

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

February 8, 2021 ■ 6:30pm-8:30pm

1. Welcome and Call to Order

- Roll Call, Introductions
- Announcements
- Agenda Review and Adoption

The meeting was called to order at 6:31pm.

Board Members Present: Pamela Alston, Raphael Breines, Michael Hammock, Julia Liou, Dwayne Aikens, Ali Obad, and Michelle Wong

City Staff present: Joe DeVries

There were no changes to the agenda.

2. Open Forum

There were two public speakers:

Action

Maria Tellez with the organizing group TOLA spoke about statewide efforts to repeal AB1838 which was adopted two years ago and prohibits local governments from adopting SSB Taxes. Her group will be seeking support from cities across the state and is especially interested in the support of cities that already have an SSB tax to demonstrate what positive outcomes these taxes can support.

Informational

Informational

Informational

Discussion

Public Comment:

The SSB Advisory Board welcomes you to its meetings and your interest is appreciated.

· If you wish to speak before the Board, please fill out a speaker card and hand it to the staff supporting the Board.

· If you wish to speak on a matter not on the agenda, please sign up for Open Forum and wait for your name to be called.

· If you wish to speak on a matter on the agenda, please approach the Committee when called, give your name, and your comments.

Please be brief and limit your comments to the specific subject under discussion. Only matters within the SSB Board's jurisdiction may be addressed. Time limitations shall be at the discretion of the Chair.

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 Beverages Community Advisory Board, please contact the Human Services Department 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.

Sugar-Sweetened Beverage Community Advisory Board

Molly DiVenney from the Sugar Freedom Project had a question about annual reports that are required in the original ordinance. She noted the Board is required to provide these reports to the City Council and she was not able to see a recent one. Also, she asked about whether the Board would be making a recommendation to the City Council during the budget process.

Discussion

Informational

Dan Ashbrook from the SOS Meals on Wheels announced they have an annual event in March called March for Wheels for which they are recruiting officials to join them. Due to COVID-19 the entire month is an opportunity for people to help out and join/deliver meals. They will be seeking Council Members to join them and also would support having Board members join as well.

Action

3. Adoption of Prior Meeting Minutes: January 11, 2021

Member Wong made a motion to adopted the November Minutes, Member Aikens seconded and the minutes were approved with one abstention: Member Hammock.

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

Joe DeVries provided an update (attached) on the City's SSB Revenue Collection. The revenue totals show an average of \$708K per month with the city to be on course to collect \$8.5 million by year's end. He noted the Budget Office is using this \$8.5 million for its projections for next year.

He also updated the Board on the internal process in reviewing the initial \$1.5 million in grants that was already authorized and that process is moving forward. The grantees will be having their contracts finalized. The remaining \$500K is scheduled to go to the City Council on March 2. He encouraged Board members to participate in that meeting to share their message with the Council as a warm up for the Springtime budget conversation. He also noted that the baseline budget, if departments receive what they received in the last cycle, it will leave approximately \$900K per year in funding possibly available for the Board to make recommendations on in the next cycle. As reference, he noted that in the past budget cycle, the Board had \$1 million available each year in the last cycle.

Chairperson Liou asked about when would it be best for the Board to make an appeal to the Council. He recommended they start in March—hammer out a framework, and then schedule meetings with Council Members.

There were two Public Speakers: Molly DiVenney asked if staff felt that OPRYD would be asking for more funding than what they received in the past cycle. He explained that yes,

Sugar-Sweetened Beverage Community Advisory Board

he believes OPRYD and possibly HSD will seek more funding due to the huge shortfalls in the current budget.

Katie Ettman with SPUR noted that the vision was for SSB to NOT be used for supplanting funds to city departments but instead should be enhancing the mission of the measure.

Chairperson Liou noted that this will be a key item for the March meeting.

Member Watkins noted in past years the Council has not allocated the funding in a manner the Board would have recommended. He asked if the Board should still make their position known, even though the Council didn't follow the recommendations. Joe DeVries said yes, the Board should make their position known as a "gold standard" but also should continue to strengthen its relationship with the departments to see that the Board has influence over how the departments are using the funds.

5. Update from the Oakland Unified School District on its Central Kitchen Development

Curtiss Sarikey, Michelle Oppen, and Irene Reynolds from OUSD presented on the District's Central Kitchen Project and its alignment with the measure HH goals of Obesity and diabetes prevention. Curtiss noted how the pandemic really heightened the urgency of the work.

They presented information about the District's Strategic Plan and noted it was being updated and one of its big items, is a commitment that healthy nutritious food is a foundation to student achievement. The district has been rethinking school lunch programs for ten years and its facility development of the Central Kitchen is a huge outcome of that. It includes an instructional farm, a teaching kitchen, and the ability to feed the district's students in a sustainable manner.

The Board had several questions about how the district adapted to Covid-19 and Irene Reynolds presented on how the district was able to pivot and deliver tens of thousands of meals every week since the shelter in place occurred. This includes a home delivery service that employs parents to assist with food delivery.

Michelle Oppen rounded out the presentation discussing the district's Health and Wellness Programming and how it aligned with SSB. She noted SSB funding paid for hydration stations in schools and also was able to create more nutrition gardens. With the Covid pivot the district has been able to continue the work through its distant learning program. (PowerPoint Attached).

6. Update from Colectivo on the Reducing SSB Campaign

Sugar-Sweetened Beverage Community Advisory Board

Kimberly Wells with Colectivo provided an update on the Creative Concept Testing. The preliminary findings. They surveyed 100mpeople and asked general questions about their impression of the soda industry and about their own use of sugary beverages. Then thy asked people about their reaction to the creative concepts. (See attached PowerPoint for details). She went over next steps in terms of building a media kit for the city and how to move forward with it, acknowledging that the campaign was really delayed by Covid-19.

Board members asked about demographics of those surveyed (and targeted) and about funds available for the rollout. Kimberly explained there is funding to create the designs and the media kit but that the actual placement of billboards, etc. is not yet budgeted. She will continue to meet with the Communications Subcommittee on the media kit progress.

As part of the rollout, Chair Liou noted the importance of getting the message to a diverse community. Member Obad offered to see that his store and others carry the marketing campaign material to see that it saturates the neighborhoods most impacted.

7. Board Updates

- **Strategic** Partnerships; Member Aikens reported that they agreed to meet the fourth Monday of each month so they are prepared to present at the next meeting.
- **Wellness:** Member Watkins will be scheduling their meeting in the next two weeks and will reach out to OPRYD.
- **Communications:** Member Breines reported they had not met but would be meeting with Colectivo between now and the next meeting.

Chair Liou asked that everyone review the notes from the Retreat to remind themselves of the goals of each to guide their work.

8. Administrative Update

Joe DeVries reported that it is in the Administration's proposal to restore the vacancy left by Sharon Robinson's passing. He noted the hiring process is slow but filling this position is important.

9. Agenda Items for the Next Board Meeting

The next meeting will include:

- Key Recommendations on the potential unallocated amount of funding
- Grantee Presentations
- A presentation from OPRYD

Sugar-Sweetened Beverage Community Advisory Board

- Committee Reports

10. Adjournment

The meeting adjourned at 8:26pm.



OAKLAND UNIFIED
SCHOOL DISTRICT
Community Schools, Thriving Students

Oakland Unified School District

Presentation to City of Oakland Sugar Sweetened Beverage Community Advisory Board

February 8, 2021



Presenters:



OAKLAND UNIFIED
SCHOOL DISTRICT
Community Schools, Thriving Students



Curtiss Sarikey

OUSD Chief of Staff to the
Superintendent



Irene Reynolds

OUSD Executive Director,
Nutrition Services



Michelle Oppen

OUSD Interim Program
Director, The Center

Agenda & Objectives



OAKLAND UNIFIED
SCHOOL DISTRICT
Community Schools, Thriving Students



1. OUSD Overview



2. Central Kitchen and
Education Center



3. City of Oakland SSB Funding
Successes and Shifts



4. Next Steps



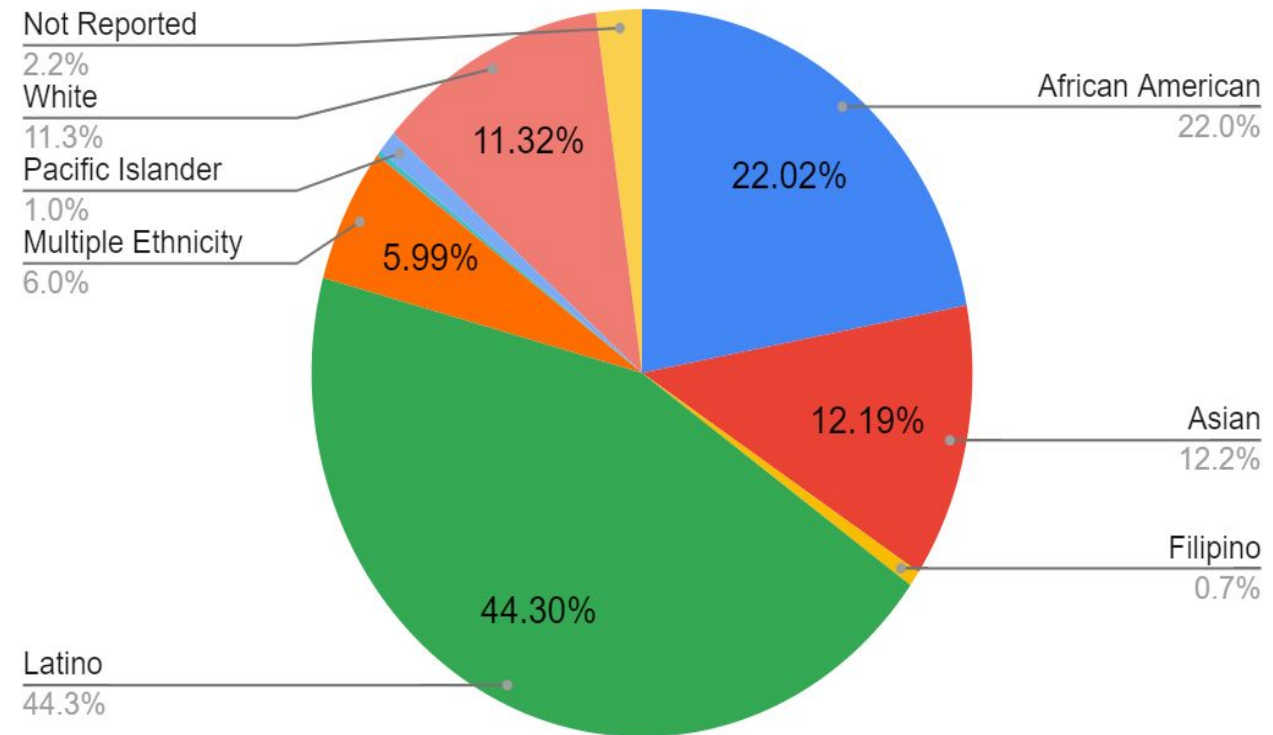
Quick Student Facts 2020-2021



OAKLAND UNIFIED
SCHOOL DISTRICT
Community Schools, Thriving Students

- 35,261 **Students**
- 71.5% **Eligible for Free and Reduced** (19-20 school year)
- 29.4% **English Language Learners**
- 50.0% Students have a **home language other than English**
- 2,995 **Newcomer Students**
- 14.7% **Students with Disabilities**
- 802 **Students Experience Homelessness**

2020-21 Enrollment by Ethnicity (CBEDS Day)



OUR VISION

All Oakland Unified School District (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.

OUR MISSION

OUSD will build a Full Service Community District focused on high academic achievement while serving the whole child, eliminating inequity, and providing each child with excellent teachers, every day.

OUR GRADUATE PROFILE

Resilient Learners | Collaborative Teammates |
Community Leaders | Critical Thinkers | Creative
Problem Solvers

OUR VALUES

- Students First: We support students by providing multiple learning opportunities to ensure students feel respected and heard.
- Equity: We provide everyone access to what they need to be successful.
- Excellence: We hold ourselves to uncompromising standards to achieve extraordinary outcomes.
- Integrity: We are honest, trustworthy and accountable.
- Cultural Responsiveness: We resist assumptions and biases and see the gift of every student and adult.
- Joy: We seek and celebrate moments of laughter and wonder.



OUR PRIORITIES AND POTENTIAL STRATEGIC ACTIONS:

Oakland thrives when its students thrive. Students thrive when their schools thrive. And schools thrive when their district thrives.

PRIORITY

PROPOSED STRATEGIC ACTIONS

THRIVING STUDENTS

1. CITYWIDE LITERACY CAMPAIGN
2. PERSONALIZED SUPPORT & MEANINGFUL INTERNSHIPS

THRIVING SCHOOLS

3. REIMAGINING SAFE AND WELCOMING SCHOOLS
4. ENSURING NUTRITIOUS FOOD FOR ALL STUDENTS

THRIVING DISTRICT

5. INCREASE EMPLOYEE RETENTION AND DIVERSITY
6. TRANSFORM CENTRAL OFFICE SERVICE TO SCHOOLS AND COMMUNITY

Background



OAKLAND UNIFIED
SCHOOL DISTRICT
Community Schools, Thriving Students

- In 2010, OUSD partnered with the Center for Ecoliteracy to launch Rethinking School Lunch Oakland (RSLO), a strategy for comprehensive school meal reform that prioritizes food access, education, and long-term fiscal and environmental program sustainability.
- By adopting the RSLO planning framework, OUSD sought to dramatically transform its nutrition services, allowing for freshly prepared meals to be served every day and connecting nutrition, education, and community throughout the school year.
- RSLO is based on the idea that no single intervention alone can transform school lunch and that collaboration is fundamental to success.
- Today, OUSD is poised to open a new Central Kitchen, Instructional Farm, and Education Center that expands its capacity to provide freshly prepared food districtwide and facilitate hands-on learning experiences.







TRAINING CLASSROOM



GEN. ED. CLASSROOM



TEACHING/ DEMO KITCHEN



City SSB Tax Support



OAKLAND UNIFIED
SCHOOL DISTRICT
Community Schools, Thriving Students

2 Year Grant 2019-2021

- School Meal Improvements
- Obesity Prevention and Nutrition Education
- Support for new OUSD Central Kitchen, Education Complex and Instructional Farm



OUSD Nutrition Services



OAKLAND UNIFIED
SCHOOL DISTRICT
Community Schools, Thriving Students

- Nutrition Services mission is to provide delicious, fresh, high quality food and it's vision is to create an equitable food system for the Oakland Community.
- Pre-Covid Nutrition Services serves over 35,000 students in 85 schools every day!
 - 10,500 breakfasts
 - 17,000 lunches
 - 4,000 after school snacks
 - 2,600 supper meals
 - 3,500 summer meals
- Nutrition Services is a central production system with 75 satellite locations and 25 cooking kitchens.
- Nutrition Services has over 300 employees working hard to provide students with great-tasting, healthy meals.



City SSB Support: Successes



OAKLAND UNIFIED
SCHOOL DISTRICT
Community Schools, Thriving Students

Expansion of Breakfast and Supper Programs (Fall 2019 and Winter 2020)

- Reinstated breakfast programs at 2 High Schools.
- Developed training materials and invested in infrastructure to bring Breakfast After The Bell to all Title 1 Schools.
- Invested in the infrastructure (ie..refrigeration) necessary to bring supper to after school programs.

Expansion of Breakfast and Supper Programs (Spring and Summer 2020)

- Provided supplemental funding to help keep 24 public food and supply distribution hubs thriving during the spring and summer.

School Food Improvements (Fall 2020 - Winter 2021)

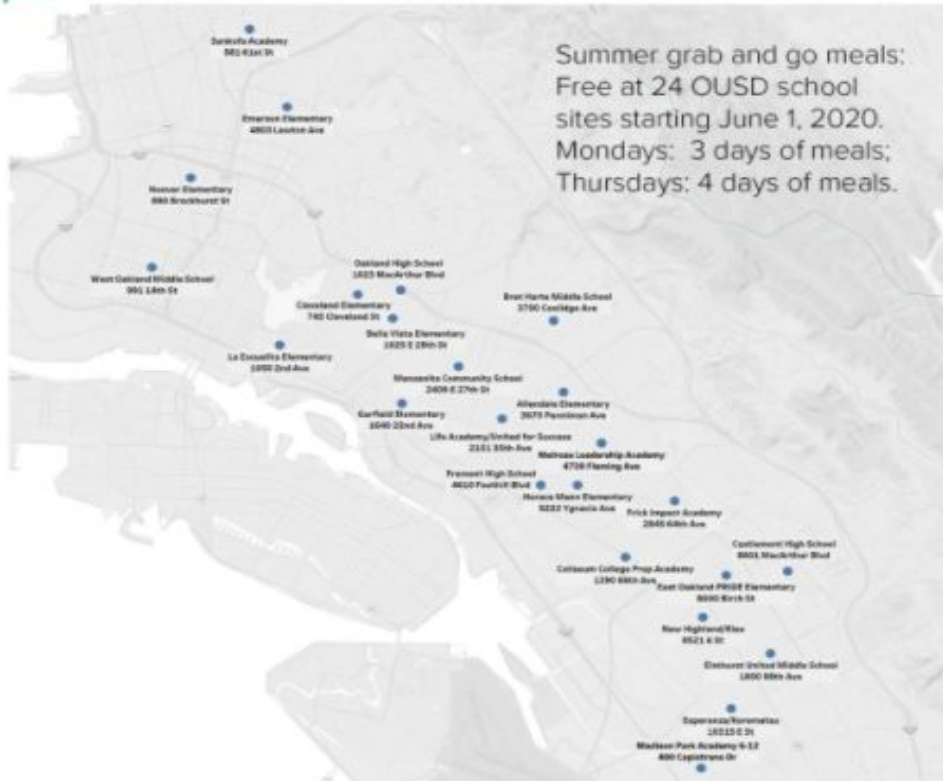
- Implemented home delivery model that now serves 12,000+ Oakland children 228,000 meals each week.
- Incorporated whole fruits and vegetables (sweet potatoes, heads of broccoli, yellow squash etc) into the home delivery and Grab & Go meal boxes.
- Reintroduced Harvest of the Month initiative and we have incorporated these produce items into our menus for the remainder of this school year.





TOTAL NUMBER OF OUSD DISTRIBUTION SITES

24 OUSD Summer Sites



Summer grab and go meals:
Free at 24 OUSD school sites starting June 1, 2020.
Mondays: 3 days of meals;
Thursdays: 4 days of meals.



SUMMER DISTRIBUTION DAYS AND TIMES

Monday

8:00-12:00

3 days of meals.

Thursday

8:00-12:00

4 days of meals.



TOTAL NUMBER OF MEALS SERVED MARCH 16 TO JULY 30, 2020

4,342,218

3,822,218 student meals +
520,000 adult meals.
486,090 children served.



TOTAL NUMBER OF SUMMER MEALS SERVED THE WEEK ENDING ON JULY 30, 2020

165,152

137,152 student meals +
28,000 adult meals.
27,902 children served.



TOTAL NUMBER OF ALAMEDA COUNTY COMMUNITY FOOD BANK BAGS DISTRIBUTED MARCH 16 TO JULY 13, 2020

57,395

Equalling **860,925 pounds**. **322 bins** of food bank fruits & vegetables equalling **268,800 pounds**.

35,248 produce boxes equalling **474,064 pounds** from **ALAMEDA COUNTY COMMUNITY FOOD BANK, SALESFORCE, EAT. LEARN. PLAY., & GOLD STAR FOODS** as of July 30, 2020.

Each bag contains **15 pounds** of non-perishable food. **4.2 tons** (8,400 pounds) of fresh fruits & vegetables are distributed Mondays & Thursdays.



TOTAL NUMBER OF WORKERS FROM MARCH 16 TO APRIL 17, 2020

438 staff & volunteers

Shout out to our **105** Nutritional Service workers, **24** Custodians, **24** School Security Officers, **5** Truck Drivers, & **280** Volunteers.



MEALS DONATED TO OUSD STAFF & VOLUNTEERS FROM THE WEEK ENDING ON MAY 7, 2020

494 meals for staff & volunteers

Provided by **FARLEY'S & REEM'S CALIFORNIA**.
Funded by **WORLD CENTRAL KITCHEN**.



FREE RIDES

35,200 rides

35,000 from **UBER** and **200** from **LYFT** for families to pick up grab-and-go meals.



DIAPERS

400,452

Provided by **HELP A MOTHER OUT**



PET FOOD

26,000 lbs.

Provided by **BERKELEY HUMANE**.



VEGETABLE PLANTS

2,655 plants

Provided by **UC MASTER GARDENERS**.

7,776 packages of feminine hygiene products provided by **SUPPLYBANK.ORG**. **5,000 kits** of dental products provided by **DELTA DENTAL**.

SPECIAL THANKS to Eat, Learn, Play, Foundation, World Central Kitchen, the Alameda County Community Food Bank, Food Force, Gold Star Foods, Revolution Foods, International Fund for Animal Welfare, No Kid Hungry, Water Rise Fund, Thompson Family Foundation, Rami Foundation, Oakland Promise - Brilliant Baby, Uber, and Lyft.

Addressing Oakland's Food Insecurity: Home Delivery Fall 2020



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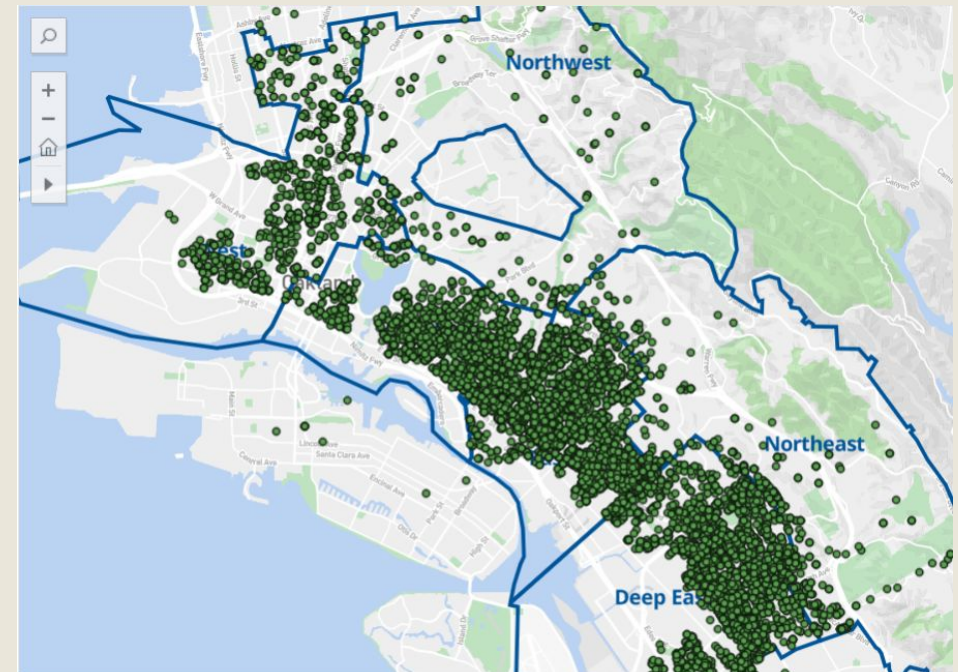


Enrollment

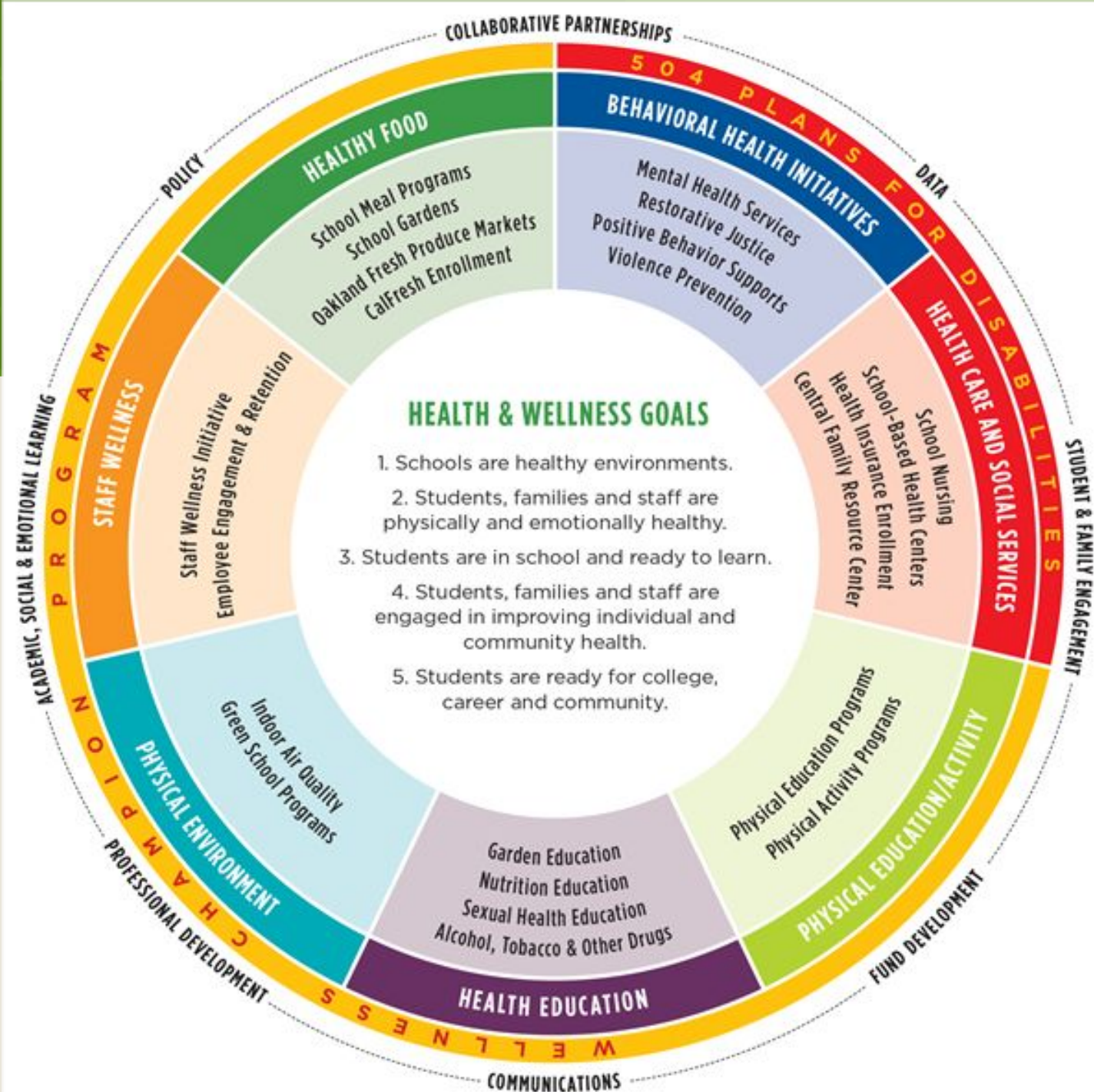
- Families can enroll directly by filling the OUSD Meal Delivery Sign Up Form ([English](#), [Spanish](#), [Chinese](#), [Arabic](#))
- If a family has an issue, needs to change or cancel their meal service, we ask that they please complete this [change form](#).

Highlights

- 12,000 students receive weekly home delivery:
 - 19 student meals and fresh produce box
 - All drivers OUSD parents
- 3,500 children participating in Monday and Thursday Grab & Go programs:
 - 19 student meals and shelf stable groceries
- 8.1 M meals to students (3x a normal year)
- 1 M adult meals through World Central Kitchen
- Expanded Supper and Breakfast Programs
- In-person learning hubs for at risk youth
 - Homeless, Foster, Special Needs



Health & Wellness Education Programming



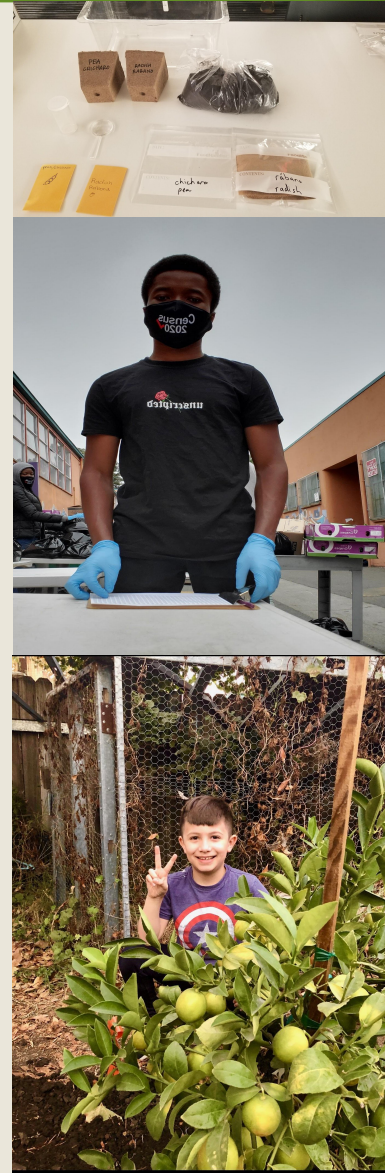
City SSB Support: Successes



OAKLAND UNIFIED
SCHOOL DISTRICT
Community Schools, Thriving Students

Pre-COVID-19:

- Flowater Station and Water Drinking Campaign at Every School
- Over 100 Wellness Champions at OUSD Schools
- FoodCorps Members at 20 Underserved Elementary Schools
- Learning Gardens at 75% of schools



Distance Learning Shifts:

- Launched first OUSD Food Systems High School Internship
- Launched the Center Student Advisory Council
- Continued partnership with FoodCorps and added additional Climate Corps Service Members
- Over 3500 distance learning garden kits distributed to students
- Reached 150 classrooms with nutrition and garden lessons and taste tests
- Harvest of the Month Distance Learning / Meal Distribution / Instructional Garden Partnership

City SSB Support: Future Plans



OAKLAND UNIFIED
SCHOOL DISTRICT
Community Schools, Thriving Students

- The Center will open in time to utilize the state of the art kitchen for OUSD students Summer 2021
- When school/meal programs resume, ready to implement Breakfast After the Bell and Supper Programs
- The Center can start hosting on site internships and field trip experiences Summer 2021 (depending on Covid)
- After a landscape assessment, ready to construct on site farm to align with classroom, greenhouse and outdoor pizza oven for programming
- District Environment, Food and Education Curriculum
- Trend data analysis of SSB consumption and water consumption



Reducing SSBs Awareness Campaign

Concept Testing: Preliminary Research Findings

City of Oakland Board Meeting
February 8, 2021



Online Survey Overview

Online Survey Goals:

Uncover preliminary insights into SSB consumption habits and gain directional feedback on creative campaign concepts

SURVEY MONKEY SURVEY STRUCTURE

~100

Respondents

OAKLAND

Residents Only

18+

Years Old

2 SECTIONS

A&U | Creative Impact

Attitudes and Usage

47% Drink SSBs 1 - 5x/week

40% Have consumed fruit juice or soda in the past week

57% Are conscious about choosing beverages that are healthy and nutritious

60% Believe that water is the best option for hydration

65% Consuming too much sugar is bad for their health



Creative Impact

Based on the respondents answers to the attitudes and usage section of the survey, they were shown a series of randomized ads. (12 total ads were developed)

We asked each respondent to rate the ads on a scale of 1-5 based on creative impact and whether they inspired behavior change.

Preliminary Creative Insights

- Ads with **strong visuals** and **less words** performed favorably
- Ads with a **clear call to action** strongly motivate behavior change
- Social media slang may not be **universally understood**
- **Provocative** images sparked the strongest reaction



What's Next



Focus groups with SSB Partners
/ Community Members

Final concept selection



Make final creative adjustments

Create assets for use on
individual channels



Work with City of Oakland
communications and media
vendors for placement
(outdoor; web; social media)

What's Outstanding

Budget Reconciliation

- Colectivo 2020 contract is complete, reconciling remaining development hours

Media Recommendation

- Colectivo is working to understand the media costs associated with outdoor campaign activation
 - Free placement available for digital billboards on 580/Bay Bridge and 880/ Coliseum
 - Identifying the recommended budget for neighborhood placements

Digital Activation

- Colectivo is working to understand guidelines and protocols for digital activations
 - Website development
 - Social media channel governance



colectivo

Contact Us:

kimberly@teamcolectivo.com

darren@teamcolectivo.com

diana@teamcolectivo.com