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# SDDTAC Strategic Plan: 2026 to 2031\*

March 18, 2026 SDDTAC Meeting

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\*Sunsetting 2028

# SDDTAC Vision, Mission, and Values

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

**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 San Francisco. 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.

## **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

# Strategic Goals Overview

**Collaboration/Collective Impact:** *community-driven alignment in prevention*

**Data/Evaluation:** *strengthen evaluation & learning*

**Education/Awareness:** *increase awareness & influence decision-makers*

**Governance:** *sustain & strengthen SDDTAC*

**Policy/SDDT-Revenue Protection/Growth:** *protect & grow SDDT-revenue*

# Collaboration/Collective Impact

**Goal 1)** Increase engagement and collaboration with task forces, coalitions, and partner organizations to advance collective impact on chronic disease prevention and health equity.

**Goal 2)** Advance collective impact in priority communities by supporting community-based organizations and partnerships that address chronic disease prevention and health education.

**Goal 3)** Strengthen SDDTAC's approach to developing funding recommendations by using an equity-centered, community-informed framework.

**Goal 4)** Restore a community-based grants program for organizations serving communities most impacted by chronic disease and inequitable access to prevention resources.

# Data/Evaluation

**Goal 1)** Use data, evidence, and learning to guide SDDTAC recommendations, assess impact, and strengthen accountability.

**Goal 2)** Strengthen research and analysis to better understand chronic disease trends, oral health outcomes, sugary drink consumption, and the effects of soda tax investments.

**Goal 3)** Integrate community voice into data collection, interpretation, and learning.

**Goal 4)** Disseminate SDDT-related findings and lessons learned in ways that are accessible and useful to decision-makers, partners, and the public.

## Education/Awareness

**Goal 1)** Increase awareness among city leadership of the public health impact of the soda tax and the advisory role of SDDTAC in shaping funding priorities.

**Goal 2)** Increase public awareness of the soda tax, SDDTAC, and the impact of soda tax investments.

**Goal 3)** Strengthen SDDTAC's communications infrastructure to support transparency, consistency, and public understanding.

# Governance

**Goal 1)** Ensure that the SDDTAC sustained and active for the duration of SF's soda tax

**Goal 2)** Ensure that SDDTAC governance structures, processes, and committee practices remain clear, effective, and aligned with the committee's legislative mandate.

**Goal 3)** Ensure leadership continuity through succession planning, mentorship, and structured transitions.

**Goal 4)** Maintain equitable, inclusive, and accessible committee participation in alignment with the authorizing legislation.

**Goal 5)** Strengthen the clarity, consistency, and effectiveness of DPH support for SDDTAC.

# Policy/Revenue Protection/Growth

**Goal 1)** Protect and strengthen soda tax revenue and SDDTAC policy from structural threats.

**Goal 2)** Strengthen budget accountability and transparency so that General Fund allocations reflect SDDTAC recommendations as closely as possible within the City's budget process.

**Goal 3)** Assess and pursue opportunities to increase soda tax revenue in support of long-term chronic disease prevention and equity goals.

# Next Steps

- Identify roles for reviewers
- Questions for reviewers to consider:
  - Is there anything missing?
  - Is there anything that needs to be specifically called out?
  - Does the strategy work? Is it feasible?
  - Are there structural threats that need to be considered and added?
  - Are there gaps in the plan?
  - What should be prioritized?
- April subcommittee meetings
  - Continue to refine goals/objectives