



Office of the City Manager

REVISED AGENDA MATERIAL for Supplemental Packet 1

Meeting Date: December 15, 2020

Item Number: 26

Item Description: Allocation of \$3 Million Over Two Years, FY22 and FY23, to Reduce Consumption and Health Impacts of Sugar-Sweetened Beverages (SSBs).

Submitted by: Lisa Warhuus, Director of Health, Housing and Community Services Department

This request is on behalf of the SSBPPE Commission pertaining to their Council Report on 12/15/2020 with the above item # and description. The Commission requests that the two attachments replace the versions submitted originally with the Council Report. The edits made were as follows:

1. SSBPPE-CR-Att2-CriteriaBUSD-FY22-23 – removed “%” in *ranking criteria* and corrected the name of *Youth Risk Behavior Survey*.
2. SSBPPE-CR-Att3-CriteriaCommunityAgencies-FY22-23 – edited 2b (*scoring criteria*) to match 1a (*interventions*).



The SSBPPE Commission's Criteria for Berkeley Unified School District (BUSD) Funding

Sugar-Sweetened Beverage
Product Panel of Experts - (SSBPPE)

The SSBPPE Commission adopts the following recommendations to City Council for a grant proposal process for BUSD. This recommendation is separate from the SSBPPE Community Grants Request for Proposal (RFP) process. Only BUSD is eligible for this funding. A district proposal must conform to the criteria below and must be adopted by the school board.

Definition:

BUSD Schools are defined as any BUSD school or program from early childhood education through high school including out-of-school care programs and family engagement.

The SSBPPE Commission recommends:

- 1. Up to 42.5% of the total allocation of the City Council's funding to reduce the consumption of Sugar-Sweetened Beverages (SSBs) through the implementation and enhancement of the BUSD cooking and gardening programs. The SSBPPE will consider and recommend full or partial funding depending on the proposed outcomes. The SSBPPE recommends two year grants for FY22 and FY23.**
 - a. Priority Areas and Activities:**
 - i. Reducing access to SSBs;
 - ii. Improving access to drinking water;
 - iii. Implementing widespread education and awareness programs at all grade levels to reduce SSB consumption at BUSD. Education may include skills and practical experiences in developing and implementing policy as appropriate for grade level;
 - iv. Assessing current policies that impact student SSB consumption in school and outside of school. Make recommendations for changes to strengthen current policies and implement new policies to reduce SSB consumption inside and outside of school.
 - b. Priority Populations:**
 - i. Children and their families; pre-school through high school;
 - ii. Children and young adults living in households with limited resources;
 - iii. Groups exhibiting higher than average population levels of type 2 diabetes, obesity, heart disease, COVID19, and tooth decay;
 - iv. Groups that are disproportionately targeted by the beverage industry marketing.

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c. The highest priority outcomes that should be tracked and measured for beneficiaries of funded programs include:

- i. Reduced access to SSBs;
- ii. Increased access to drinking water;
- iii. Increased knowledge and awareness of the health risks (oral health, diabetes, and obesity) of consuming sugary drinks. Changes in attitudes reflecting a preference for water or other non-sugary drinks among BUSD students and staff;
- iv. Decreased consumption of sugary drinks among BUSD students and staff;
- v. Development and adoption of new policies to decrease SSB consumption, inside and outside of school, as well as changes to strengthen current policies.

2. The Grant Process: City staff will provide opportunities for technical assistance during the grant application process.

a. Proposal Requirements:

- i. Proposals must reflect approval from the BUSD School Board.
- ii. BUSD will not sell or serve sugar-sweetened beverages (as defined by the SSB tax) at any BUSD schools or campuses.
- iii. Awarded funding will not supplant BUSD FY22 and FY23 General Fund allocations.
- iv. Funded projects will publicly reflect support from Healthy Berkeley Program.
- v. Funded projects and programs will include evaluation of their process and outcomes.
- vi. The proposal timelines and budgets will be specific, measurable, achievable, realistic, and timebound (SMART)

b. Criteria for proposal: The following criteria will be considered, although not exclusively, in determining which proposals are funded. Proposal aims:

- i. Implementing widespread education and awareness programs at all grade levels to reduce SSB consumption at BUSD, including discussion of school policies around SSBs as appropriate for grade level;
- ii. To decrease access to SSBs and/or improve access to drinking water;
- iii. To increase or strengthen SSB policies in school and outside of school;
- iv. To support the annual administration of the Berkeley adapted Youth Risk Behavior Survey to evaluate student's SSB knowledge, consumption, access, and policy perceptions;
- v. To document how students at all grade levels and in priority populations are included; and,
- vi. Proposal budget matches the work plan and is feasible.



SSBPPE Commission's Criteria for Community Agency Grants

Sugar-Sweetened Beverage
Product Panel of Experts - (SSBPPE)

Recommended actions to reduce Sugar-Sweetened Beverage (SSB) consumption and decrease health disparities.

1. Minimum of 42.5% of the total allocation by the City Council's funding to reduce the consumption of sugar sweetened beverages (SSB's) be invested in grants for community-based programs for FY22 and FY23. A two year commitment will help to stabilize program design and implementation and is expected to result in more rigorous interventions and better outcomes to reduce SSB consumption.

a. Priority interventions will do one or more of the following:

- i. Reduce access to SSBs;
- ii. Improve access to water;
- iii. Implement education and marketing/communications campaign with priority populations to change community norms;
- iv. Develop and support policies to reduce SSB consumption; or
- v. Address the negative health effects of the consumption of sugary drinks.

b. Priority populations:

- i. Children and their families with an emphasis on young children who are in the process of forming lifelong habits;
- ii. Children and young adults living in households with limited resources;
- iii. Groups exhibiting higher than average population levels of COVID19, type 2 diabetes, obesity, heart disease, or rates of tooth decay; and,
- iv. Groups that are disproportionately targeted by beverage industry marketing.

c. The highest priority outcomes that should be tracked and measured for program participants include:

- i. Increases in knowledge of the health risks of consuming sugary drinks;
- ii. Changes in attitudes reflecting a preference for water or other non-sugary drinks;
- iii. Decreased consumption of sugary drinks; and
- iv. Adoption of new policies or strengthening of current policies to reduce consumption of SSBs.

d. Organizations that are prioritized to apply for funding include:

- i. Berkeley-based organizations and service providers serving the population of Berkeley.

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- ii. Non-profit (501(c)(3) or groups with a fiscal sponsor.
- iii. Berkeley Unified School District (BUSD) programs will not be eligible to receive community agency funding as there is a specific fund for BUSD.

2. The Grant Process:

- i. City staff should make every effort to simplify the SSB grant process.
- ii. City staff should make available opportunities for technical assistance for first time applicants.

a. Requirements for receiving a grant:

- i. Funded organizations must have in place (or agree to adopt) an organizational policy prohibiting the purchase, sales, or serving of SSBs.
- ii. Awarded funding must not be used to supplant any existing funding.
- iii. Funded projects must publicly reflect support from the City of Berkeley Healthy Berkeley Program.
- iv. Funded projects must include methods to evaluate its process and outcomes based on *SMART* objectives (*s*pecific, *m*easurable, *a*chievable, *r*ealistic and *t*imebound).

b. Criteria for ranking proposals: The following criteria will be considered to determine which proposals the SSBPPE will recommend funding:

- I. Proposal aims to reduce access to SSBs and/or improve access to water.
- II. Proposal includes at least one of the following strategies:
 - a. Educate and/or develop marketing/communications campaign to change community norms around consumption of SSBs;
 - b. Develop, implement or strengthen policies that decrease consumption of SSBs; and,
 - c. Address the negative health effects resulting from the consumption of sugary drinks.
- III. Proposal reaches people and communities in the priority populations.
- IV. Project provides lasting impact beyond the grant period: i.e. builds organizational and community capacity and/or changes systems and policies related to SSBs.
- V. Proposal budget matches the project work plan and is feasible.