shall consist of nine (9) members who are all residents of the City. City Councilmembers shall make recommendations for members to the Mayor. Members of the Advisory Board shall be appointed by the Mayor. Members of the Advisory Board shall be appointed by the Mayor and confirmed by the City Council in accordance with the City Charter section 601.
 - a. At least three (3) members will be residents who live in areas as defined by the most current census tracts, which are disproportionately impacted by diseases related to the consumption of sugar, as measured by the most recent data available to the Alameda County Department of Public Health.
 - b. At least two (2) members will be one medical and one dental professional who have public health experience who engage in whole or in part in the prevention, diagnosis, treatment, or research of, or education about, chronic diseases linked to the consumption of sugar.
 - c. At least two (2) parents of students currently enrolled in an Oakland Unified School District (OUSD). The parent representatives shall have a student enrolled in an OUSD school at the commencement of the initial term and any subsequent term.
 - d. At least two (2) members will have experience in addressing public health issues, related to diabetes, obesity and sugary drink consumption, community-based youth food and nutrition programs, school-based food and nutrition programs, oral health or early childhood nutrition.

2. **Time of Service:** Members shall serve three (3) year terms. No member shall serve more than two (2) consecutive three (3) year terms. The initial ~~two~~ three (3) year term for each of the initial members shall commence as of the date that six (6) members have been appointed, which is when the Advisory Board may begin its work. A quorum of the Advisory Board shall be five (5) members. Absence from three (3) consecutive regular meetings, or four (4) regular meetings during a single fiscal year, shall constitute resignation from the Advisory Board.
3. **Removal.**
 - a. As mentioned section 2, Absence from three (3) consecutive regular meetings, or four (4) regular meetings during a single fiscal year, shall constitute resignation from the Advisory Board.
 - b. A vacancy will exist whenever a member dies, resigns, is removed or at the end of the member's term or holdover period. Any vacancy shall be filled immediately after the date that such vacancy occurs by the elected official that appointed the CAB member. Councilmembers and or the Mayor shall submit the nominations of the CAB candidates to the Office of the City Clerk at least 20 days before the term expires.
 - c. A member may be removed pursuant to Section 601 of the charter. Among other things, conviction of a felony, misconduct, incompetence, inattention to or the inability to perform duties. Commission staff will notify SSB CAB chair and the appointing authority who may recommend removal. In the absence of cause, no CAB members may be removed prior to the expiration of their term, notwithstanding the expiration of the term of the appointing elected official.
 - d. Community Advisory Board members shall serve without compensation.
4. **Oath of Office:** Acceptance of the Oath of Public Office constitutes a CAB member's sworn responsibility of public trust. Members are required to serve well and to faithfully discharge their duties and responsibilities diligently and consistent with the laws of the City of Oakland and all pertinent state and federal laws.
5. **Rules, Regulations, and Procedures:** Rules, regulations, and procedures for the conduct of CAB business shall be established by consensus. However, when a consensus is not obtained, or when the Chairperson's or a majority of members present decide to establish rules, regulations, and procedures by a vote, then the CAB business shall be established by a majority vote of members present. The CAB must vote to adopt any motion or resolution.
6. **Role of Individual Community Advisory Board Members** It shall be the duty of individual CAB members to:
 - a. Attend monthly CAB meetings on a regular and consistent basis. As according to the SSB CAB ordinance (established by OMC 4.52.080 B), missing 4 consecutive board meetings can result in removal.

- b. Serve on at least one standing subcommittee.
- c. Read materials sent in preparation for each meeting.
- d. Help approve recommendations for SSB Tax expenditures to the Oakland City Council each funding cycle.
- e. Assist with recommendations for input and approval of reports to Oakland City Council and/or Mayor on CAB work.
- f. Represent stakeholder groups, the constituents in the Council District from which each member is appointed, or the community as a whole in providing input which reflects the concerns, visions and ideas of the community.
- g. Evaluate proposals or proposal summaries from private, non-profit, community based organizations and public entities.
- h. Engage in analysis and discussion of issues to be brought before the CAB.
- i. Participate in CAB activities and functions.

7. **Conflict of Interest:** Each CAB member warrants and represents that he or she, any immediate family member or business associate, has no financial interest in and will not obtain any benefit from any program, project, or organization, agency or other entity that is seeking or will seek funding approval from the CAB. Financial interest or benefit includes, without limitation, salaries, consultant fees, commissions, gifts, gratuities, favors, sales income, rental payments, investment income or other business income. A CAB member shall immediately notify the City Manager or designee, and the Chairpersons of any real or possible conflict of interest between membership on the CAB and work or other involvement with entities funded or served by the Sugar-Sweetened Beverage Tax.

8. **Officers and Election of Officers:**

- a. Election of Officers. Upon development of bylaws and thereafter at the first regular meeting of each year, commissioners must elect Executive Officers. Election of CAB Officers shall commence as follows:
 - These officers shall include: Chair, Two Vice-Chairs, Treasurer, **Communications Chair.**
 - Each nominee, either by fellow board members or by self-nomination, must be submitted to CAB staff 7 days prior to the first meeting of the year.
 - If more than one commissioner is nominated or volunteers to be nominated for an office, each nominee may speak regarding their qualifications and willingness to serve and answer questions of commissioners or the public.
 - The Commission may discuss the nominations and, when the vote is called, each commissioner may cast a single vote for each office.
 - Officers are elected by simple majority vote.

b. Chair, Vice Chairs: Selection of Chair and Vice Chair (s) will proceed as follows.

- During the First year of CAB (2017 -2018) the CAB will elect two (2) vice chairs.
- *1st Vice Chair*, who will serve as second in command to the Chair. Upon the end of the Chair's the 1st Vice Chair will transition to the position of Chair.
- *2nd Vice Chair*, will serve as alternate to 1st Vice Chair, learn the role during their term and transition 1st Vice Chair upon transition of the Chair.

c. Officer Terms of Service: Each elected officer will serve a 1-year term. Elected officers can only serve two (2) 1- year terms as an officer during one term as a CAB Commissioner (a 3-year term).

- During the first year of the CAB (2017-2018) officers elected who are not able to serve a full year, are eligible to be re-elected without having it count towards their 2 term maximum.
- The 2017-2018 Chair, elected October 2017, will be allowed to serve until January 2019, for the sake of continuity.
- The previous two bullets are only applicable during the first year of formulation of the CAB, during the 2017-2018 term.

Commented [1]: Kim - This needs work and thought. I just realized that with the 1st and 2nd Vice Chair system, a person could only be Chair once during their 3 year term. Is this something we would want? (I personally don't mind it, but some might not like it). The benefit is that other commission members will have a chance at being chair and we won't get a 'chair monopoly'.

d. Officer Roles:

- *Chair:* The Chair presides at all meetings of the commission. The chair is an ex-officio member of all standing committees. The Chair is accountable to the CAB as a whole in setting policy. The Chair serves as the spokesperson unless otherwise designated. Along with the Vice Chair's sets the agenda for each CAB Meeting. Monitors SSB Board revenue and CAB expenditures along with the CAB Treasurer. Works with CAB Communications Chair and CAB Staff to develop end of the year report to Oakland City Council. [How about facilitation of meetings?](#)
- *1st Vice Chair:* performs the duties and responsibilities that may be delegated by the Chair. In the absence or disability of the Chair, the Vice Chair will perform the duties and responsibilities of the Chair. Along with the Chair will help set the agenda of CAB meetings.
- *2nd Vice Chair:* serves as the alternate of 1st Vice Chair if said officer can not perform their duties. Along with the Chair and 1st Vice Chair will help set the agenda of CAB meetings.
- *Treasurer* - Will work with the Chair and CAB Staff and the Oakland Department of Finance to keep track of CAB expenditures. With the help of CAB staff will keep CAB Board periodically informed of SSB Tax revenues.

- *Communications Chair.* Communications Chair will lead the CAB Communications Committee. Will partner with CAB Staff to develop a communications plan, will serve as a spokesperson if Chair is not available. Will along with the Chair approve media and social media communications as necessary. Will work with outside agency that handles communications to make sure they are aligned with CAB *Vision* and *Guiding Principles (Article 2, section 3)*. Will work with CAB staff and Chair to develop yearly report to Oakland City Council upon approval of the full CAB (by majority vote).

- *Option: Spokesperson:* The spokesperson for the Commission is the Chair or designee, or one of the Vice Chairs if the Chair is unavailable. Or the Communications Chair. See Article II, Section 5,d

9. **Bylaws:** By notice in writing, the proposed ~~amendments~~amendment(s) to bylaws are to be given to all members of the CAB and CAB staff at least seven days prior to the meeting at which the same are to be are to be acted upon; and that the proposed amendment(s) shall be approved by two-thirds of the members present.
