



SUGARY DRINKS DISTRIBUTOR TAX ADVISORY COMMITTEE MEETING

Wednesday, May 20, 2026

SDDT ADVISORY COMMITTEE MEMBERS



Seat 1 – Chester Williams (Health Equity)

Seat 9 – Jennifer Lebarre (SF Unified School District)

Seat 2 – Gabriela Castellanos (Health Equity)

Seat 10 – Tiffany Kenison (Chronic Disease, Department of Public Health)

Seat 3 – John Maa (Health Equity)

Seat 11 – Linda Kuo (Oral Health, Department of Public Health)

Seat 4 – Abby Cabrera (Research/Medical Institution)

Seat 12 – Priscilla Rodriguez (Food Access/Security, Department of Public Health)

Seat 5 – Jamey Schmidt (Research/Medical Institution)

Seat 13 – Michelle Kim (Department of Children, Youth & Their Families)

Seat 6 – Shoon Mon (Youth)

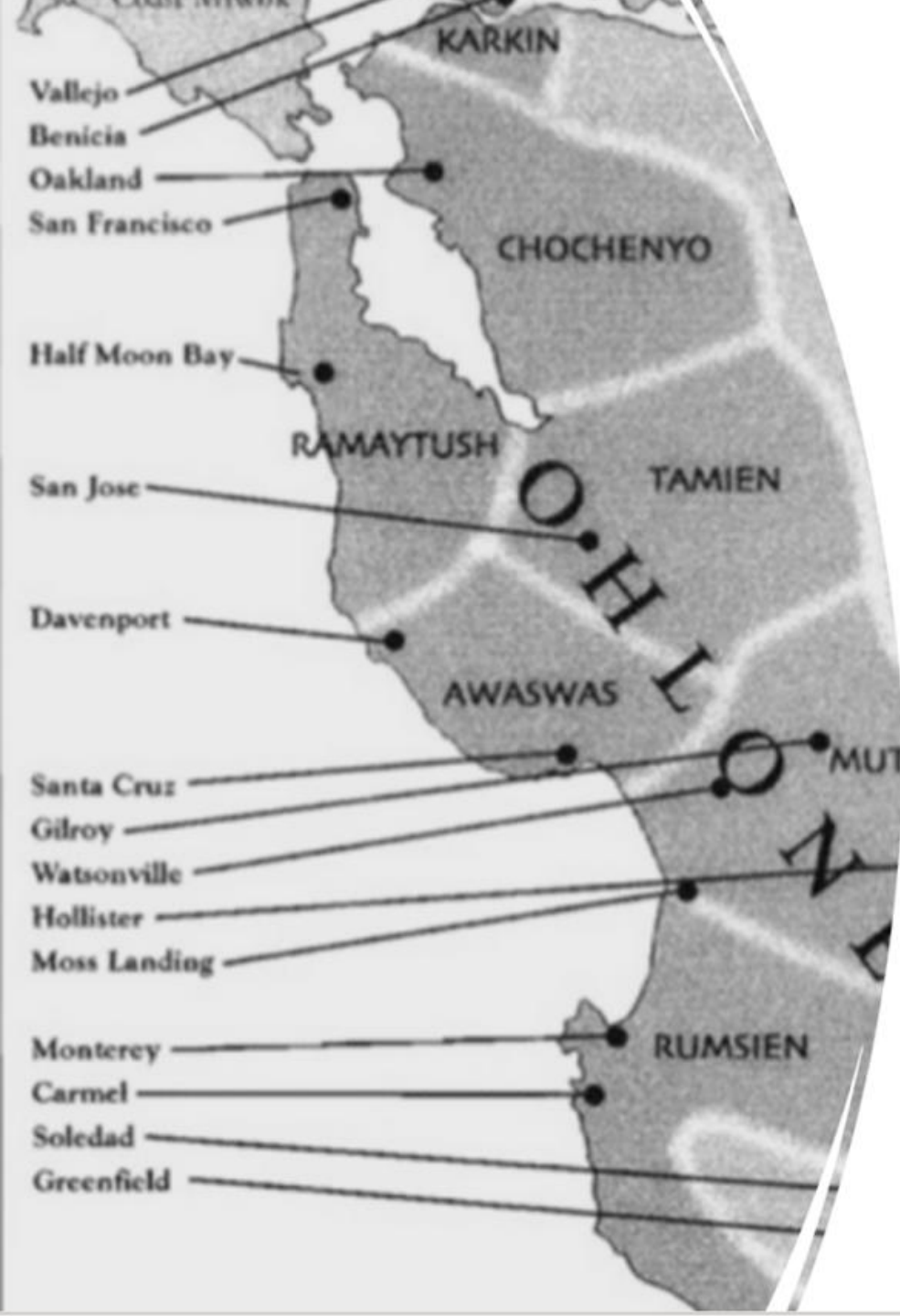
Seat 14 – Linda Barnard (Recreation & Parks Department)

Seat 7 – Alesandra Lozano (Office of Economic & Workforce Development)

Seat 15 – Prasanthi Patel (SF Unified School District Parent)

Seat 8 – Saeeda Hafiz (SF Unified School District)

Seat 16 – Laura Urban (Children 0-5 years old)



LAND ACKNOWLEDGEMENT

We acknowledge that we are on the unceded ancestral homeland of the Ramaytush Ohlone who are the original inhabitants of the San Francisco Peninsula. As the indigenous stewards of this land and in accordance with their traditions, the Ramaytush Ohlone have never ceded, lost nor forgotten their responsibilities as caretakers of this place, as well as for all peoples who reside in their traditional territory. As Guests, we recognize that we benefit from living and working on their traditional homeland. We wish to pay our respects by acknowledging their Ancestors, Elders and Relatives of the Ramaytush Community and by affirming their sovereign rights as First Peoples.

AGENDA



1	Welcome/Call Meeting to Order	8	SDDTAC Around the World Cafe Table Conversations
2	Land Acknowledgement	9	BREAK
3	Approval of April 15th SDDTAC Meeting Minutes	10	Around the World Cafe Report Back
4	Review and Consideration of Agenda	11	Subcommittee Updates
5	General Public Comment	12	Committee Member Future Proposed Agenda Items
6	DPH Staff Report	13	Announcements
7	Icebreaker	14	Adjourn



DPH STAFF REPORT

- a. SDDTAC Health Equity Seat 3
- a. Potential Food Coordination Legislation
- a. In Advance Community Action Research Updates
- a. Shape Up SF Coalition Meeting - May 21, 2026
- a. SDDTAC Summer Meeting Recess





Strategic Plan Process Update

- Strategy development into implementation planning.
- Completed: reviewed priorities, surfaced key themes, and organized the work into draft strategy areas, goals, and Year 1 objectives.
- Upcoming subcommittee meetings: The current focus is turning the strategic plan into something actionable: clear objectives, task lists, owners, timelines, and ways to track progress.
- Today: gather broader input on cross-cutting implementation topics
- June will be the point where SDDTAC reviews and votes on the main strategies and goals.





Today's Purpose

- Gather input across subcommittees on three cross-cutting areas of work
- Identify what we already know, what is missing, and what needs to happen next
- Surface partners, audiences, stories, data, and tools that can strengthen implementation
- Use today's input to build Year 1 task lists, agenda items, and performance measures



SDDT Video Voice Project



ICEBREAKER



What has been the highlight of your experience on the soda tax advisory committee?





Cross-Cutting Topics

Today we will rotate through three stations that reflect 3 Cross-Cutting topics:

1. Advocacy Strategy Playbook
2. Communications + Public Education
3. Evidence → Story → Partner Alignment

At each station, we will ask:

- What do we already know?
- What input, examples, or ideas should be captured?
- What is missing?
- What needs to happen next?



Table 1: Advocacy Strategic Playbook



This station asks:

- Who do we need to reach or influence?
- What do they need to understand about soda tax revenue, health equity, disparities, and community impact?
- What proof would help make these conversations more impactful?
- What information are we missing?



Table 2: Communications + Public Education



This station asks:

- Who needs to know about SDDTAC and its work?
- What do they need to know?
- What communication tools, formats, languages, messengers, or channels would actually reach people?
- What has worked or not worked in past communication efforts?



Table 3: Evidence → Story → Partner Alignment



This station asks:

- What data or proof do we already have?
- What stories or examples help show impact?
- Which partners need to be aligned or involved?
- What examples show shared goals, shared measures, or mutually reinforcing work?





What We Are Capturing Today

Across the stations, we are capturing:

- Audiences and decision-makers
- Community partners and trusted messengers
- Key messages and public education needs
- Data, stories, and examples of impact
- Missing information or unanswered questions
- Possible next steps, tasks, and agenda items



Public Comment



- Members of the public are welcome to participate by adding written comments.
- Please use the **non-yellow sticky notes** provided.
- Choose one group to rotate with and stay with that group.
- Add comments to the large station posters as your group rotates.
- To preserve committee discussion time, we encourage written comments during the activity.
- Near the end, we will pause for live public comment and read written comments into the record.





WORLD CAFE INSTRUCTIONS

Three tables. Three themes. Three rounds.

How it will work:

- Each table has a host who will stay at that station.
- Everyone else will rotate with their assigned group.
- Each round builds on the last group's notes.





WORLD CAFE INSTRUCTIONS

- **Round 1: Fresh Eyes**

Add your first reactions, ideas, examples, questions, and missing information.

- **Round 2: Go Underneath**

Read what is already there. Add detail, clarify, challenge, connect, or deepen the ideas.

- **Round 3: Synthesize**

Look for themes, priorities, next steps, and what needs to move into the implementation plan.



World Cafe Groups



Group 1 (Blue)	Group 2 (Orange)	Group 3 (Red)
Prasanthi (C)	Abby (D/E)	Laura (D/E)
Chester (C)	Tiffany (D/E)	Saeeda (D/E)
Michelle (I)	Shoon (C)	P (C)
Jamey (D/E)	Jennifer (C)	Gaby (C)
Linda K (D/E)	John (C)	



World Cafe Etiquette



- Go deeper, not wider
- Bring your experience
- Listen before you respond
- Connect across tables
- Write it down



BREAK





Next Steps

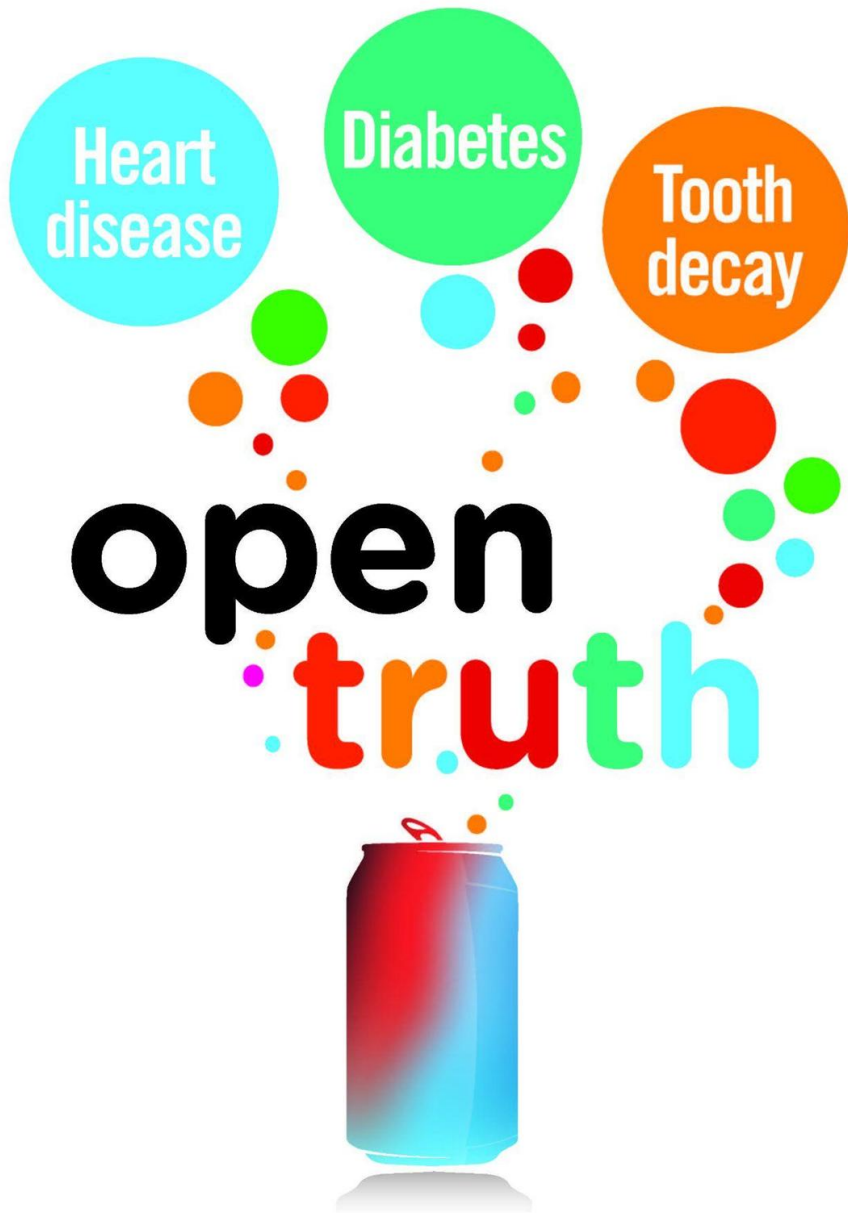
- **Translate input into implementation objectives**
Convert themes into draft task lists, activities, owners/collaborators, and possible timelines.
- **Add tasks to the implementation tracker**
Place tasks under the relevant Year 1 objectives and begin sorting them into quarterly performance measure columns.
- **Bring items back through subcommittees and full committee agendas**
Future agenda items will focus on specific objectives, tasks, decisions, barriers, and progress updates.





THANK YOU!!!!

SUGARY DRINKS ARE MAKING US SICK



The sugary drinks industry targets young people, parents, and communities of color to increase profits and brand loyalty despite scientific evidence that links sugary drinks to chronic diseases including **type 2 diabetes, heart disease, kidney diseases, non-alcoholic liver disease, tooth decay, and gout.**

www.sodatax-sf.org

