

# Sugary Drinks Distributor Tax (SDDT) Policy, System, Environmental (PSE) Change Grant Program

[www.sodatax-sf.org](http://www.sodatax-sf.org) | [sf.gov/sddtac](http://sf.gov/sddtac)



**San Francisco's Sugary Drinks Distributor Tax (SDDT)**, passed by voters in 2016, funds community-led efforts to combat the harms of the sugary drinks industry and prevent nutrition-sensitive chronic diseases. Heart disease, stroke, and type-2 diabetes remain top causes of death in San Francisco, with Black/African American and Pacific Islander residents bearing the heaviest burden.

- Pacific Islanders are hospitalized for heart failure at 9 times the citywide rate.
- Black residents are hospitalized at nearly 4 times the rate.
- These same communities are aggressively targeted by the sugary drinks industry, exacerbating disproportionate consumption and resulting health disparities.

## SDDT Priority Populations

- Low-income San Franciscans
- Children, youth, and young adults 0-24 years old
- Asian, Black/African American, Latine, American Indian/Alaskan Native American and Pacific Islander communities

The **SDDT Policy, System, Environmental (PSE) Change Grant Program** provides multiple years of grant funding to support population-level change through community-driven policy, system, environmental (PSE) interventions. By investing in **culturally rooted, community-led efforts**, we support **long-term change** in the communities most impacted by diet-related chronic diseases.

## In FY 23-24:

- **1,533 individuals\* participated in PSE programs** including nutrition and cooking education, weekly grocery bags, social and health services connection and referral, and participation in community-action activities.
- **30 Community Health Workers** were trained and/or supported.
- **37 individuals were employed as staff or received stipends** through the program.

\*total individuals may be duplicated

## PSE Change Grantee Highlights (Funding term: FY 20-21 to FY 24-25)

### 18 Reasons | Nourishing Pregnancy

- Launched a 6-month program delivering weekly groceries and culturally relevant prenatal nutrition education to low-income Black and Latine pregnant people.
- In 2025, secured a contract (through Anthem) to offer Nourishing Pregnancy as a CalAIM benefit, creating a sustainable funding stream for medically supportive food.

*"This program was a blessing during my postpartum period. Having a space to talk about things we're going through and relating to others. I truly felt a weight lifted off of me in terms of always having the food staples and especially with the recipes and having different healthy options for dinner. My five year old started eating carrots and that's huge because he never eats vegetables. So thank you thank you thank you!!!" – Nourishing Pregnancy Participant*



A healthy 18 Reasons Nourishing Pregnancy baby.



POPULATION HEALTH DIVISION  
SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH

Funded by the San Francisco Sugary Drinks Distributor Tax (SDDT) and administered by the SF Department of Public Health.

## CARECEN SF | Water Confidence in SF's Latine Community

- Conducted a community assessment reaching 200 community members and stakeholders revealing distrust in tap water and high sugary drink consumption among Latine residents.
- Provided connections to essential social services such as food assistance, housing, and medical care to over 200 families
- Trained 16 *promotoras* (Community Health Workers) to provide essential services and drive water advocacy pilot.
- Partnered with SFPUC to run a pilot that increased trust in tap water from 10% to 47% through culturally tailored education and free home lead testing.



Promotoras participate in a training with CARECEN SF.

*"I was at SF General Hospital waiting for my medical appointment and realized I was so thirsty. I saw a water fountain and normally I would not drink from it, but because of these community meetings and all the information I've received about the quality of San Francisco's water I decided to drink from the water fountain. And the water even tasted good!" - CARECEN SF Community Meeting Participant*

## Tenderloin Neighborhood Development Corporation (TNDC) | Kain Na and Tenderloin Food Policy Council

- Opened Kain Na, a free community market in Mission Bay, which distributes groceries twice weekly to 500 food-insecure households.
- Organized Tenderloin residents to form a Food Policy Council, advocating for food justice and systems change. The Food Policy Council hosts monthly multilingual meetings—in English, Cantonese, Arabic, and Spanish—that bring together 60–75 Tenderloin seniors, immigrant families, disabled individuals, and BIPOC residents.
- In 2024, the FPC amplified Tenderloin community voices to successfully preserve \$35 million in statewide Market Match funding, protecting the program for low-income families across California.



A participant shops for groceries free of charge at Kain Na.



99 Tenderloin Food Policy Council members traveled to Sacramento for Hunger Action Day 2025 for a day of advocacy, legislative visits, and a rally.

