

**Sweetened Beverage Tax Community Advisory Board (CAB)  
Meeting Notes**

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| <b>MEETING SUMMARY</b>  | <p><b>Date:</b> August 20, 2021</p> <p><b>Time:</b> 9am – 10:50am</p> <p><b>Location:</b> WebEx</p>  |
| <b>MEMBERS PRESENT:</b> | <p>Barbara Baquero</p> <p>Dan Torres</p> <p>Jaimée Marsh</p> <p>Jen Hey (Moss)</p> <p>Laura Flores Cantrell</p> <p>Rebecca Finkle</p>  |
| <b>MEMBERS ABSENT:</b>  | <p>Christina Wong</p> <p>Munira Mohamed</p> <p>Paul Sherman</p>  |
| <b>GUESTS:</b>          | <p>Office of Sustainability &amp; Environment: Alyssa Patrick, Bridget Igoe, and Suzy Knutson</p> <p>City Budget Office: Akshay Iyengar</p> <p>Department of Education and Early Learning: Cameron Clark, Monica Liang-Aguirre, and Tiffany Lee</p> <p>Department of Neighborhoods: Sarah Morningstar</p> <p>Human Services Department: Sean Walsh</p> <p>University of Washington: Jesse Jones-Smith</p> <p>Public Health – Seattle King County: Nadine Chan</p> <p>Seattle Children’s: Brian Saelens</p> <p>American Heart Association: Penny Lipsou</p> |

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| <b>DECISIONS MADE</b> | <p>The CAB decided to move their September and October meetings as follows:</p> <ul style="list-style-type: none"> <li>• Move Sept 17 meeting to <b>Oct 1</b></li> <li>• Move Oct 15 meeting to <b>Oct 29</b></li> </ul> |
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| FOLLOW-UP ACTION ITEMS |   |                       |   |
|------------------------|---|-----------------------|---|
| #                      | ITEM  | RESPONSIBLE PERSON(S) | TARGET DATE                                   |
| 1                      | Share Prenatal-to-Three and Food Equity Fund grants when they are published.                                  | CAB members           | August 31 for P-to-3, October for Food Equity |
| 2                      | Let DEEL and DON know if you are interested in or have anyone to recommend for grant community review panels. | CAB members           | TBD   |

## Meeting Notes

*Tanika Thompson and Jen Moss, Co-Chairs, facilitated the meeting*

### Welcome and Introductions

- CAB members introduced themselves.
- City staff and guests from the public introduced themselves.

### Co-Chair Updates:

- T. Thompson shared an event that she and J. Moss planned in partnership with the Healthy King County Coalition. It was a storytelling event about the origins of the Sweetened Beverage Tax and the impact it has now. The event went well, and it was empowering to see so many women of color in food access work accomplishing this huge goal of making sure dollars collected go back to community most impacted.
- CAB member R. Finkle announced she started a new position as the Executive Director of Nutrition First.
- A. Patrick announced Environmental Justice Fund launched applications for 2022 funding. Learn more and [apply here](#) or share this information with your partners that may be doing related work!

### Presentation on SBT Evaluation Norms and Attitudes Report -

*Jesse Jones-Smith, University of Washington and Nadine Chan, Public Health – Seattle, King County*  
[Presentation](#)

A portion of the first five years of SBT revenues was allocated to a series of evaluations to be conducted by a team from the University of Washington and Public Health-Seattle/King County. The team includes:

- Jesse Jones-Smith is an Associate professor in health systems, population health, and epidemiology at UW;
- Nadine Chan is the Assistant Chief of assessment, policy development, and evaluation at Public Health – Seattle and King County, and
- Brian Saelens is a professor at UW and associate chief of research at Seattle Children's Research Institute.

J. Jones-Smith presented the latest report from the team, which was a study on norms and attitudes about the tax two years after implementation started. The presentation of the report is [available here](#), and the full report and FAQs are [available here](#).

### Q&A

*How does data compare to views on taxation generally for higher income? Specifically, taxing people for public benefit views.*

- Survey did not ask about this, but we can rely on the fact that all comparisons are just in this area, and they would have differenced that out prior to inquiries to participants.
- We also learned from the CAB co-chairs about all the work that happened on the ground (e.g. outreach to people of color and low-income communities) which could help explain why there are different perceptions based on income.
- The [full report](#) elaborates on this question.

*What other reflections do you have on race as it relates to the survey work?*

- The survey was not powered to examine differences by race, meaning we did not oversample or survey enough individuals of different races and rather focused on income since it is an economic tax. Therefore, we can't look across different race and ethnicity groups to confidently say anything about differences there.

*Are there other similar studies conducted in the US that we can use for comparison?*

- No, nothing that would be similar enough for comparison purposes since we asked about norms and attitudes before and after the tax's implementation. Studies have been conducted in Berkeley and Oakland, but they are not parallel to what was done here.

*What is next and what can the CAB do to work on more positive and accurate perception?*

- Study results will be public today, but learnings are that in the absence of a large pro-tax campaign the negative messages swamp out the other more positive messaging. Philadelphia had a different experience as there was a city-led, pro-tax campaign. Public messaging is important.
- Keeping a continued focus on healthy food is big. A big misstep that Chicago took was abandoning that messaging and focus. Regardless of income, survey respondents were supportive of healthy food support from revenue.
- Healthy food access and services for the youngest children were really supported across the board by all income levels in all areas.

**Prenatal-to-Three and Food Equity Fund\* Grant Program Updates** - Cameron Clark and Tiffany Lee, Department of Education and Early Learning and Sarah Morningstar, Department of Neighborhoods

[Prenatal-to-Three Grant Program Presentation](#) – Cameron Clark and Tiffany Lee

- The CAB's [RFI/RFP recommendations](#) set a great foundation for how DEEL designed this grant program.
- The application for this first-time grant opens on August 31, 2021 and will be open for five weeks with a goal of doing panel review in October and informing applicants of status in November.
- Funding is up to \$150,000 per organization with a minimum of \$10,000.
- The outcomes of the grant are: Seek community-informed proposals that support kindergarten readiness based on race, gender, and socioeconomic factors.
- Anticipating two types of proposals from this grant program:
  - Direct services for new programs or strengthening/growing existing programs
  - Community alignment initiatives
- Proposals that will be ineligible include those that:
  - Offer subsidies for child care,
  - General operations,
  - Do not focus on Prenatal-to-Three,
  - Political lobbying
- **ACTION ITEM:** T. Lee asks the CAB for recommendations for the review planning and spreading the word about the RFI when it is launched.

[Food Equity Fund\\*](#) - Sarah Morningstar

*\*The Food Equity Fund was formerly called the Healthy Food Fund.*

- Department of Neighborhoods (DON) recognizes this work has long been prioritized by the CAB, and DON is happy to be at the implementation phase.
- CAB members B. Baquero, J. Moss, and J. Marsh have provided input at different phases on the fund guidelines and application materials.
- An outreach plan has been developed and ethnic media outreach is under way. This will include working with community liaisons for on-the-ground, in-language outreach, and a video.
- Timeline: DON will release the funds in two tiers to help with scaling up this brand-new program. The dates are:
  - October 31, 2021 launch date for Tier 1 (grants up to \$75K and 3-12 months);
  - February 1, 2022 launch date for Tier 2 (grants from \$80K - \$150K and 15-24 months).
- **ACTION ITEM:** DON will also look to the CAB to help finding reviewers that will receive a stipend for their work.

#### Comments from CAB

- Appreciation for the opportunity to be involved, recognition for how the fund aligns with CAB's recommendations and feedback.

#### **Be Ready, Be Hydrated Campaign Updates – Sean Walsh, Human Services Department**

The youth-led Be Ready, Be Hydrated public awareness and counter-marketing campaign organized by The Vida Agency last year was so successful that HSD wanted to identify low and no cost ways to keep the campaign going forward.

- Four City depts (Parks and Recreation, Seattle Public Utilities, Office of Sustainability and Environment, and Human Services Department) will join forces at the Big Day of Play event at Rainier Community Center on August 21 to staff a booth educating folks around the advantages of drinking water and reusable water bottles. SPU has 2000 water bottles (high-quality) with campaign decals and fact sheets that will also be distributed.
- The water bottle filling stations being installed in Seattle Public Schools will have stickers placed on them that use the campaign branding and promote that both were funded by SBT.
- HSD worked with the VIDA Agency to ensure that the website will be active for another year. They will also help young folks design and create murals in the community.
- The Vida Agency was recognized by the Public Relations Society of America (Puget Sound region) with both a President's Choice Award and a Summit Award in Diversity, Equity & Inclusion for the Be Ready, Be Hydrated public awareness campaign. [A full list of awardees is here.](#)

#### Q&A and Comments

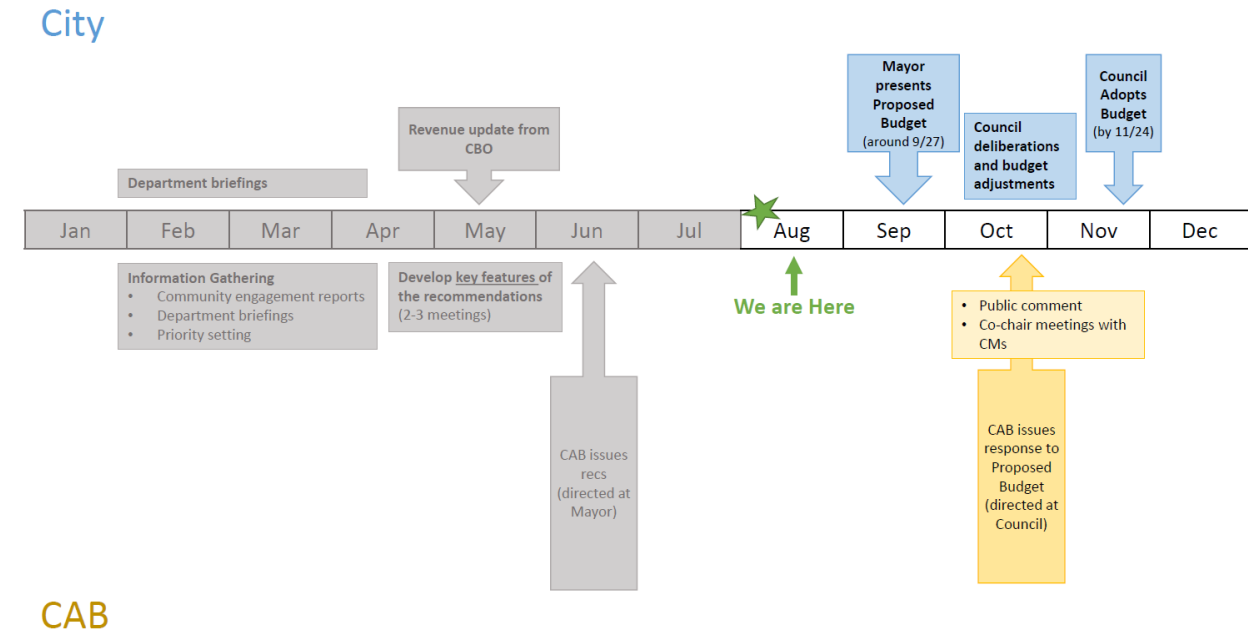
- Where is the messaging on the intersection of the issues that make hydration and reduction of plastic water bottle use so critical (heat wave, reduced waste, etc - health, environmental, economic)? Would love to share this messaging along with this campaign and efforts to promote hydration. Hydration is even connected to [COVID as hydration is your first defense.](#)
- SPU fact sheet has several co-benefits listed but it will be good to be more thoughtful about how campaign work can leverage these different messages moving forward.

## CAB Business - Alyssa Patrick

A. Patrick shared the next steps in the budget recommendation development process and proposed changes to the CAB's September and October meetings to better align with that process. Below is the timeline and next steps.

### \*\*Decision Point\*\*

The CAB approves moving the September meeting to October 1 and the original October meeting to October 29.



## Updates on CAB recruitment and selection process – Tanika Thompson Bird

- T. Thompson reminded the CAB that there are 3 vacancies and/or expiring terms– 1 Community Representative and 2 Public Health Representatives.
- City received 7 applications that met minimum qualifications and interviewed 2 candidates that also most aligned with preferred qualifications. The interview panel included CAB co-chairs, CAB staff, and staff from the Mayor's Office. The interview panel decided to recommend both candidates for open Mayoral appointment seats (one for a Public Health Representative and one for the Community Representative).
- Recommendations were submitted to the Mayor's Office, and we are now waiting to hear back from them to confirm.
- City did not receive many candidates for the Public Health Representative positions, which means there is still more recruitment needed for the Council-appointment seat. A. Patrick (CAB staff) will re-open and post the application next week, and if we've received enough applications, will plan to do a review of applications starting September 30.