



South of Market Community Action Network

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September 23, 2024

San Francisco Rules Committee
1 Dr. Carlton B. Goodlett Place
City Hall, Room 244
San Francisco, CA 94102

RE: File No. 240866 [Appointments, Sugary Drinks Distributor Tax Advisory Committee]

Dear Rules Committee Members,

Established in 2000, SOMCAN nurtures family and individual wellness and cultivates collective power among low-income and immigrant communities to create a more just society. We are excited to submit our support for Marti Dulalas' application for the Sugary Drinks Distributor Tax (SDDT) Advisory Committee Seat #3.

As a multi-issue, multi-strategy organization, we work to improve lives on a family/individual level as well as affect broader social change by engaging in culturally competent services, policy campaigns, civic engagement, advocacy, and community organizing. We work on a wide range of issues—from housing to language access to health equity—and provide culturally competent direct services ranging from tenant counseling to workforce development to coordinating health and wellness activities.

SOMCAN had the honor of witnessing the growth of Marti Dulalas, a long-time member of the Filipino community in San Francisco, having grown up and lived in San Francisco for 30 years. Since she was in grade school, we organized with her and her family defending the Filipino Education Center when it was slated for closure, advocating for funds for the Victoria Manalo Draves Park (VMD) to be built and currently she helped us inform residents about the 11th & Natoma St. Park is participating in a survey to name and identify what amenities it should have, which is now named Rachele Sullivan Park.

Marti personally knows the impact that excessive consumption of sugary drinks can have in our community, having grown up in a household where soda was served at nearly every meal. Her family members have experienced hypertension, diabetes, and even cancer, so Marti intimately understands the importance of being properly educated about the relationship between diet and health.

Marti has also served as a Community Health Ambassador (CHA) intern under our SIGLA program (formerly Our Health, Our Community). As one of the CHA participants, Marti learned how to run campaigns, do outreach, and use social media for social

change. Along with the other CHA participants, she was able to apply her leadership training by facilitating meetings, doing Supervisor visits on Earth Day, and teaching her fellow CHAs how to do silkscreen printing. Aside from participating in the SIGLA program workshops on dance, yoga, and herbal remedies, Marti also conducted outreach for and helped coordinate the SIGLathon run and walk event in the South of Market. SIGLathon is a combination of the word “sigla” translates from Filipino to English as “vitality or vigor” and walkathon/marathon concept that is accessible for everyone to participate in a safe and fun way in whatever mobility they may have.

It is with great respect for the role that Marti Dulalas has played in the Filipino community that we write this letter of support. We strongly encourage you to appoint Marti Dulalas to the Sugary Drinks Distributor Tax Advisory Committee Seat #3.

Sincerely,



Angelica Cabande
Executive Director
SOMCAN