

▼ The Sweet Spot: Leveraging the SF Soda Tax to Advance Health Equity

Presented by the Shape Up SF Coalition and
Northern California Grantmakers' Bay Area Health Funders Group
June 20, 2019



Welcome

Sarah Fine, Shape Up SF Coalition Co-Chair



- Be present
- Be respectful
- One mic, one voice
- Step up, step back
- Recognize when you have a knowledge gap and be prepared to learn from others
- Encourage giving and receiving feedback
- Be willing to apologize/accept apologies
- Don't insist that people give you credit for your intentions

Community Agreements



Welcome

**Sarah Frankfurth, Northern California Grantmaker's
Bay Area Health Funders Group**



TODAY'S GOALS



Shared understanding of HEAL work, and how to overcome funding and implementation barriers



Gain understanding of innovative funding models, and how to creatively support capacity building for nonprofits



Identify partnership opportunities to ensure successful implementation of soda tax, and support statewide soda tax advocacy efforts



NCG's Non-Solicitation Policy

NCG brings together foundations, nonprofits, government and business to tackle pressing issues. We do our best thinking together. To keep it positive for everyone, our events are an ask-free zone. This means no fundraising or business solicitation at the meeting.

Bring your business cards, tell folks about your work, follow up when you get home.

No proposals, no pitches.

This goes for everyone.

We approach every interaction as an opportunity to learn. It says so in our values!

Keep it curious. Keep it joyful.



Icebreaker

2 minutes

Find someone you don't know
and share:

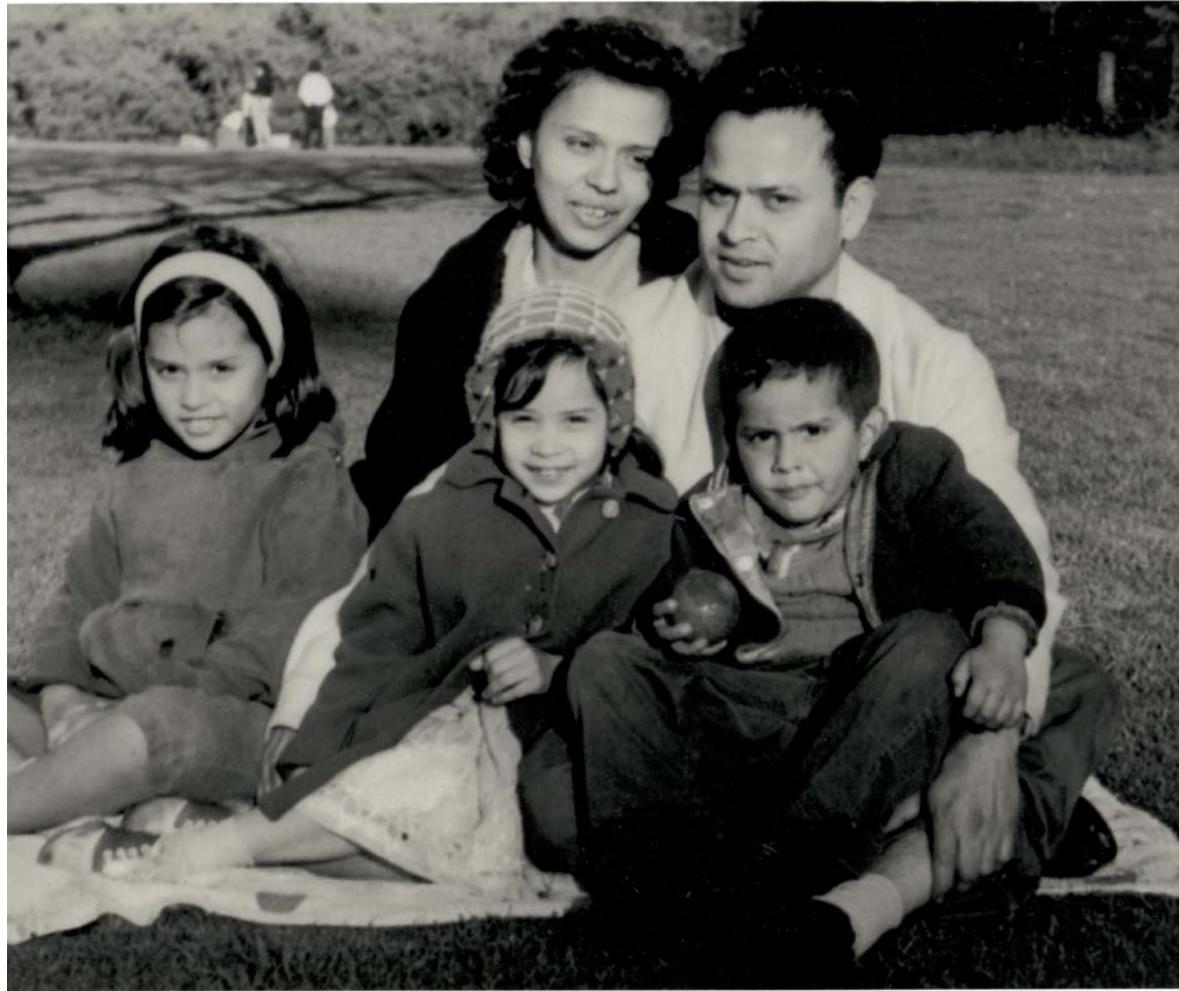
“If you had unlimited resources,
what is one thing you would do to
improve healthy eating and active
living in your community?”



Health and Wellness in SF

Tomás J. Aragón

Health Officer, SF Department of Public Health, Population Health Division



The life course, multi-generation roots of health and well-being, circa 1960s

Tomás and Dolores Aragón
immigrated from Nicaragua in the
1950s and settled in San Francisco's
Mission district.

María, Marta, and Tomás, Jr.

The life course,
multi-generation
roots of health
and well-being,
2004–2016



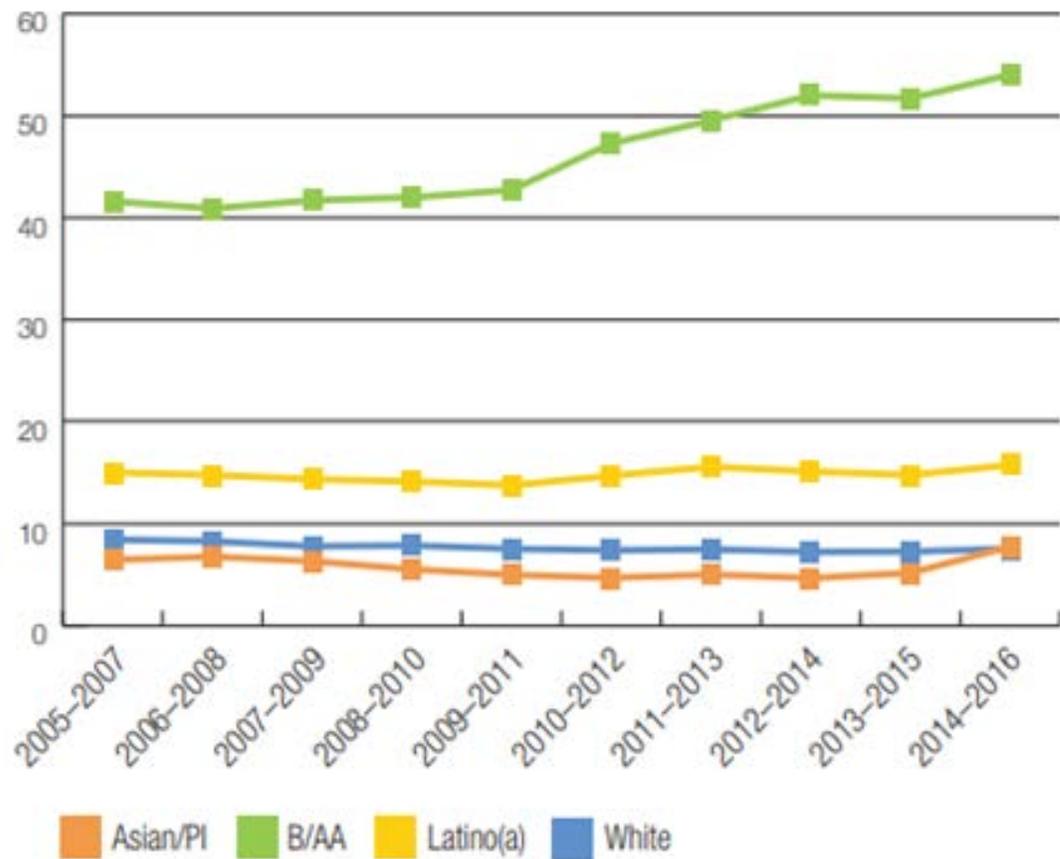


Healthy Eating Active Living Reimagined

Panelists:

- Pedro Arista, [Hellman Foundation](#)
- Vanessa Bohm, [CARECEN](#)
- Christina Engel, [Ken Birdwell Foundation](#)
- Rhodora Ursua, [Alameda Health Consortium](#)
- Shane Valentine, [American Heart Association](#), moderator

Age Adjusted Rates of Hospitalizations for Diabetes (per 10,000 residents)



DISPARITIES PERSIST

- B/AA make up 6.1% of SF population
- Hospitalization rates for diabetes among B/AA increased between 2005 and 2014, while rates for other ethnicities have remained relatively constant or declined.



Small Group Discussions



- What did you notice?
- What stood out from the meeting?
- Why is that important to you or your work?
- What ideas did this spark?
- What action will you take as a result of what you learned today?
- What can you do differently to ensure the success of HEAL work?

Small Group Discussion: Session 2

Funding Models

- How can we leverage the SDDT to increase HEAL in SF?
- How is your funding model structured?

HEAL Programs

- What new ideas for funding are you interested in exploring?
- How can we leverage the SDDT to increase HEAL in SF?
- What programmatic work has had the greatest outcomes for chronic disease prevention?



Now What? ▶

Thank you!

Please stay for after the program for a mixer.
Food provided by The Vegan Hood Chefs and
sponsored by Kaiser Permanente.



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