

Strengthening the Soda Tax: Community Action Research Updates

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IN-A(D)VANCÉ

A forward investment in strengthening movements

Agenda

- ▶ Project Overview
- ▶ Research Updates
- ▶ Convening Planning
- ▶ Brainstorm

Project Overview

Overview: Convening a Workgroup, conducting research, and bringing stakeholders together to do deep community engagement to inform a collective strategy to strengthen the policy's impact moving forwards

Goals: Engage more deeply CBOs and their communities in developing priorities for addressing the health inequities related to soda consumption

Outcomes: Develop community engagement and policy recommendations for moving forward in alignment with the 5 year strategic plan

Project Overview

Project



Community
priorities

SDDTAC Community Input Subcommittee

Research Updates

Surveys & Focus Groups

Community-Based Organizations participating:

- ▶ D10 Community Market
- ▶ C.A.R.E. SF
- ▶ Charity Cultural Services Center
- ▶ All My Usos
- ▶ Samoan Community Development Center
- ▶ Instituto Familiar de la Raza
- ▶ Cameron House

~650 surveys turned in, ~250 in active collection

2 focus groups held, 5 scheduled for this week & next

We'd like more! Can you help get the word out?
Direct introductions work best

Convening

May 28th SDDTAC Annual Convening

In Advance will facilitate 2 sessions:

- ▶ Community Action Research → Participatory learning
- ▶ Policy Development Brainstorm

Convening

Policy Development Brainstorm: “*reimagining the policy 10 years in*”

Breakout groups:

- ▶ Committee structure
- ▶ What gets taxed & how
- ▶ Where the tax money goes
- ▶ Relationship mapping tax success

Convening

Policy Development Brainstorm: *“reimagining the policy 10 years in”*

Breakout groups:

- ▶ Committee structure

Today’s brainstorm:

1. What are aspects of the SDDTAC you’ve discussed changing?
2. What are other boards & commissions you’ve looked to for inspiration?

Convening

Policy Development Brainstorm: “*reimagining the policy 10 years in*”

Breakout groups:

- ▶ Relationship mapping tax success

Today’s brainstorm:

1. Which people/positions have been most impactful in how the revenues get allocated?
2. How have CBOs been engaged in the tax’s implementation to date?

Convening

Policy Development Brainstorm: “*reimagining the policy 10 years in*”

Breakout groups:

- ▶ What gets taxed & how

Today’s brainstorm:

1. What are different ways sugar-sweetened could be taxed? Now it’s by ounces
2. Are we taxing everything we should?

Convening

Policy Development Brainstorm: “*reimagining the policy 10 years in*”

Breakout groups:

- ▶ Where the tax money goes

Today’s Brainstorm:

1. What’s the best way to approach impact with an intentionally declining fund?
2. How does it get to your organization?

Next Steps

- ▶ Direct introductions to CBOs for research
- ▶ Volunteering to facilitate a breakout group at the convening

THANK YOU