

Sugar-Sweetened Beverage Community Advisory Board

HEARING ROOM 1, OAKLAND CITY HALL
1 FRANK H OGAWA PLAZA
OAKLAND CA 94612

AGENDA

May 13, 2024 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

2. Adoption of Prior Meeting Minutes: April 8, 2024

Action

3. Announcements

Informational

4. Open Forum

Action

5. Update from the City Administrator's Office on the Measure HH Revenue Status

Informational

6. Follow up from meeting with Finance Department

Informational

7. Presentation from Sugar Freedom Project

Informational

8. Retreat follow-up discussion

Action

9. Annual Report to Council

Action

To attend the meeting, please use the following Zoom link: [Zoom Meeting Link](#)

Public Comment:

The SSB Advisory Board values your participation in its meetings.

· For topics not on the agenda, please sign up for Open Forum and await your turn.

· To address agenda-specific matters, approach the Committee when called, state your name, and share your comments.

· Please keep remarks concise and relevant to the subject. Only matters within the SSB Board's jurisdiction will be addressed. Time limitations are at the Chair's discretion.

In accordance with Oakland's chemical allergy policy, kindly avoid wearing strongly scented products during meetings. If you require assistance to engage in Sugar-Sweetened Beverages Community Advisory Board meetings under the American Disabilities Act, please contact Michael Akanji at 510-238-6454. A 48-hour advance notice will allow for reasonable accessibility arrangements. For questions about the agenda or related materials, contact our office at the above number.

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10. Community Health Fair Updates

Action

11. Agenda Items for the Next Board Meeting

Action

12. Unfinished business/items

Action

13. Adjournment

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MINUTES TO BE APPROVED

Regular Meeting

April 8, 2024 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Agenda Review and Adoption

The meeting was called to order at 6:30 pm.

Board Members present: Nile Taylor, Michelle Wong, Marjorie Freedman, Lisa Herrinton, Courtney Jones, Lesley Latham

City Staff present: Michael Akanji, Neffertice Williams

Commissioner Taylor motioned to postpone Agenda item 6 to the May meeting due to Commissioner Obad's absence. Commissioner Jones then motioned to adopt the meeting agenda with the postponement of item 6. Commissioner Herrinton seconded the motion, and it passed unanimously.

2. Adoption of Prior Meeting Minutes: March 11, 2024

Commissioner Freedman pointed out a typo in the previous minutes that stated the Health Fair was on June 2 instead of June 1. Commissioner Herrinton motioned to approve the minutes from the previous meeting with the correction. Commissioner Jones seconded the motion, and it passed unanimously.

3. Announcements

City Staff member Neffertice Williams informed board members that the Community Health Fair is scheduled for June 1 at Lake Merritt and requested the commissioners' help with volunteering, outreach, and participation

4. Open Forum

Coach Yonus from the Yonus Davis Foundation wanted to thank the board and program for all of the resources and support provided to their SSB-funded program.

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5. Update from the City Administrator's Office on the Measure HH Revenue Status

City staff member Michael Akanji provided an update on the current status of Measure HH revenue: As of February 2024, the City has collected \$4,867,001.88 in Measure HH revenue over the past 8 months. This equates to an average monthly revenue of \$608,375.24. Extrapolating this average over the full year, the projected annual Measure HH revenue would be \$7,300,502.88.

He expressed confidence that if this revenue trend continues, the projections for the Sugar Sweetened Beverage Tax will be met. He also mentioned that a meeting took place between the Board leadership and the Finance department to further discuss revenue collection related to Measure HH. They were able to provide answers to longstanding questions, and at the next meeting, Commissioner Obad will lead the discussion on this topic.

6. Grantee Presentation – Youth Employment Partnership

Michelle and Daryanna from YEP presented on their Peer-to-Peer (P2P) Nutrition program, which is funded by the Sugar Sweetened Beverage Tax. YEP was founded in 1973 by Oakland teachers and civic leaders and has served over 35,000 youth through comprehensive services, afterschool jobs, and summer jobs. YEP blends job training, education, project-based learning, case management, housing, and supportive services.

The P2P Nutrition program trains Oakland transitional aged youth, 14-21 years old, to become peer health leaders. This is achieved through health and nutrition education, a culinary arts internship, and peer teaching preparation. After completing their training (approximately 100 hours), the peer health leaders then teach 10 of their peers basic nutrition and healthy cooking. There is also a "5-for-\$25 Healthy Cooking Challenge" where participants can win gift cards for preparing nutritious meals.

Some key outcomes of the program include: 188 youth from across Oakland have participated in P2P over the past two funding cycles, and in 2020, P2P youth created a cookbook called "Off the Grid" with healthier versions of family comfort meals. Challenges faced included consistent implementation during COVID-19, contracting delays, staff turnover, and finding ingredients for healthy recipe conversions.

Commissioners asked about motivating factors for youth engagement in the YEP Peer-to-Peer Nutrition program. The presenters responded that the \$25 gift card challenge was quite motivating for the participants. They also noted that introducing new, healthy foods and adding flavorful sauces helped make the recipes more appealing and successful with the youth. The commissioners inquired about education around sugary energy drinks, which have become popular among youth. The presenters stated that they do provide education to the participants about the high sugar content and health impacts of these types of beverages. Additionally, the commissioners asked how the program was able to procure food and ingredients, given the challenges faced. The presenters explained that they have established partnerships with local

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organizations like Dig Deep Farms and Planting Justice to source produce. They also have their own landscaping operation with greenhouses to grow some of the ingredients.

7. **Grantee Presentation – Lifelong Medical Care**

Dr Miriam Parker of Lifelong Medical Care presented on their SSB funded program, which focuses on providing oral health education, outreach, dental exams, and referrals for dental treatment with the goal of reducing SSB consumption. The most impactful parts of their program included demonstrating how much sugar is consumed when drinking SSBs, as well as demonstrating the benefits of and sampling fruit-infused water, with each participant receiving an infusion bottle to take home. They also conducted pre- and post-surveys with participants to measure the impact of the program.

Some of the challenges they faced included delays in securing infusion bottles and obtaining school administrator clearance to present the SSB program in schools. However, they were able to kick off the program at a health fair in June 2023 and begin school presentations in November 2023.

The SSB grant program has reached 2,942 Oakland residents to date, with the target communities including their East and West Oakland school-based dental clinics, unhoused communities where they provide mobile dental services, and various community health fairs such as Black Joy, DeFremery Park Health Fair, Celebrating Hip Hop and Fairland in Oakland, and the Vietnamese American Community Center of East Bay Health Fair.

The presenters also gave a demonstration of the health classes they provide to middle school students, focusing on the history of sugar consumption and its health impacts.

8. **Discussion on 2024/25 Community Grants**

City Staff member Michael Akanji informed the board that 17 of the existing grantees have been notified that they will be funded for the 2024/25 Community Grants, ahead of a comprehensive RFP that will be released before the funding term starts in July 2025.

He mentioned that he had been keeping the board members apprised of the process through regular communications. The new community grantees need to be approved by the City Council, and Michael suggested that it might make more sense to combine the board's upcoming annual report to the Council with the report on the new grantees, for efficiency.

Commissioners Courtney Jones and Nile Taylor expressed their appreciation for the transparency shown by the city staff throughout this process, and their satisfaction with the approach of

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informing the grantees ahead of the formal RFP, and the plan to streamline the reporting to the City Council.

9. Annual Report to Council

Michael Akanji reminded the Board that there is a requirement in the SSB charter for an annual information report to be presented to the City Council. This report is meant to summarize the accomplishments and activities related to SSB initiatives over the past year.

Commissioner Taylor pointed out that the commissioners have held several discussions in order to finalize what they need to ensure is contained in the report. He wants to ensure the commissioners are extremely clear in their ask to the council, and include data to back it up. They also need to determine a story or narrative around what has been achieved so far, and a way to demonstrate the work of the existing grantees. The goal is to present the report in a way that sets up the city council members for success by providing them with positive success stories to share with their constituents about the impact of SSBT spending.

Commissioner Lisa Herrinton followed up on the tasks she has set for each of the members, including the desire to include more quotes and pictures in the presentation. Commissioner Taylor expressed a desire to work closely with City staff to establish the timelines for finalizing the operations and content of the annual report before presenting it to the City Council.

10. Retreat Planning and Discussion

City staff member Michael Akanji outlined the requirements and expectations in terms of outcomes from the upcoming retreat, scheduled for Saturday, April 7th. The retreat will take place at the Oakland Lacrosse facility in the Jack London area. It will primarily focus on the RFP design and release process.

Commissioner Herrinton suggested using the grading rubric for the grantee proposals as a starting point for the retreat discussions. Commissioner Taylor wanted to ensure the group is aligned on the grant process timeline and how it fits with the City Council's schedule and requirements. Commissioner Herrinton also expressed a desire to discuss publicity and informing the public about the ongoing SSB programs.

Neffertice Williams provided an update on the retreat agenda, which will include a year-end review, an update on the community health fair, two workshops, and calendar development. Additionally, there will be a team building exercise as part of the retreat.

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11. Agenda Items for the Board Meeting

There will be a presentation from the Sugar Freedom Project to report on their Community Outreach findings. There will also be a follow-up from the meeting with the Finance Department, as well as a recap of the April 27 retreat.

12. New and Unfinished Business

There was no new or unfinished business brought up.

13. Adjournment

The meeting was adjourned at 8:15 pm.