

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The central text is positioned in the white space between these green elements.

# SDDTAC Strategic Implementation Plan

2026 - 2031

# MISSION

On behalf of SF voters and the communities most impacted by sugary drinks, the SDDTAC makes community-informed funding recommendations to reduce sugary drink consumption and prevent chronic diseases in SF. The SDDTAC also educates policymakers and the public about the impact of funded efforts while maintaining the integrity of its transparent, data-driven, evidence-based process to support long-term, systems level change.

# VISION

San Francisco improves health, eliminates health disparities, and achieves equity through effective services and changes to the environment, systems, and policies.

# SDDTAC VALUES

- ▶ Supporting community-led and culturally relevant work
- ▶ Building strong collaborations and partnerships
- ▶ Prioritizing results and long-term impacts
- ▶ Eliminating structural inequities and achieving equity

# SDDT PRIORITY POPULATIONS

SDDT funding will prioritize work that supports the following communities (both as distinct and overlapping communities):

- ▶ low-income San Franciscans
- ▶ Children, youth, and young adults 0-24 years old
- ▶ Asian
- ▶ Black/African American
- ▶ Latinx
- ▶ Native American/Indigenous
- ▶ Pacific Islander

# SDDTAC Strategic Implementation Plan

Strategies and Goals

# Strategy

## Policy/Revenue Protection & Growth

### Goals

- ▶ Protect and strengthen soda tax revenue and the policy framework that supports it from legal, fiscal, and political threats
- ▶ Strengthen budget accountability and transparency so that general fund allocations reflect SDDTAC recommendations as closely as possible within the City's budget process
- ▶ Assess and pursue opportunities to increase soda tax revenue in support of long-term chronic disease prevention and equity goals

# Strategy

## Data/Evaluation

### Goals

- ▶ Use data, evidence, and learning to guide SDDTAC recommendations, assess impact, and strengthen accountability
- ▶ Strengthen research and analysis to better understand chronic disease trends, oral health outcomes, sugary drink consumption, and the effects of soda tax investments
- ▶ Integrate community voice into data collection, interpretation, and learning
- ▶ Disseminate SDDT-related findings and lessons learned in ways that are accessible and useful to decision-makers, partners, and the public

# Strategy

## Collaboration/Collective Impact

### Goals

- ▶ Increase engagement and collaboration with task forces, coalitions, and partner organizations to advance collective impact on chronic disease prevention and health equity
- ▶ Advance collective impact in priority communities by supporting community-based organizations and partnerships that address chronic disease prevention and health education
- ▶ Develop and use an equity-centered framework to guide funding recommendations and priority setting
- ▶ Restore a community-based grants program for organizations serving communities most impacted by chronic disease and inequitable access to prevention resources

# Strategy

## Education and Awareness

### Goals

- ▶ Increase awareness among city leadership of the public health impact of the soda tax and the advisory role of SDDTAC in shaping funding priorities
- ▶ Increase public awareness of the soda tax, SDDTAC, and the impact of soda tax investments
- ▶ Strengthen SDDTAC's communication infrastructure to support transparency, consistency, and public understanding

# Strategy - Governance

## Goals

- ▶ Establish and maintain a clear strategic planning process that translates SDDTAC's priorities into an actionable, measurable, and regularly reviewed implementation plan
- ▶ Ensure that the SDDTAC is sustained and active for the duration of San Francisco's soda tax
- ▶ Ensure that SDDTAC governance structures, processes, and committee practices remain clear, effective, and aligned with the committee's legislative mandate
- ▶ Ensure leadership continuity through succession planning, mentorship, and structured transitions
- ▶ Maintain equitable inclusive, and accessible committee participation in alignment with the authorizing legislation
- ▶ Strengthen the clarity, consistency, and effectiveness of DPH support for SDDTAC