

File No. 210176

Committee Item No. 5

Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Rules Committee

Date March 8, 2021

Board of Supervisors Meeting

Date _____

Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- Memorandum of Understanding (MOU)
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 - Ethics Commission
- Award Letter
- Application
- Form 700
- Vacancy Notice
- Information Sheet
- Public Correspondence

OTHER (Use back side if additional space is needed)

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Completed by: Victor Young Date Mar 4, 2021

Completed by: _____ Date _____



Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-7714

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: SDDTAC

Seat # or Category (If applicable): Seat #1 District:

Name: Vanessa Bohm

[Redacted] San Bruno Zip: 94066

[Redacted] Position: Program Director

Work Phone: 415-872-7460 Employer: Central American Resource Center

Business Address: 3143 Mission Street, SF Zip: 94110

Business E-Mail: vanessa@carecensf.org Home E-Mail: [Redacted]

Pursuant to Charter Section 4.101 (a)2, Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Registered voter in San Francisco: Yes [] No [x] If No, where registered: San Bruno

Resident of San Francisco [] Yes [x] No If No, place of residence: San Bruno

Pursuant to Charter section 4.101 (a)1, please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

I have been sitting on seat #1 of the SDDTAC since the committee was established. I bring to the committee 15 plus years of working with non-profit organizations around health and wellness issues directly related to the Latinx community. I have been the program director of CARECEN's Health Promotion Program for nearly 10 years now and have strong relationships with a numerous key Latino-serving organizations working on health equity issues, including the Chicano Latino Indigena Health Equity Coalition, the Joint Health Equity Coalition, the Chicano/Latino Family Resource System, among others. Over these years I have developed deep knowledge of the issues impacting the Latinx community and continue to be committed to decreasing health disparities in the Latinx community.

Business and/or professional experience:

I have 15 plus years of working with non-profit organizations whose missions have been to increase health and wellness in Latinx and immigrant communities. I also have been sitting on the SDDTAC committee in seat #1 for 3 years now and have developed extensive working knowledge of the committee's purpose and have played a lead role in chairing the community-input subcommittee. Through this work I have been able to successfully gather community input, involve community stakeholders and represent the interest of Latinx and immigrant communities at the advisory committee.

Civic Activities:

I am a part of other city-wide collaborations, including the Mission/Latino Oral Health Task Force, the Language Access Network of San Francisco, the Immigrant Parent Voting Collaboratives, among others.

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made. (*Applications must be received 10 days before the scheduled hearing.*)

Date: 1-29-21 **Applicant's Signature: (required)** Vanessa Marie Bohm

(Manually sign or type your complete name.
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once Completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:
Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

Vanessa Bohm - Applicant for Seat #1

1. Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.

I have worked on public health issues related to the Latinx community for over 15 years. For the last 10 years I have been the program director of the Health Promotion Program at the Central American Resource Center (CARECEN) – a community health worker program that focuses on primarily providing community education and interventions on diabetes and obesity prevention, children’s oral health, healthy eating and active living. Through this work I have gained a great deal of experience getting to know and understand some of the key barriers to achieving positive health outcomes in the Latinx community. As a result of the many years of working with some of the most vulnerable Latinx community members, I have been able to establish both strong relationships with communities and other stakeholders committed to addressing health inequities facing the most vulnerable of the Latinx population living San Francisco. In partnership with Latinx community members and other stakeholders, we have been able to identify strategies, approaches and activities that help lead to improved health outcomes in the Latinx community of San Francisco.

In addition, I have already served 3 years on the SDDTAC in seat #1 and as the chair of the community input subcommittee. Through this experience I have further developed my knowledge regarding the health inequalities facing communities of color and immigrant communities. I have also gained a great deal of knowledge and experience around the City budgeting process and what is required in order to make informed recommendations for SDDTAC funding. Finally, through this work I have been able to establish new and strengthen existing relationships and create mechanisms and engagement strategies to gather input/feedback from Latinx community members and other vulnerable community stakeholders.

2. Please describe the ways in which sugary drinks impact diverse communities across San Francisco.

Communities of color, including the Latinx community are disproportionately targeted by the sugary drinks industry, presenting an immense challenge for these communities in countering industry messaging around soda and sugary drinks consumption. In addition, these very communities also experience increased barriers to access health services and programs to address health issues related directly to the consumption of sugary drinks. The deep racial/ethnic discrimination, economic, cultural, and linguistic barriers have contributed to the alarming health inequalities experienced by communities of color. Strategies and approaches that are relevant to the unique needs and experiences of these communities are essential to decreasing health disparities and improving health outcomes.

3. Please describe your experience in community-based outreach.

Vanessa Bohm - Applicant for Seat #1

I have spent over 15 years doing direct community-based outreach to the Latinx community via my work at CARECEN and other Latino-focused organizations in San Francisco. This includes community workshops, fairs, presentations, and one-on-one outreach. In addition, I am a part of several collaborative efforts that bring together diverse CBOs and stakeholders representing a wide range of vulnerable communities in which we work to address some of the key health and non-health related disparities faced by communities of color in San Francisco. Some of these include, the Chicano Latino Health Equity Coalition, the Joint Health Equity Coalition, which includes organizations representing Latinx, Asian Pacific Islander and African American communities in SF, the Chicano/Latino and Mission Family Resource Centers and System, Shape Up San Francisco Coalition, the Language Access Network of San Francisco and the Immigrant Parent Voting Network of San Francisco, among others.

I have used these key relationships and partnerships to inform my work with the SDDTAC and the community input subcommittee, which I have chaired for the past 3 years.

4. Please describe how your work or life experience will inform the work of the committee.

As mentioned above my 15+ years of experience in health equity work based at the Central American Resource Center in San Francisco and targeting the Latinx community has helped me develop extensive experience, knowledge and expertise on Latinx community priorities, needs and strategies that help improve health outcomes, particularly as they relate to health conditions linked to sugary drinks consumption. This knowledge and experience is critical information that is needed to help the committee analyze and make recommendations on how funding should be best utilized to positively impact health outcomes in communities disproportionately impacted by the consumption of sugary drinks.

My deep relationships and partnerships with both community stakeholders and organizations dedicated to addressing health inequalities in the Latinx community but also other vulnerable communities in San Francisco, is essential for being able to effectively outreach and solicit engagement and feedback from vulnerable community members and organizations that advocate for those most impacted by the consumption of sugary drinks.

My experience serving on the SDDTAC for the last three years has afforded my deep knowledge and experience on SDDTAC processes and structures that are essential for effectively representing the needs and feedback of community members most impacted by the consumption of sugary drinks. Being able to serve an additional term in a moment when many of my colleagues on the SDDTAC are not planning on returning will be critical in moving the great work of the committee thus far and contributing to a level of continuity that will assist in the transition of new members to the SDDTAC.



Board of Supervisors
City and County of San Francisco
 1 Dr. Carlton B. Goodlett Place, Room 244
 (415) 554-5184 FAX (415) 554-5163
 BOS-Appointments@sfgov.org

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Soda Tax Cmte

Seat # or Category (If applicable): Community Seat District: 10

Name: Sonia Gonzalez Banks

[Redacted] Street [Redacted] Zip: 9412

Occupation: Non-Profit Executive

Work Phone: 917-653-6928 Employer: San Francisco Parks Allian

Business Address: 1074 Folsom Street Zip: 94103

Business E-Mail: soniab@sfparksalli Home E-Mail: [Redacted]

Pursuant to Charter, Section 4.101(a)(2), Boards and Commissions established by the Charter must consist residents of the City and County of San Francisco who are 18 years of age or older. For certain bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Resident of San Francisco: Yes No If No, place of residence: _____

18 years of age or older: Yes No

Pursuant to Charter, Section 4.101(a)(1), please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

Business and/or professional experience:

Civic Activities:

As a mom of three young children under eight and a full-time professional, my free time is usually spent with family exploring

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes No

Appointments confirmed by the Board of Supervisors require an appearance before the Rules Committee. Once your application is received, the Rules Committee Clerk will contact you when a hearing is scheduled. *(Please submit your application 10 days before the scheduled hearing.)*

Date: 1/5/2021 Applicant's Signature: (required) Sonia Gonzalez Banks

(Manually sign or type your complete name.
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:

Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

From: [Sonia Gonzalez Banks](#)
To: [Young, Victor \(BOS\)](#)
Cc: [Martin, Melinda \(DPH\)](#)
Subject: Re: SF Sugary Drinks Distributor Tax Advisory Committee - Supplemental Answers Needed
Date: Wednesday, February 10, 2021 4:49:40 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Victor,

I am following up on Melinda's email with answers to the supplemental questions related to the Soda Tax Committee. Please let me know if there is anything else you need.

Regards,

Sonia Gonzalez Banks

1.

Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.

I do not have any experience in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.

2.

Please describe the ways in which sugary drinks impact diverse communities across San Francisco.

Sugary drinks impact diverse communities across SF the way they impact all communities: they should be consumed in moderation. The challenge is that minority communities have been disproportionately targeted with advertising for sugary drinks. And we see the impact of that discrimination on the health of those communities.

3.

Please describe your experience in community-based outreach.

I understand that community input and community ownership are critical factors to the success of any project that is intended to benefit that community. I have not led community meetings but I speak to the power of community engagement in my profession at my job at SF Parks Alliance who works with community groups across the city. I have participated in many community meetings as a community member.

4.

Please describe how your work or life experience will inform the work of the committee.

San Francisco struggles to keep middle-class and minority families in the city. I am an example of a family that feels the challenges of that struggle. My family does not meet the requirements for the many benefits offered to low-income citizens the city provides, but we also can not afford the benefits offered to residents that come at a steep cost. My life experience as a dual-income, mixed, middle-class family in San Francisco can help address the unique space we, and families like mine, face living day to day in SF.

Sonia Gonzalez Banks
Director, External Affairs
Development + Marketing

San Francisco Parks Alliance
1074 Folsom Street
San Francisco, CA 94103
o: 415.830.5568
e: soniab@sfparksalliance.org

On Tue, Feb 9, 2021 at 1:08 PM Martin, Melinda (DPH) <melinda.martin@sfdph.org> wrote:

Hi Sonia,

Thank you for your submitting your application for Seat 1-3 of the SDDT Advisory Committee. Your application submission did not include the supplemental questionnaire answers, if you can please complete the below questions by 2/16/2021, and submit to Victor Young, that would be appreciated.

Should you have any questions or concerns, please let us know.

Thank you,

Melinda

Sugary Drinks Distributor Tax Advisory Committee

Supplemental Questionnaire

1. Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.
2. Please describe the ways in which sugary drinks impact diverse communities across San Francisco.
3. Please describe your experience in community-based outreach.
4. Please describe how your work or life experience will inform the work of the committee.

Resolve this year to give to your parks! [Donate here!](#)

sfparksalliance.org





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City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-5163
BOS-Appointments@sfgov.org**

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Soda Tax Committee

Seat # or Category (If applicable): Health Equity - AAPI ¹⁻³ ⁴⁻⁵ District: _____

Name: Frances Abigail (Abby) Cabrera, MPH

[Redacted] Zip: 94117

n: Project Manager

Work Phone: 415-867-2597 Employer: UCSF

Business Address: 955 Potrero Ave Wd 83 Zip: 94110

Business E-Mail: abby.cabrera@ucsf.edu Home E-Mail: [Redacted]

Pursuant to Charter, Section 4.101(a)(2), Boards and Commissions established by the Charter must consist residents of the City and County of San Francisco who are 18 years of age or older. For certain bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Resident of San Francisco: Yes No If No, place of residence: _____

18 years of age or older: Yes No

Pursuant to Charter, Section 4.101(a)(1), please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

I am a first-generation Filipina-American and identify as female and am 35 years old. I was born in San Francisco and currently reside in San Francisco in 94117. I am an employee of UCSF and am a community member deeply invested in giving a voice to my fellow community members.

Business and/or professional experience:

I am a public health professional with over 8 years' experience in community health and community engagement. I am currently a Project Manager at the Center of Excellence in Primary Care (CEPC), in the Department of Family and Community Medicine at the University of California, San Francisco (UCSF). I would like to serve on the Soda Tax Committee to represent, support, and advocate for my fellow Asian and Pacific Islander community members. I believe that I bring a unique perspective of working on several community research projects both internally and outward facing in the community but am first and foremost a first-generation Filipina born in San Francisco and raised in the Bay Area. In addition, I have gained over 8 years of professional public health experience in Philadelphia, PA. I have experience with developing community health needs assessments, grant-funded project management, program planning, implementation and evaluation, mixed methods research, and coalition building aimed at improving health and well-being by addressing the social determinants of health. More recently in response to the COVID-19 pandemic, I have been working with CTSI Community Engagement and Health Policy Program to address the need for timely and efficient community and stakeholder input in COVID-related research by coordinating UCSF's first COVID Research Patient and Community Advisory Board (PCAB). In addition, I am the associate project manager for the Share, Trust, Organize, Partner: the COVID-19 California Alliance (STOP COVID-19 CA) aiming to assess the attitudes, beliefs, and perception of individuals from various diverse communities about COVID-19 vaccination and develop key messages that could be incorporated into communication and outreach strategies for vaccine campaigns. I have also been tasked to incorporate health coaching skills into the California Connected contact tracing and case investigation curriculum, where I facilitate skills labs for contact tracers and case investigators learning how to conduct an interview and learn the skills for motivational interviewing and health coaching. These collective experiences have given me a deep appreciation for the power of the community and the importance of not just 'taking from' but giving back. If given the honor to have a seat in the committee, I will aim to provide thoughtful and valuable feedback on issues impacting the communities in which we live in and serve. I believe that we are not isolated islands but indeed a true community and all play a role in improving our health, wellbeing, and equity.

Civic Activities:

I have had the opportunity on multiple occasions to advocate on Capitol Hill with the South Philadelphia Prevention Coalition to our senators and congressmen and congresswomen, as well as the Farm Bill in support of reducing food insecurity. I served as a community advisory board member for Get HYPE Philly! aimed at reducing obesity in the youth of Philadelphia. I currently collaborate with the API Health Parity Coalition member organizations and will continue to stay in communication with them.

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes No

Appointments confirmed by the Board of Supervisors require an appearance before the Rules Committee. Once your application is received, the Rules Committee Clerk will contact you when a hearing is scheduled. *(Please submit your application 10 days before the scheduled hearing.)*

Date: 1/29/2021 Applicant's Signature: (required) Frances Abigail Cabrera
(Manually sign or type your complete name.
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:
Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

Frances Abigail (Abby) Cabrera, MPH
E: francesabigail.cabrera@ucsf.edu Ph: [REDACTED]
Applying for the **Health Equity – AAPI s**
1/29/2021

Sugary Drinks Distributor Tax Advisory Committee

Supplemental Questionnaire

1. Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.

I am a public health professional with over 8 years of experience in community health programs and research projects related to the social determinants of health and health equity. I have experience in a large healthcare system in a hospital department that works closely with the Department of Family and Community Medicine to address health disparities in Philadelphia and currently at the University of California San Francisco (UCSF). In my position, I have experience in monitoring the progress of programs, conduct research and analysis necessary to communicate program initiatives, and collaborate with a variety of stakeholders and community-based organizations to advance health equity and decrease health disparities. For example, I was the project coordinator and evaluator for a clinic-to-community program aimed at improving outcomes for older adults with type-2 diabetes by delivering Medical Nutrition Therapy by a Registered Dietician at the home. I served as the evaluator for a federally funded Drug Free Communities grant for a South Philadelphia coalition working towards increasing youth capacity in leadership and preventing substance misuse and abuse. Furthermore, I have been involved in project development, implementation and evaluation of programs related to food insecurity and physical activity, chronic disease prevention, youth empowerment, housing insecurity, special populations such as immigrants, refugees, asylees, veterans, the LGBT community, and older adults throughout Philadelphia and currently in my role as a Project Manager at the Center for Excellence in Primary Care at UCSF.

2. Please describe the ways in which sugary drinks impact diverse communities across San Francisco.

Sugary drinks are more than a beverage that one consumes. It's a cultural staple and has unfortunate health implications. Culture can be the center of an individual's decision-making. Beyond the data that shows the adverse effects caused in the body from heavy sugary beverage consumption, is the unfortunate disparity of disproportionate availability of these beverages to lower income communities. The policies that we have in place are only one step in the effort to reduce health disparities, but the education and behavioral decisions by community members can aid in improving health and well-being.

3. Please describe your experience in community-based outreach.

In my current professional role, I manage a 5-year randomized control trial analyzing the use of health coach assisted consultations to improve access to specialist care and recommendations for patients with COPD or asthma. In collaboration with UCSF's CTSI Community Engagement & Health Policy program, I

Frances Abigail (Abby) Cabrera, MPH

E: francesabigail.cabrera@ucsf.edu [REDACTED]

Applying for the **Health Equity – AAPI** seat

1/29/2021

am the program coordinator for the COVID-19 Research Patient and Community Advisory Board (PCAB). am the associate project manager for the Share, Trust, Organize, Partner: the COVID-19 California Alliance (STOP COVID-19 CA) aiming to assess the attitudes, beliefs, and perception of individuals from various diverse communities (Latinx, Chinese, and Black and African American) about COVID-19 vaccination and develop key messages that could be incorporated into communication and outreach strategies for vaccine campaigns. I also support various projects of the center through my work in public health research and evaluation.

4. Please describe how your work or life experience will inform the work of the committee.

I am a proud first-generation Filipina born in San Francisco and raised in the Bay Area. I have a deep passion for improving health equity, decreasing health disparities, and community building. I attended school and worked in Philadelphia for eight years coordinating primary care research, community benefit programs and activities, conducting community health needs assessments, qualitative research, implementing clinic to community programs, and coalition evaluation addressing the social determinants of health. As a Bay Area native, I am happy to be back and working with and for the communities that helped raise me. I currently collaborate with the API Health Parity Coalition member organizations and will continue to stay in communication with them. It would be an honor to serve as a representative of the Asian and Pacific Islander community within the Sugar Beverage Tax Committee.

From: [Cabrera, Abby](#)
To: [Young, Victor \(BOS\)](#)
Cc: [Goette, Christina \(DPH\)](#)
Subject: RE: Application for Health Equity API seat for Sugary Tax Committee
Date: Monday, February 1, 2021 2:36:14 PM

Hi Victor,

Thank you for the clarification. Although I do not represent a non-profit organization, I want to share that I am very interested in a community seat, and that I am also a public health professional at UCSF. First and foremost I was applying with the intention of representing myself as a community member. However, I'd like to also advocate on my behalf for seat 4 or 5, representing my experience in public health research. I apologize if I have caused confusion on the matter. Please let me know if you have any questions, and thank you for your consideration.

Warmly,
Abby

F. Abby Cabrera, MPH

Project Manager | Center for Excellence in Primary Care | Department of Family and Community Medicine
San Francisco General Hospital | University of California San Francisco

Program Coordinator | COVID-19 Research Patient and Community Advisory Board (PCAB)
In collaboration with CTSI Community Engagement & Health Policy Program | University of California San Francisco

995 Potrero Avenue, Building 80, Ward 83

San Francisco, CA 94110

Email: abby.cabrera@ucsf.edu | T

Website: cepc.ucsf.edu | Twitter: [_____](#)

Pronouns: she, her, hers

From: Young, Victor (BOS) <victor.young@sfgov.org>
Sent: Monday, February 1, 2021 2:26 PM
To: Cabrera, Abby <Abby.Cabrera@ucsf.edu>
Cc: Goette, Christina (DPH) <christina.goette@sfdph.org>
Subject: RE: Application for Health Equity API seat for Sugary Tax Committee

Abbey:

Most like the seats are for seats 1-3 (must be held by a representative of a nonprofit organization that advocate for health equity in communities). The is not an official require for ethnicity in the code.

Through this email I am coping the administrator.

I will update your application.

Victor Young

Assistant Clerk

Board of Supervisors

phone 415-554-7723 | fax 415-554-5163

victor.young@sfgov.org | www.sfbos.org

From: Cabrera, Abby <Abby.Cabrera@ucsf.edu>

Sent: Monday, February 1, 2021 1:59 PM

To: Young, Victor (BOS) <victor.young@sfgov.org>

Subject: RE: Application for Health Equity API seat for Sugary Tax Committee

Hi Victor,

My application was based on a vacant seat noted in the attached flyer (Health Equity – Asian/Pacific Islander). However, I do not see a Health Equity vacancy in the link you provided. Can you please confirm if there is still a vacancy for the Health Equity – Asian/Pacific Islander seat?

Thank you

Warmly,

Frances Abigail (Abby) Cabrera

From: Young, Victor (BOS) <victor.young@sfgov.org>

Sent: Monday, February 1, 2021 10:32 AM

To: Cabrera, Abby <Abby.Cabrera@ucsf.edu>

Subject: RE: Application for Health Equity API seat for Sugary Tax Committee

I am in receipt of your application. Please review the vacancy notice and let me know which seats you are applying for. Thank you.

<https://sfbos.org/sugary-drinks-distributor-tax-advisory-committee>

Victor Young

Assistant Clerk

Board of Supervisors

phone 415-554-7723 | fax 415-554-5163

victor.young@sfgov.org | www.sfbos.org

From: Cabrera, Abby <Abby.Cabrera@ucsf.edu>

Sent: Friday, January 29, 2021 4:31 PM

To: Young, Victor (BOS) <victor.young@sfgov.org>

Cc: francesabigail.cabrera@gmail.com

Subject: Application for Health Equity API seat for Sugary Tax Committee

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Victor,

Attached is my application for the San Francisco Sugary Tax Committee vacancy representing the community seat for health equity- Asian and Pacific Islander representation. Thank you for your consideration and I look forward to hearing from you.

In community,
Frances Abigail (Abby) Cabrera

F. Abby Cabrera, MPH

Project Manager | Center for Excellence in Primary Care | Department of Family and Community Medicine
San Francisco General Hospital | University of California San Francisco

Program Coordinator | COVID-19 Research Patient and Community Advisory Board (PCAB)

In collaboration with CTSI Community Engagement & Health Policy Program | University of California San Francisco

995 Potrero Avenue, Building 80, Ward 83

San Francisco, CA 94110

Email: abby.cabrera@ucsf.edu | Tel: 628-206-6454 | Work cell: 415-867-2597

Website: cepc.ucsf.edu | Twitter: [@UCSFCEPC](https://twitter.com/UCSFCEPC)

Pronouns: she, her, hers



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City and County of San Francisco
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(415) 554-5184 FAX (415) 554-7714

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Sugary Drinks Distributor Tax Advisory
1-3 and 15-16

Seat # or Category (If applicable): Health equity seat Asian/Pacific Islander OR SFUSD Parent Advisory District:

Name: Dianna M Cavagnaro

SF, CA Zip: 94121

Occupation: COO

Work Phone: /a Employer: Ideas Events & Rentals

Business Address: 201 Mission Street, 12th Floor, SF, CA Zip: 94105

Business E-Mail: dianna@ideas-events.com Home E-Mail:

Pursuant to Charter Section 4.101 (a)2, Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Registered voter in San Francisco: Yes [X] No [] If No, where registered:

Resident of San Francisco [X] Yes [] No If No, place of residence:

Pursuant to Charter section 4.101 (a)1, please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

As a single mother to a child at Frank McCoppin Elementary School in the Richmond District, and as a multiracial Asian American woman, I am applying to fill either the Asian/Pacific Islander Health Equity Seat or the SFUSD PAC Seat.

I have lived in San Francisco since 2007 and have invested a lot into the city at large, both through my career and with my volunteering. When I was pregnant, I had gestational diabetes - and I was forced to track and recognize the affects of sugar in my system. It was an interesting and informative time and would bring a unique insight to the committee. As a SFUSD mother, I believe that nutrition is of the utmost importance to our childrens education and growth, especially in our virtual classrooms. It's not an all or nothing stance on sugar, but I believe that life requires balance of all things, and I do believe this tax has the potential to transform lives if the money is spent thoughtfully. Being ethnically Filpina, Italian and French, my cultures revolve around food and how it not only feeds our bodies, but our spirits as well. I would be an asset to this committee as a well-rounded, well-versed and dymanic woman who wants to engage in her community and help bring positive and respectable change with these dollars. I would be thrilled to work with the Mayor and other leaders in this role and I thank you for your time and review.

Business and/or professional experience:

Please see attached resume for detail. My career spans vested engagements with intrinsically San Francisco companies and organizations, such as AIDS Walk SF, The Gap Foundation, The San Francisco Opera Guild, and the San Francisco Chamber of Commerce. With my background in operations and events, I have over 15 years of experience managing budgets and P&Ls, working in a team environment, public policy/advocacy/education measures, and weighing positives/negatives and ROI.

Civic Activities:

Currently, as a member of the Board of Directors for the SF/Marin Food Bank, I champion the mission of the organization - to bring food security to all in the Bay Area. It is a cause that bores deep into my heart and my experience on this particular Board would be a great asset to this committee as it highlights my civic passion for health, wellness and community care and would bring a breadth of knowledge to the table with discussions on how to use and spread these tax dollars. In addition, as Vice Presidenst of the CCCYO Young Professionals Board, I drafted and completed the Bylaws of the org, so I have a wealth of experience on correct processes and rules and regulations. I donate my events expertise to various SF based non-profits as well, and would be thrilled to invest my time on this committee.

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made. (*Applications must be received 10 days before the scheduled hearing.*)

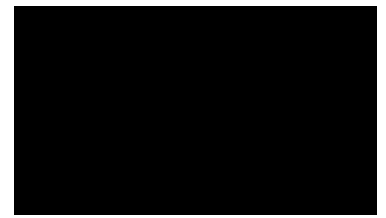
Date: 1/27/2021 Applicant's Signature: (required) Dianna M Cavagnaro

(Manually sign or type your complete name.
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once Completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:
Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

DIANNA CAVAGNARO



PROFESSIONAL SUMMARY

I am a trusted strategist, operational expert, and visionary leader with a proven track record of managing teams to execute high level campaigns and fundraisers. A highly personable and creative Executive with over 15 years of experience, I am adept at managing the operations of businesses and events of various scale, staff/client retention and growth, developing marketing communications campaigns, executive script and copy writing, content development, high-profile sponsor and vendor & donor procurement. My expertise includes: budget management, HR & Diversity, Equity and Inclusivity operations, business development, strategic revenue and sales growth, Board & employee engagement, streamlining operations, and brand strategy execution. I possess excellent business communication, organizational and interpersonal skills, have outstanding problem-solving skills, and am highly capable in forging strong relationships with high-profile stakeholders while being self-directed to execute tasks in an efficient manner.

EMPLOYMENT EXPERIENCE

CHIEF OPERATING OFFICER | IDEAS EVENTS & RENTALS

July 2019 - Present

- In the first 6 months:
 - Improved rental/event retail sales by 25% with a resulting increase of over \$50k+/month
 - Designed new showroom and brought Warehouse up to code to facilitate in-person client tours and visits
 - Reinvented the rental structure, including inventory acquirement and organization, marketing & branding, budgeting and sales, business development, scaling and execution
 - Built from the ground up and spearheaded HR Department, providing opportunities for employees to meet and exceed goals; created incentive program for goals met and positive customer feedback received
- Train, coach, mentor, and implement all staff in aligning the diversity goals of our company e.g. sourcing minority vendors, in the hiring process, etc.
- Manage all customer service complaints and claims with account managers; and triage all escalated issues
- Interact with internal and external customers in response to requests while ensuring operations and procedures are executed, promoting positive business relationships and alliances
- Foster a growth oriented, positive and encouraging environment while keeping employees and management accountable to policies, procedures and guidelines
- Support and identify opportunities to improve performance through process review and best practice evaluation
- Provide leadership and strategic vision, as well as bring operational, managerial and administrative procedures, reporting structures and operation controls to the company as a whole
- Planned and coordinated marketing and promotional activities for website, as well as all company branding (including giveaways) and marketing plans across all platforms to then analyze ROI
- Project manager responsible for system implementation including order management, sales and pricing modules.
- Built sales plans with leadership and with the sales team to set challenging and realistic goals for growth, performance and profitability
- Successfully maintained old, and forged new strategic partnerships and relationships with clients, vendors, banks, investors and all other professional business relationships, i.e. Facebook, Airbnb, Port of SF, SF Opera & Ballet, Hello!
- Spearhead the development, communication and implementation of effective growth strategies and processes
- Provide management to staff and leadership to the organization that aligns with the company's business plan and overall strategic vision while driving company results from both an operational and financial perspective
- Develop effective measurement tools to gauge the efficiency and effectiveness of internal and external processes
- Work with senior management team to create, implement and roll out plans for operational processes, internal infrastructures, budgeting, forecasting, resource allocation programs. reporting systems and company policies all designed to foster growth, profitably and efficiency
- Partner with executive team members in forming, growing and building a world class, industry leading organization

VICE PRESIDENT, INVESTOR INITIATIVES & EVENTS | SAN FRANCISCO CHAMBER OF COMMERCE

September 2017 – June 2019

- As a member of the Senior Staff, conceived, conceptualized and executed all Chamber Initiatives & Events (over 250+ internal and external annually) to produce an impactful and relevant platform for membership (customers) that ultimately drove participation (up ~ 15%+) and revenue (up ~ 30%) over my 3 years there
- Responsible for managing budgets, overarching marketing plans, Board collaboration, and sponsorship/partnership fulfillment. Continually beat budgets and P&L via intense negotiations, sponsorships, partnerships and cost efficiencies

- Reinvented look and feel of Chamber brand in-event to elevate overall public perception specifically focusing on DEI
- Created innovative programs and rejuvenated traditional events to bring in new participants and partners – focusing on millennials, the arts and culture and marginalized communities; and drove media buzz for the Chamber
- Sourced noteworthy speakers, entertainment and sponsors that were new to the Chamber e.g. StitchFix, Uber, LinkedIn, ThirdLove, Oracle, Humu, Salesforce, Golden State Warriors, Accenture, Hint, Google, Fivepoint, Postmates, Athena Alliance, The Unreasonable Group, Project Level, SF Symphony, SF Opera, Pocket Opera, Smuin Ballet, City & State Officials, Influencers, local artists
- Collaborated on Chamber branding, focusing on surveys and data to ensure relevancy and to hit goals
- Managed department and staff team, while spearheading strategic financial plans with 1+ year projections and set goals for overall department and cross-departmental engagements
- Fundraised, developed, produced and managed production schedules, timelines, meetings, committees, chairs/co-chairs & operations: logistics, permitting, vendor management, etc., for external and internal events and initiatives; and executed all sponsor benefits interdepartmentally to ensure sponsor satisfaction and ROI
- Worked with key stakeholders (Board of Directors, Executive Committee, Strategic Partners, Event Chairs, Sponsors, Community Partners and Executive Members) to ensure initiatives & events engage, retain and champion membership with the overarching goal to produce in-event and post-event customer membership sign-ups

PREVIOUS TITLE: DIRECTOR, PROGRAMS & EVENTS

July 2016 – September 2017

DIRECTOR OF SPECIAL EVENTS | SAN FRANCISCO OPERA GUILD

March 2011 – June 2016

- Oversaw all activities related to fundraising and cultivation events (Opening Night Opera Ball, Fashion Shows, etc.) including sourcing vendors, negotiating contracts, contracting facilities services, securing permits, planning and organizing events
- Positioned organization to attain short and long-term goals by leading teams of cross-functional employees in the execution of diverse projects, including technical implementations, process overhauls, and personnel training. Managed contracts, vendors and procurement functions, as well as monitored budgetary requirements to impact bottom line
- Generated contracts, RFPs, annual plan execution, project parameters and marketing and brand strategy documents; outlined key resource requirements and timelines including pricing and position
- Successfully raised over \$2 million per annum, with incremental income growth year over year
- Ensured elite customer service, safety, crowd management and security for all event attendees: VIPs, Board of Directors, audiences, vendors, and volunteers
- Directed the activity of department team, 10-50+ volunteers and interns to ensure timely completion of assigned projects
- Partnered with Cross-departmental teams to implement creative PR, social media, marketing campaigns to raise events awareness and to impact bottom line regarding fundraising goals
- Imaginatively designed and published marketing materials, i.e. catalogs, announcements, posts; specialized invitations (personalized wine bottles with white glove delivery)
- Guided facilities operations and developed efficient action plans to bridge budget gaps, training gaps and other operational malfunctions
- Secured high profile sponsors for the organization through streamlining elite customer service & forged long-term relationships with key decision makers to deliver assigned programs
- Championed innovative ways for cost reduction and project delivery within or below the assigned budget and within allocated timeframe

PREVIOUS TITLE: SPECIAL EVENTS ASSOCIATE MANAGER & VOLUNTEER COORDINATOR

November 2009 - March 2011

PROJECT COORDINATOR | GAP FOUNDATION

Fall 2009, Fall 2008

COMMUNITY ORGANIZER; VOLUNTEER COORDINATOR | MZA EVENTS/ AIDS WALK SF

Event Campaigns: 2009 & 2008

OWNER | DMC EVENTS

2010 – Present

COMMUNITY ENRICHMENT EXPERIENCE

MEMBER, BOARD OF DIRECTORS | SF-MARIN FOOD BANK March 2020 - Present

MEMBER, ANNUAL FUNDRAISING GALA COMMITTEE | GLOBALSF February 2020 - present

VICE CHAIR, YOUNG PROFESSIONALS BOARD | SF CATHOLIC CHARITIES CYO May 2010 – July 2013

EDUCATION

BA, RELIGIOUS STUDIES; SPANISH & ENGLISH LITERATURE MINORS | University of Hawaii – Manoa 2006



DIANNA CAVAGNARO



Dianna Cavagnaro is a trusted strategist, operational expert and visionary leader. She has a proven track record of managing teams to execute high level events, campaigns and fundraisers.

Dianna is a highly personable and creative Chief Operating Officer, Project Executive & Event Producer with over 15 years of experience in managing the operations of businesses and events of various scale, developing marketing campaigns, executive script and content writing, content development, copy writing, sourcing speakers, vendor and high-profile sponsor & donor procurement, and member retention and growth. She is exceptional at budget management, HR operations, business development, strategic revenue and sales growth, Board & staff engagement, streamlining operations, and brand strategy execution. With excellent business communication, organizational and interpersonal skills, tactical thinking and problem-solving abilities, Dianna has the adept capacity to forge strong relationships and partnerships with high-profile stakeholders. Self-directed, with outstanding problem-solving talents and the ability to execute tasks in an efficient and timely manner, she is equal parts leader, operations and HR specialist, expert planner, executive thinker, revenue driver, engagement champion, reinforcer of value, partner, logistician, innovator, collaborator, creative advisor, community liaison and customer service expert.

Currently the Chief Operating Officer at Ideas Events & Rentals, Dianna oversees the marketing, revenue, business strategy development, HR and operations of the company. Prior to her joining Ideas in August 2019, Dianna was the Vice President, Investor Initiatives & Events for the San Francisco Chamber of Commerce where she oversaw over 250 programs & events annually for the city's largest business advocacy organization. Previously, Dianna was the Director of Special Events at the San Francisco Opera Guild where she launched fundraising balls, galas and fashion shows that raised over \$2 million annually. Her career also involved campaigns with AIDS Walk San Francisco and the Gap Foundation. Dianna graduated from the University of Hawaii-Manoa with a degree in Religious Studies and minors in Spanish & English Literature.

She lives in San Francisco with her 7-year-old daughter. They enjoy discovering tide-pools, volunteering at the SF Marin Food Bank (of which Dianna is a member of the Board of Directors) and exploring unique restaurants across the Bay Area.

DIANNA CAVAGNARO

San Francisco, CA



References

Juliana Bunim, Partner, Lighthouse Public Affairs
juliana@lh-pa.com
415-310-8180

Rodney Fong, President & CEO, San Francisco Chamber of Commerce
rfong@sfchamber.com
415-307-6106

Sarai Solis, Chief Production Officer, Ideas Events & Rentals
sarai@ideas-events.com
415-218-1204

Sugary Drinks Distributor Tax Advisory Committee

Supplemental Questionnaire

1. Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.

While I do not have direct experience with public health programs, I am a member of the Board of Directors of the San Francisco/Marin Food Bank. I know the importance of providing a diversity of food and drink offerings, especially to those with the most need and the least options. I fight to help erase hunger from the Bay Area and strive to help provide health to all. In addition, I had gestational diabetes when pregnant, and lost over 75 lbs. in the past-year, so I know how drastically important it is to be aware of what a person intakes and the exercise we need that accompanies it. I also worked for the San Francisco Chamber of Commerce, where I oversaw over 250 programs & events annually for the city's largest business advocacy organization and had the ability to provide education and information on topics that ran the gamut from empowerment, to mental health needs, to work/life balance, technology and business and countless more ideas and subjects.

2. Please describe the ways in which sugary drinks impact diverse communities across San Francisco.

The impact is felt differently across the board. Where access to inexpensive faster food in nutritive food deserts, the impact of sugary drinks and unhealthy options is much more prevalent. Education on how the impact of these beverages on not only oral health, but overall physical well-being is lacking, and we need to promote a balance in what is ingested by people of all ages. Everyone should have the opportunity to indulge in something sweet occasionally, but it should be balanced by the opportunity to purchase less-sugary beverage options – at the same price! To those with more whole food access and perhaps more money and education, they also need to know that presumably healthy drinks, like smoothies and juices, are chock-full of sugar. They need to acknowledge that it is not just soda that affects our insides, but anything with sugar, natural or synthetic, will impact our whole bodies and health today and in the future.

3. Please describe your experience in community-based outreach.

As previously mentioned, I worked at the SF Chamber of Commerce as the VP of Events & Programs, so I know the breadth it takes to connect with the community at all levels. I worked very closely with our communications and public policy teams to ensure that our members and the greater SF community received relevant information in a timely manner – and could participate in all that the Chamber had to offer. In addition, during my time at AIDS Walk San Francisco, I acted as a community organizer, focusing on engaging businesses and individuals throughout the various neighbor corridors. My goals were to encourage participation, prior to the event with donations and day of with volunteering and walking individually or as a corporate/personal team; to promote the cause and event; and to educate the community of why this walk was still important and integral.

4. Please describe how your work or life experience will inform the work of the committee.

I am a single mother to a child at Frank McCoppin Elementary School in the Richmond District, and I am a multiracial Asian American woman. I have lived in San Francisco since 2007 and have invested a lot into the city at large, both through my career and with my volunteering. When I was pregnant, I had gestational diabetes - and I was forced to track and recognize the effects of sugar in my system. It was an interesting and informative time and would bring a unique insight to the committee. As a SFUSD mother, I believe that nutrition is of the utmost importance to our children's education and growth, especially in our virtual classrooms. It's not an all or nothing stance on sugar, but I believe that life requires balance of all things, and I do believe this tax has the potential to transform lives if the money is spent thoughtfully. Being ethnically Filipina, Italian and French, my cultures revolve around food and how it not only feeds our bodies, but our spirits as well. I would be an asset to this committee as a well-rounded, well-versed, and dynamic woman who wants to engage in her community and help bring positive and respectable change with these dollars. I would be thrilled to work with the Mayor and other leaders in this role and I thank you for your time and review.



**Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-5163
BOS-Appointments@sfgov.org**

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Soda Task Committee

Seat # (See Vacancy Notice for Descriptions): Latinx/Chicanx ^{1, 2, 3 and 16} District: 5

Name: Maureen Guerrero

[Redacted] Zip: 94117

Occupation: Director

Work Phone: 415-702-0806 Employer: YMCA

Business Address: 1426 Fillmore St Ste 204 Zip: 94115

Business E-Mail: mguerrero@ymcasf.org Home E-Mail: [Redacted]

Pursuant to Charter, Section 4.101(a)(2), Boards and Commissions established by the Charter must consist residents of the City and County of San Francisco who are 18 years of age or older. For certain bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Resident of San Francisco: Yes No If No, place of residence: _____

18 years of age or older: Yes No

Pursuant to Charter, Section 4.101(a)(1), please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

In my current position, my program is designed to work with underserved residents throughout SF. I oversee offices in Potrero Hill, Lake View, and Western Addition, but we serve residents throughout the City and County of San Francisco. Through that work I have been able to work directly with adults of all ethnicities and backgrounds to hear their concerns about access to resources and understand community members' needs. Currently I am in a MPP program at Mills College and I am dedicated to raising the voices of those in my community to ensure that policies reflect the best way to support residents, social justice and policy efficacy. I have been successful with my ability to effectively engage hard to reach communities such as reentry, high risk, displaced, new immigrants, English learners, seniors and those with multiple diagnosis.

Business and/or professional experience:

I have served my community through nonprofit work for the past 15+ years. My program focuses on identifying and addressing factors of poverty and the many ways that it shows up in communities. We are a designated CAA agency which allows me to serve, connect, and hear from residents throughout SF and CBOs to engage their support for our cause. Working with HOPE SF I have been able to support community health outreach, strategic planning around access to healthy foods, COVID-19 response, crisis interventions such as access to basic needs, mental health support, and emergency shelter.

Civic Activities:

District 11 Workforce Development Collaborative
District 11 Latinx Task Force
Neighborhood in Action Group - OMI & Potrero Hill
PG&E Advisory Group
Budget Justice Group
Diversity, Inclusion, and Global Engagement - YMCA
Women's Employee Resource Group - Steering Committee - YMCA
Latinx Employee Resource Group - YMCA
Staff Development Committee - Co-Chair YMCA

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes No

Appointments confirmed by the Board of Supervisors require an appearance before the Rules Committee. Once your application is received, the Rules Committee Clerk will contact you when a hearing is scheduled. *(Please submit your application 10 days before the scheduled hearing.)*

Date: 1/29/2001 Applicant's Signature: (required) Maureen Guerrero
(Manually sign or type your complete name.
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:
Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

Sugary Drinks Distributor Tax Advisory Committee

Supplemental Questionnaire

1. Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.

I have coordinated bi-annual health fairs in public housing sites which include blood pressure screenings, oral and vision testing, acupuncture, Flu vaccines, and workshops related to healthy eating and techniques for managing chronic illness. I have also supported the coordination of COVID-19 weekly testing site.

2. Please describe the ways in which sugary drinks impact diverse communities across San Francisco.

I became interested in health as it relates to employment and housing through my work. I have seen that sugary drinks are one of the major contributors to chronic illness in low income communities in San Francisco. I have also been a part of many discussions on what factors contribute to residents choosing a sugary drink over other options. Aside from the financial impact purchasing sugary drinks has on a resident's food budget there is also a huge financial impact of the long term management of chronic illness. There is also an impact on the well being of residents. Over time the health effects can impact self-esteem and their ability to make different choices.

3. Please describe your experience in community-based outreach.

I have been very effective in my ability to reach out to hard to reach community members. I am very comfortable with doing and leading teams with door to door outreach. During COVID-19, I have had to be resourceful in our outreach efforts. Some of the things I have implemented is leading a team to create Youtube videos to get information out about our program, the importance of completing the Census, educational videos to support parents in helping their children be successful in distance learning in multiple languages. As a part of the PG & E advisory committee I have consulted on best marketing strategies for making the message culturally sensitive as well as what avenues to use for instance in print, social media, audio, and grassroots.

4. Please describe how your work or life experience will inform the work of the committee.

I am very interested in looking at root cause analysis to inform decisions. I approach my work with an open mind and willingness to think outside the box. My work has been focused on communities where disinvestment and policies have left communities having to choose between healthy food options and having enough money for Muni ride back from the store. I have witnessed how those choices over time impact residents' long term health and their ability to reach their career and economic goals.



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BOS-Appointments@sfgov.org**

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Sugary Drink Distributor Tax Advisory Committee

Seat # or Category (If applicable): 16 (or 1, 2, 3) District: 5

Name: Maysha Bell

[Redacted] Zip: 94102
Occupation: Non Profit- Executive Director

Work Phone: 415-452-7573 Employer: YMCA of San Francisco

Business Address: 50 California Street Zip: 94111

Business E-Mail: mbell@ymcasf.org Home E-Mail: [Redacted]

Pursuant to Charter, Section 4.101(a)(2), Boards and Commissions established by the Charter must consist residents of the City and County of San Francisco who are 18 years of age or older. For certain bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Resident of San Francisco: Yes No If No, place of residence: _____

18 years of age or older: Yes No

Pursuant to Charter, Section 4.101(a)(1), please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

I am a San Francisco resident, wife, parent, employee, and community member. I have the unique opportunity to experience this city from all angles. Who I am and my experience working in the community has prepared me for this opportunity. I have an innate understanding of the experience of our most vulnerable communities. I have lived from one underserved community to another, across the San Francisco Bay Area. It allowed me to have a varied perspective, not just of other Black people, but of those from diverse backgrounds. I bring this understanding to my work. I recognize that each culture matters. We all bring a history and perspective that works together to sustain humanity. It is only through the intentional and consistent collaboration of these perspectives that healthy communities can be sustained, and strong systems can be developed.

Business and/or professional experience:

I have worked for the YMCA of San Francisco since 2006, holding a variety of positions for the advancement of youth and their families. My experience includes youth program leader, Family Engagement Coordinator, Program Director, Senior Director and Executive Director. I have advanced skills in program management, people development, strategic partnerships, financial development, and community building. Prior to the Sugary Drinks Tax I had the opportunity to support a group of emerging leaders who were advocating for what was then called a "Soda Tax". This was a great assignment as it required understanding between two opposing perspectives. While they advocated for the tax due to the negative health impacts, many of their peers were against the tax due to the financial implications it would have on their low- income family. What could have been a point of great conflict, instead became an opportunity to build deeper understanding and respect. This is an approach I prioritize in my work to this day.

Civic Activities:

I am a member of the San Francisco Chapter of the NAACP, Delta Sigma Theta Sorority, Inc., and Reclaim Our Vote National Voter Corps. Through these organizations I support civil rights advocacy, training and advocacy for the Black community, the development and sustainment of equitable education systems, and housing rights for minorities, minority communities, and the socio-economically disadvantaged.

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes No

Appointments confirmed by the Board of Supervisors require an appearance before the Rules Committee. Once your application is received, the Rules Committee Clerk will contact you when a hearing is scheduled. *(Please submit your application 10 days before the scheduled hearing.)*

Date: 1/25/2020 Applicant's Signature: (required) 
(Manually sign or type your complete name.
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:
Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

1. Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.

My experience in public health programs has included program development, training, and outreach through multiple assignments with YMCA of San Francisco. From 2007- 2012 I supported the Kaiser Permanente Gateway to Fitness program. The goal of the program was to reduce childhood obesity rates for underserved, children and youth. I was accountable for the development and implementation of Healthy Eating Physical Activity (HEPA)- aligned activities, to foster improved nutrition and physical activity outcomes for participants. Activities were supported daily at our school, community and gym facility locations, and included fitness classes, nutrition workshops, and sports activities for youth and their family. Doctors and practitioners from Kaiser referred youth and families who identified as overweight, obese, or extremely obese during health examinations. Participant weight, Body Mass Index, activity, and eating habits were tracked weekly, over a six-to-12-month period. A variety of resources and incentives were provided for consistent participation, including groceries, fitness equipment, and family entertainment packages. All participating families received a free YMCA gym facility membership.

In 2012 our organization joined the Shape Up San Francisco initiative, encouraging all constituents to "Rethink Your Drink". This led to my facilitation of a community service project with teens from our program. Their goal was to inform their peers and community members on the impact of sugar- sweetened beverages. These efforts transitioned to a youth led-campaign to support the sweetened- beverage tax. During this endeavor I supported our youth to gather data, develop campaign materials, fundraise, and outreach in the Western Addition Community and throughout San Francisco.

The success of our efforts led to an increase in our family engagement programs. I on-boarded the Diabetes Prevention Program- a one year lifestyle modification program that helps adults at risk for developing type- 2 diabetes gain the tools for healthy living. Parents, guardians, and community members attended monthly sessions facilitated by medical professionals. My role in this effort including outreach to potential participants, hosting monthly meetings, maintaining case management notes, and securing and disseminating participant incentives and resources.

2. **Please describe the ways in which sugary drinks impact diverse communities across San Francisco.**

Sugary drinks have a direct impact on diverse communities across San Francisco. They are a component of a much larger concern impacting low income and minority populations. Health disparities are a higher for these groups as they are experiencing higher rates of

preventable diseases and ailments. These concerns could be largely addressed through education and improved access to healthy food options. Health and community-based organizations are working to increase education and resources. Access to healthy foods continues to be the most significant barrier. It is in this barrier that the impact of sugary drinks is found. The aforementioned communities are largely living in food deserts. Grocery stores are largely based in the center of the city, in closer proximity to communities with higher income. In circumstances where there is an accessible grocery store, there is the concern of the high numbers of people accessing that one store and the ability for lower income people to afford the cost of healthy foods in the store. This leads to a reliance on lower-cost foods, which tend to be high in sugar or more accessible food providers, like convenience stores and fast-food restaurants. The consumption of sugary drinks can be seen as a necessary habit, as they may be the most accessible and/ or affordable option. It is understood that limitations on sugar-sweetened beverages will not eliminate the health disparities being experienced in San Francisco. However, I believe the solution to this problem will involve the small changes to systems and policies that can collectively solve the health issues across diverse communities in San Francisco.

3. Please describe your experience in community-based outreach.

I have participated in community-based outreach from the perspective of the community member being assessed and as a provider completing outreach and assessment in the community. As the community member being assessed I found it difficult to trust the assessors, especially if there was an absence of transparency regarding the end goals of the assessment or the assessment process. This distrust was further fostered when bias or other discriminatory assumptions were included in the inquiry phase or any part of the process. The best experiences engaged me as a thought partner, providing advance notice of the process and multiple opportunities to develop my understanding.

I have enjoyed supporting community-based outreach throughout my career. It is the most effective approach to assessing community needs, allocating resources, and measuring the impact of services being provided. It also fosters deepened community engagement, through increased relationship development opportunities, and partnerships.

4. Please describe how your work or life experience will inform the work of the committee.

I intend for my work and life experience to support the work of the committee. My professional resources and skills will be leveraged to sustain quality and impact of all committee outcomes, as needed. Working in a people-serving organization has not only sharpened functional skills that may be used in the development and dissemination of the

committee's work, it also provides additional information (data, testimony's, and studies) that have been gathered in partnership with leaders from fields relevant to our work.

My life experience would be a natural enhancement to the committee's work. I am a black woman, a wife, a mother, and a member of the middle class. I bring lived experience from each of these spaces. This includes historical contexts, assumptions, present day concerns and future predictions. My perspective will help inform discussions and decision- making processes, ensuring a level of diversity and equity in our committee actions.



**Board of Supervisors
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Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Soda Tax Committee Community Seat

Seat # or Category (If applicable): 2 District: _____

Name: Diana Lau

[Redacted] Zip: 94122

Occupation: Healthcare

Work Phone: 415-885-3898 Employer: UCSF Health

Business Address: 1600 Divisadero St., San Francisco Zip: 94105

Business E-Mail: diana.lau@ucsf.edu Home E-Mail: [Redacted]

Pursuant to Charter, Section 4.101(a)(2), Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Resident of San Francisco: Yes No If No, place of residence: _____

Registered Voter in San Francisco: Yes No If No, where registered: _____

Pursuant to Charter, Section 4.101(a)(1), please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

<p>I have the following attributes:</p> <ol style="list-style-type: none"> 1. Chinese 2. Female 3. Immigrant 4. Healthcare expert 5. Have experience working with the large Asian community in the community and provide consumer health education 6. Can speak fluent Cantonese and Mandarin 7. Can write Chinese 8. Culturally congruent with the Chinese community and also have a good understanding of other ethnic cultures

Business and/or professional experience:

Director, Asian Health Institute, UCSF Health


Civic Activities:

Past President (2 terms), Immigrant Rights Commission
Past Member (2 terms), Immigrant Rights Commission
Current Member of the San Francisco Police Dept. API Forum

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes No

Appointments confirmed by the Board of Supervisors require an appearance before the Rules Committee. Once your application is received, the Rules Committee Clerk will contact you when a hearing is scheduled. *(Please submit your application 10 days before the scheduled hearing.)*

Date: 12/30/2020 Applicant's Signature: (required)


(Manually sign or type your complete name.
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:

Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

1. Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.

My experience in public health programs has included program development, training, and outreach through multiple assignments with YMCA of San Francisco. From 2007- 2012 I supported the Kaiser Permanente Gateway to Fitness program. The goal of the program was to reduce childhood obesity rates for underserved, children and youth. I was accountable for the development and implementation of Healthy Eating Physical Activity (HEPA)- aligned activities, to foster improved nutrition and physical activity outcomes for participants. Activities were supported daily at our school, community and gym facility locations, and included fitness classes, nutrition workshops, and sports activities for youth and their family. Doctors and practitioners from Kaiser referred youth and families who identified as overweight, obese, or extremely obese during health examinations. Participant weight, Body Mass Index, activity, and eating habits were tracked weekly, over a six-to-12-month period. A variety of resources and incentives were provided for consistent participation, including groceries, fitness equipment, and family entertainment packages. All participating families received a free YMCA gym facility membership.

In 2012 our organization joined the Shape Up San Francisco initiative, encouraging all constituents to "Rethink Your Drink". This led to my facilitation of a community service project with teens from our program. Their goal was to inform their peers and community members on the impact of sugar- sweetened beverages. These efforts transitioned to a youth led-campaign to support the sweetened- beverage tax. During this endeavor I supported our youth to gather data, develop campaign materials, fundraise, and outreach in the Western Addition Community and throughout San Francisco.

The success of our efforts led to an increase in our family engagement programs. I on-boarded the Diabetes Prevention Program- a one year lifestyle modification program that helps adults at risk for developing type- 2 diabetes gain the tools for healthy living. Parents, guardians, and community members attended monthly sessions facilitated by medical professionals. My role in this effort including outreach to potential participants, hosting monthly meetings, maintaining case management notes, and securing and disseminating participant incentives and resources.

2. **Please describe the ways in which sugary drinks impact diverse communities across San Francisco.**

Sugary drinks have a direct impact on diverse communities across San Francisco. They are a component of a much larger concern impacting low income and minority populations. Health disparities are a higher for these groups as they are experiencing higher rates of

preventable diseases and ailments. These concerns could be largely addressed through education and improved access to healthy food options. Health and community-based organizations are working to increase education and resources. Access to healthy foods continues to be the most significant barrier. It is in this barrier that the impact of sugary drinks is found. The aforementioned communities are largely living in food deserts. Grocery stores are largely based in the center of the city, in closer proximity to communities with higher income. In circumstances where there is an accessible grocery store, there is the concern of the high numbers of people accessing that one store and the ability for lower income people to afford the cost of healthy foods in the store. This leads to a reliance on lower-cost foods, which tend to be high in sugar or more accessible food providers, like convenience stores and fast-food restaurants. The consumption of sugary drinks can be seen as a necessary habit, as they may be the most accessible and/ or affordable option. It is understood that limitations on sugar-sweetened beverages will not eliminate the health disparities being experienced in San Francisco. However, I believe the solution to this problem will involve the small changes to systems and policies that can collectively solve the health issues across diverse communities in San Francisco.

3. Please describe your experience in community-based outreach.

I have participated in community-based outreach from the perspective of the community member being assessed and as a provider completing outreach and assessment in the community. As the community member being assessed I found it difficult to trust the assessors, especially if there was an absence of transparency regarding the end goals of the assessment or the assessment process. This distrust was further fostered when bias or other discriminatory assumptions were included in the inquiry phase or any part of the process. The best experiences engaged me as a thought partner, providing advance notice of the process and multiple opportunities to develop my understanding.

I have enjoyed supporting community-based outreach throughout my career. It is the most effective approach to assessing community needs, allocating resources, and measuring the impact of services being provided. It also fosters deepened community engagement, through increased relationship development opportunities, and partnerships.

4. Please describe how your work or life experience will inform the work of the committee.

I intend for my work and life experience to support the work of the committee. My professional resources and skills will be leveraged to sustain quality and impact of all committee outcomes, as needed. Working in a people-serving organization has not only sharpened functional skills that may be used in the development and dissemination of the

committee's work, it also provides additional information (data, testimony's, and studies) that have been gathered in partnership with leaders from fields relevant to our work.

My life experience would be a natural enhancement to the committee's work. I am a black woman, a wife, a mother, and a member of the middle class. I bring lived experience from each of these spaces. This includes historical contexts, assumptions, present day concerns and future predictions. My perspective will help inform discussions and decision- making processes, ensuring a level of diversity and equity in our committee actions.

From: [Diana Lau](#)
To: [Young, Victor \(BOS\)](#)
Cc: [Diana Lau](#)
Subject: Answers to Supplemental questionnaire_Sugar Tax Committee Application for the #2 seat
Date: Thursday, December 31, 2020 1:22:11 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hi, Victor,

Here are answers to the Questionnaire for the application for the #2 seat (vacated by Dr. John Maa) for the Sugar Tax Committee.

Sugary Drinks Distributor Tax Advisory Committee

Supplemental Questionnaire

Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.

- a. Worked with the local Chapter of the American Heart Association and its 4Cs Committee to provide bilingual education of the Chinese community in the 2000's on obesity, diabetes, hypercholesterol, strokes, and heart disease.
- b. Invited Dr. Robert Lustig (UCSF) to give a lecture on Sugar is Toxic to the community, with the lecture interpreted in Cantonese.
- c. Served as a consultant to the Kaiser Permanente Hospital in the 1990's to update the KP Diabetes patient education manual - Conduct multiple focus groups for Chinese patients and use the information obtained to culturally adapt the Diabetes Manual's content and then have it translated into the Chinese language for patient distribution

Please describe the ways in which sugary drinks impact diverse communities across San Francisco.

- a. Increase obesity in the general population across all ages
- b. Increase diabetes incidences in the community in adults

c. Increase intra-abdominal fats

d. From a - c above, increase heart disease and strokes in the community consequentially

e, Increase the chance of non-alcoholic fatty liver disease in the community

Please describe your experience in community-based outreach.

See answers to the first question. Past lectures, individual patient counseling, and participation in health fairs and street fairs.

Please describe how your work or life experience will inform the work of the committee.

My clinical nurse specialist and Chinese immigrant background have afforded me the unique opportunities to teach patients and their families to increase their health literacy in the prevention of chronic illnesses. I also partner with the Asian news media to promote health knowledge and information in a timely fashion to especially the large Asian and general community locally.

I have also created monthly outreach educational events for the prevention of chronic illnesses for the Asian and general members of the community as part of my job. Physical experts in the topic areas were invited to deliver talks such as diabetes prevention and care, heart disease and stroke prevention and care, obesity prevention, etc.

My expert knowledge in the subject area and patient education experience as described above should be useful to assist other committee members to clarify issues and make selections based on priorities of clinical relevance.

Thanks again for your attention.
Diana

Diana Lau, PhD, RN, CNS
Director
UCSF Asian Health Institute
Work: (415) 885-3898
Email: lau2.ucsf@gmail.com
Website: <http://ahi.ucsf.edu>



**Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-5163**

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Sugary Drink

Seat # or Category (If applicable): _____ District: _____

Name: _____



Zip: _____

Work Phone: _____ Employer: _____

Business Address: _____ Zip: _____

Business E-Mail: _____ Home E-Mail:

Pursuant to Charter, Section 4.101(a)(2), Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Resident of San Francisco: Yes No If No, place of residence: _____

Registered Voter in San Francisco: Yes No If No, where registered: _____

Pursuant to Charter, Section 4.101(a)(1), please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

Business and/or professional experience:

Civic Activities:

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes No

Appointments confirmed by the Board of Supervisors require an appearance before the Rules Committee. Once your application is received, the Rules Committee Clerk will contact you when a hearing is scheduled. *(Please submit your application 10 days before the scheduled hearing.)*

Date: _____ **Applicant's Signature: (required)** _____

(Manually sign or type your complete name.
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:

Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

Sugary Drinks Distributor Tax Advisory Committee

Supplemental Questionnaire

Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.

As the Executive Director of SisterWeb Community Doula Network, a lifelong District 10 resident, and working deeply and intimately with pregnant Black and Brown people in SF, I've seen first hand the disproportionate adverse health outcomes, and detrimental over-advertising, to people of color and within communities of color, encouraging unhealthy lifestyle choices. This targeted marketing is very apparent when it comes to sugary drinks like sodas and other "energy" or "fruit drinks."

Please describe the ways in which sugary drinks impact diverse communities across San Francisco.

The damage caused by an increased risk of obesity and other health-related problems, and even premature aging and death is another barrier to healthy vibrant, and thriving communities.

As a Black identified woman, I have personally struggled with the poor choices marketed to me and my community in San Francisco. For decades I've struggled to learn about proper nutrition with very little awareness of the damage being done.

Please describe your experience in community-based outreach.

As the Executive Director of a program working closely with expecting women and children in San Francisco, I've been charged to continually educate them on the best practices that will keep expecting moms and their families equipped with the tools and resources needed to acquire healthy food and adapt to create healthy meals for themselves and their families.

Please describe how your work or life experience will inform the work of the committee.

As a Black identified woman, I have personally struggled with the chronic conditions through the poor choices marketed to me and my community in San Francisco. For decades I've struggled to learn about proper nutrition with very little awareness of the damage being done to my body.

Over the past 3 years, I've learned the tools needed to help me lose over 50 pounds. Over the course of that time, I've learned the ways to manage my health conditions, and seek to be an example in my community that you can be healthy, and/or turn round your health in a way that meets your needs through the reduction and eventual eradication of sugary drinks from your diet.





January 12, 2021

To Whom This May Concern:

As the director of the Solid Start Initiative at Zuckerberg San Francisco General Hospital (ZSFG), it is my pleasure to submit this letter of support for Marna Armstead, Executive Director of SisterWeb. As a physician who works with individuals who receive care at ZSFG, I believe that Marna would be an excellent choice for the **Sugary Drinks Distributor Tax Advisory Committee, Seat 3 replacement**.

In my roles at ZSFG I provide mental health services to pregnant people and families with young children and work to develop improved care coordination with our community partners. In this work, I have had the opportunity to work closely with Marna since she became the Executive Director of SisterWeb and have witnessed firsthand her commitment to equity and passion for the Black community of San Francisco. Marna is a tireless community advocate, a kind soul, and a strong leader all rolled into one. Given her personal qualities and her professional experience Marna would be an exceptional choice for SF to serve as an advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages.

Please accept this letter of my strongest endorsement, and feel free to contact me at 510-388-2608 or melanie.thomas@ucsf.edu if you there are other ways I can support Marna's nomination.

Thank you,

Melanie Thomas, MD, MS
Solid Start at ZSFG, Director
UCSF Department of Psychiatry, Associate Professor



January 11, 2021

San Francisco Department of Health
101 Grove St
San Francisco, CA 94102

Re: Sugary Drinks Distributor Tax Advisory Committee

To Whom It May Concern:

I wholeheartedly recommend Marna Armstead, Executive Director of SisterWeb, as the Sugary Drinks Distributor Tax Advisory Committee Seat 3 replacement. As an Advisory Committee Member of SisterWeb and District 10 resident, I can attest to Marna's leadership in the community, commitment to public health, and focus on health equity.

Marna's experience as a nonprofit leader in SF and advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages puts in her in a unique position to steward the important work of this Advisory Committee. Moreover, she has shown time and time again that she is serious about improving the health and lives of San Francisco. To address the stark racial disparities in maternal and infant health outcomes, she founded SisterWeb, a nonprofit dedicated to increase access to doula care for low-income women of color. In addition, she serves as the Board Chair of Bayview SOL, a new nonprofit focused on opening a public health care clinic in the Bayview. The Advisory Committee would be well-served to have her in Seat 3.

Please accept this letter of endorsement. If you have any questions or concerns, please do not hesitate to contact me at 404-803-5199 or silverman.davida@gmail.com.

Thank you,



Davida Silverman
SisterWeb, Advisory Committee Member
District 10 Resident

To Whom this may concern,

I, Cynthia Gutierrez, Program Manager of HIVE and Team Lily am submitting this letter of endorsement for **Sugary Drinks Distributor Tax Advisory Committee, Seat 3 replacement**, Marna Armstead, Executive Director of SisterWeb.

As a Program Manager of HIVE and Team Lily feel that Marna would make a suitable replacement as a nonprofit leader in SF as an advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages.

Please accept this letter of endorsement, and feel free to contact me at cynthia.gutierrez@ucsf.edu if you have further questions.

Thank you,
Cynthia Gutierrez
She/Her/Ella
Program Manager for [HIVE](#) and [Team Lily](#)



January 8, 2021

To Whom it May Concern,

I, Patricia Rodriguez, CEO of Bayview SOL am submitting this letter of endorsement for **Sugary Drinks Distributor Tax Advisory Committee, Seat 3 replacement**, Marna Armstead, Executive Director of SisterWeb.

As the Co-Founder and CEO of Bayview SOL, we are a nonprofit whose mission is to achieve and sustain true health equity, with a vision of opening a birth center in Bayview. I strongly feel that Marna would make a suitable replacement as a nonprofit leader in SF as an advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages.

Please accept this letter of endorsement, and feel free to contact me at my cell 415-577-4761 or email p.rodriguez@bayviewsol.org if you have further questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Patricia Rodriguez".

Patricia D. Rodriguez, MPH
Chief Executive Officer
Bayview S.O.L



Department of Obstetrics,
Gynecology & Reproductive
Sciences

ZSFG Division
Building 5, Unit 6D
1001 Potrero Avenue
San Francisco, CA 94110

Tel: 628.206.8358
Fax: 628.206.3112

www.ucsf.edu
www.obgyn.ucsf.edu
www.zsfgfamilybirthcenter.org

January 7, 2021

To Whom It May Concern,

I would like to strongly recommend that Marna Armstead, Executive Director of SisterWeb Community Doula Network, be named to succeed Joi-Jackson Morgan for Seat 3 on the Sugary Drinks Distributor Tax Advisory Committee.

As director of the midwifery service at Zuckerberg San Francisco General hospital, I see first-hand the impact of sugary beverages on pregnant people and their babies. Given the role of culturally concordant doulas in improving the health and achieving birth equity for the community we serve, and the disproportionate impact that the availability and consumption of these sugary beverages has on this community, Marna is the ideal candidate for this position.

Please accept this letter of endorsement, and feel free to contact me at ana.delgado@ucsf.edu if you have further questions.

Sincerely,

Ana Delgado, CNM
Clinical Professor, UCSF Department of
Director, Nurse-Midwives of Zuckerberg San Francisco General





January 6, 2021

To Whom This May Concern,

I, Tinish Hollins, am submitting this letter of endorsement for **Sugary Drinks Distributor Tax Advisory Committee, Seat 3 replacement**, Marna Armstead, Executive Director of SisterWeb.

As California State Director of Crime Survivors for Safety and Justice, I manage a statewide network of more than 12,000 crime victims from underrepresented communities who are advocating for public safety approaches that reduce criminal justice spending and increase investments in trauma recovery, healing, and prevention services. Many members of our survivors are dealing with the impact of crime and trauma with little access to resources, support, or opportunities for healing.

Marna has been a dedicated community servant for more than 20 years. I feel that she would make a suitable replacement as a nonprofit leader in SF as an advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages.

Please accept this letter of endorsement, and feel free to contact me at (650) 201-2181 if you have any further questions.

In healing,

Tinish M. Hollins

California State Director, CSSJ

HOMELESS PRENATAL PROGRAM

Celebrating 30 Years of Service to the Community

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January 7, 2021

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President Emeritus

Martha Ryan,
*Founder &
Executive Director*

To Whom it May Concern:

I, Martha Ryan, Founder and Executive Director of Homeless Prenatal Program, am submitting my letter of endorsement for Marna Armstead, Executive Director of SisterWeb, to serve as the Sugary Drinks Distributor Tax Advisory Committee, Seat 3 replacement. Ms. Armstead has the qualifications and fulfills all of the requirements for this seat.

Homeless Prenatal Program (HPP), founded in 1989, is a family resource center in San Francisco that empowers homeless and low-income families, particularly mothers motivated by pregnancy and parenthood, to find within themselves the strength and confidence they need to transform their lives. We serve over 3,500 low-income and homeless families annually, providing a variety of programs and services to help families become healthy, stable and self-sufficient. SisterWeb and HPP have partnered to serve our shared clients. Ms. Armstead is highly qualified and would make an excellent and suitable replacement as a nonprofit leader in SF and as an advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages.

Please accept this letter of endorsement, and feel free to contact me at martharyan@homelessprenatal.org if you have further questions.

Thank you for your consideration.

Sincerely,



Martha Ryan
Founder and Executive Director



78 Ocean Avenue
San Francisco, CA 94112

January 7, 2021

Dear Committee,

I, Jennifer Moran, am submitting this letter of endorsement for Sugary Drinks Distributor Tax Advisory Committee, Seat 3 replacement, Marna Armstead, Executive Director of SisterWeb.

As a healer, bodyworker, doula and director of Community Well, holistic health and wellness center in the Excelsior District, I feel that Marna would make a suitable replacement as a nonprofit leader in SF as an advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages.

Please accept this letter of endorsement, and feel free to contact me by email or phone if you have further questions.

Thank you,

A handwritten signature in black ink, appearing to read 'Jennifer Moran', is positioned above the typed name.

Jennifer Moran
415-254-1141
jenmoran@communitywellsf.com

To Whom this may concern,

I, Brittney Doyle, am submitting this letter of endorsement for **Sugary Drinks Distributor Tax Advisory Committee, Seat 3 replacement**, Marna Armstead, Executive Director of SisterWeb.

WISE Health is a public health consulting company that specializes in creating engagement strategies to reach underserved populations. We feel that Marna would make a suitable replacement as a nonprofit leader in SF as an advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages.

Please accept this letter of endorsement, and feel free to contact me at brittney@wise-health.org if you have further questions.

Thank you,
Brittney Doyle, MPH
Founder, WISE Health



Department of Obstetrics,
Gynecology & Reproductive
Sciences

ZSFG Division
Building 5, Unit 6D
1001 Potrero Avenue
San Francisco, CA 94110

Tel: 628.206.8358
Fax: 628.206.3112

www.ucsf.edu
www.obgyn.ucsf.edu
www.zsfgfamilybirthcenter.org

January 7, 2021

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As director of the midwifery service at Zuckerberg San Francisco General hospital, I see first-hand the impact of sugary beverages on pregnant people and their babies. Given the role of culturally concordant doulas in improving the health and achieving birth equity for the community we serve, and the disproportionate impact that the availability and consumption of these sugary beverages has on this community, Marna is the ideal candidate for this position.

Please accept this letter of endorsement, and feel free to contact me at ana.delgado@ucsf.edu if you have further questions.

Sincerely,

Ana Delgado, CNM
Clinical Professor, UCSF Department of
Director, Nurse-Midwives of Zuckerberg San Francisco General



To Whom this may concern,

I, Cynthia Gutierrez, Program Manager of HIVE and Team Lily am submitting this letter of endorsement for **Sugary Drinks Distributor Tax Advisory Committee, Seat 3 replacement**, Marna Armstead, Executive Director of SisterWeb.

As a Program Manager of HIVE and Team Lily feel that Marna would make a suitable replacement as a nonprofit leader in SF as an advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages.

Please accept this letter of endorsement, and feel free to contact me at cynthia.gutierrez@ucsf.edu if you have further questions.

Thank you,
Cynthia Gutierrez
She/Her/Ella
Program Manager for [HIVE](#) and [Team Lily](#)



January 8, 2021

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I, Patricia Rodriguez, CEO of Bayview SOL am submitting this letter of endorsement for **Sugary Drinks Distributor Tax Advisory Committee, Seat 3 replacement**, Marna Armstead, Executive Director of SisterWeb.

As the Co-Founder and CEO of Bayview SOL, we are a nonprofit whose mission is to achieve and sustain true health equity, with a vision of opening a birth center in Bayview. I strongly feel that Marna would make a suitable replacement as a nonprofit leader in SF as an advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages.

Please accept this letter of endorsement, and feel free to contact me at my cell 415-577-4761 or email p.rodriguez@bayviewsol.org if you have further questions.

Sincerely,

Patricia D. Rodriguez, MPH
Chief Executive Officer
Bayview S.O.L



January 6, 2021

To Whom This May Concern,

I, Tinish Hollins, am submitting this letter of endorsement for **Sugary Drinks Distributor Tax Advisory Committee, Seat 3 replacement**, Marna Armstead, Executive Director of SisterWeb.

As California State Director of Crime Survivors for Safety and Justice, I manage a statewide network of more than 12,000 crime victims from underrepresented communities who are advocating for public safety approaches that reduce criminal justice spending and increase investments in trauma recovery, healing, and prevention services. Many members of our survivors are dealing with the impact of crime and trauma with little access to resources, support, or opportunities for healing.

Marna has been a dedicated community servant for more than 20 years. I feel that she would make a suitable replacement as a nonprofit leader in SF as an advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages.

Please accept this letter of endorsement, and feel free to contact me at (650) 201-2181 if you have any further questions.

In healing,

Tinish M. Hollins

California State Director, CSSJ

January 11, 2021

San Francisco Department of Health
101 Grove St
San Francisco, CA 94102

Re: Sugary Drinks Distributor Tax Advisory Committee

To Whom It May Concern:

I am writing to recommend Marna Armstead, Executive Director of SisterWeb, as the Sugary Drinks Distributor Tax Advisory Committee Seat 3 replacement.

I am currently the Chair of the Bayview-Hunters Point Citizen Advisory Committee and a District 10 resident for over five years. I feel that it is important that the Sugary Drinks Distributor Tax Advisory Committee (“Advisory Committee”) have a District 10 representative. The Advisory Committee is intended to distribute funds to improve the health of communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages. Bayview-Hunters Point has three times more hospitalizations due to diabetes than the rest of San Francisco, and a greater percentage of individuals living in Bayview-Hunters Point die of heart disease compared to individuals who live in other parts of the city.¹

Marna is a nonprofit leader in District 10 who is committed to improving the public health of Bayview-Hunters Point and other San Francisco residents. She would be a terrific addition to the Advisory Committee.

Please accept this letter of endorsement. If you have any questions or concerns, you can contact me at 415-416-8520 or devanshu.patel@gmail.com.

Thank you,

Devanshu Patel

¹ San Francisco Department of Public Health, *Your Neighborhood at a Glance: Bayview-Hunters Point and Visitacion Valley*, https://www.sfdph.org/dph/files/HCSMP/HCSMP_DataHandout_ENG_03222012.pdf.

January 11, 2021

San Francisco Department of Health
101 Grove St
San Francisco, CA 94102

Re: Sugary Drinks Distributor Tax Advisory Committee

To Whom It May Concern:

I wholeheartedly recommend Marna Armstead, Executive Director of SisterWeb, as the Sugary Drinks Distributor Tax Advisory Committee Seat 3 replacement. As an Advisory Committee Member of SisterWeb and District 10 resident, I can attest to Marna's leadership in the community, commitment to public health, and focus on health equity.

Marna's experience as a nonprofit leader in SF and advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages puts in her in a unique position to steward the important work of this Advisory Committee. Moreover, she has shown time and time again that she is serious about improving the health and lives of San Francisco. To address the stark racial disparities in maternal and infant health outcomes, she founded SisterWeb, a nonprofit dedicated to increase access to doula care for low-income women of color. In addition, she serves as the Board Chair of Bayview SOL, a new nonprofit focused on opening a public health care clinic in the Bayview. The Advisory Committee would be well-served to have her in Seat 3.

Please accept this letter of endorsement. If you have any questions or concerns, please do not hesitate to contact me at 404-803-5199 or silverman.davida@gmail.com.

Thank you,



Davida Silverman
SisterWeb, Advisory Committee Member
District 10 Resident

To Whom this may concern,

I, Brittney Doyle, am submitting this letter of endorsement for **Sugary Drinks Distributor Tax Advisory Committee, Seat 3 replacement**, Marna Armstead, Executive Director of SisterWeb.

WISE Health is a public health consulting company that specializes in creating engagement strategies to reach underserved populations. We feel that Marna would make a suitable replacement as a nonprofit leader in SF as an advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages.

Please accept this letter of endorsement, and feel free to contact me at brittney@wise-health.org if you have further questions.

Thank you,
Brittney Doyle, MPH
Founder, WISE Health

HOMELESS PRENATAL PROGRAM

Celebrating 30 Years of Service to the Community

BOARD OF DIRECTORS

January 7, 2021

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Cheri Pies
President Emeritus

Martha Ryan,
*Founder &
Executive Director*

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Please accept this letter of endorsement, and feel free to contact me at martharyan@homelessprenatal.org if you have further questions.

Thank you for your consideration.

Sincerely,



Martha Ryan
Founder and Executive Director



78 Ocean Avenue
San Francisco, CA 94112

January 7, 2021

Dear Committee,

I, Jennifer Moran, am submitting this letter of endorsement for Sugary Drinks Distributor Tax Advisory Committee, Seat 3 replacement, Marna Armstead, Executive Director of SisterWeb.

As a healer, bodyworker, doula and director of Community Well, holistic health and wellness center in the Excelsior District, I feel that Marna would make a suitable replacement as a nonprofit leader in SF as an advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages.

Please accept this letter of endorsement, and feel free to contact me by email or phone if you have further questions.

Thank you,

Jennifer Moran
415-254-1141
jenmoran@communitywellsf.com



January 12, 2021

To Whom This May Concern:

As the director of the Solid Start Initiative at Zuckerberg San Francisco General Hospital (ZSFG), it is my pleasure to submit this letter of support for Marna Armstead, Executive Director of SisterWeb. As a physician who works with individuals who receive care at ZSFG, I believe that Marna would be an excellent choice for the **Sugary Drinks Distributor Tax Advisory Committee, Seat 3 replacement**.

In my roles at ZSFG I provide mental health services to pregnant people and families with young children and work to develop improved care coordination with our community partners. In this work, I have had the opportunity to work closely with Marna since she became the Executive Director of SisterWeb and have witnessed firsthand her commitment to equity and passion for the Black community of San Francisco. Marna is a tireless community advocate, a kind soul, and a strong leader all rolled into one. Given her personal qualities and her professional experience Marna would be an exceptional choice for SF to serve as an advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages.

Please accept this letter of my strongest endorsement, and feel free to contact me at 510-388-2608 or melanie.thomas@ucsf.edu if you there are other ways I can support Marna's nomination.

Thank you,

Melanie Thomas, MD, MS
Solid Start at ZSFG, Director
UCSF Department of Psychiatry, Associate Professor





January 11, 2021

To Whom This May Concern:

I, Roxanna Bautista, Principal of Rise Up Solutions, am submitting this letter of endorsement for **Sugary Drinks Distributor Tax Advisory Committee, Seat 3 replacement**, Marna Armstead, Executive Director of SisterWeb, San Francisco Community Doula Network.

As Principal of Rise Up Solutions, I help helps individuals and teams grow in an empowering and supportive way that is strength and confidence building so that they can transform themselves into powerful leaders that improve their communities. Through leadership coaching and program consulting, Rise Up Solutions is dedicated to lifting up leaders and organizations. I am an Executive Leadership Coach working with SisterWeb since July 2020. Marna has extensive experience working with women and families of color in the San Francisco Bay Area and is leading SisterWeb in providing culturally sensitive care and addressing birth equity and economic justice. I feel that Marna would make a suitable replacement as a nonprofit leader in San Francisco as an advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages.

Please accept this letter of endorsement, and feel free to contact me at roxbautista@gmail.com, if you have any further questions.

Thank you.

A handwritten signature in blue ink that reads "R. Bautista".

Roxanna Bautista, MPH
Principal
Rise Up Solutions
roxbautista@gmail.com
(510) 329-4434



Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-7714

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Sugary Drinks Distributor Tax Advisory Committee

Health Equity Seat 3 5

Seat # or Category (If applicable): Nicole Elmore District:

Name:



94117

Zip:

Opportunities For All Program Coordinator

Home Phone: Occupation:

(415)574-7000

Japanese Community Youth Council

Work Phone: Employer:

2012 Pine Street, San Francisco, Ca

94112

Business Address: Zip:

nelmore@jcyc.org



Business E-Mail: Home E-Mail:

Pursuant to Charter Section 4.101 (a)2, Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Registered voter in San Francisco: Yes [checked] No [] If No, where registered:

Resident of San Francisco [checked] Yes [] No [] If No, place of residence:

Pursuant to Charter section 4.101 (a)1, please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

As a native Black San Franciscan I have dedicated my work ethic to the implementation of health equity for disenfranchised communities of color. As a daughter of District Five I have had the honor to represent my community becoming the voice for the voiceless while creating collaborative efforts to eliminate structural inequities. Health disparities have plagued community members with insurmountable obstacles of survival. As a health equity advocate it is my mission to create integrative lifestyle alternatives based upon public health interventions to combat the long standing health disparities caused by the invisible barricade of racial trauma, inequities and systematic disenfranchisement. The minority ring I serve within District Five has severe negative social as well as environmental influences. These influences have created devastating roadblocks to achieve any form of health enhancements. Avoidable health disenfranchisement at its core is what urges me to advocate for health equity. During my experience as Program Coordinator for Opportunities For All, Mayor Breed's youth workforce initiative and Student Relation Instructor with San Francisco Human Rights Commission I have formed an unwavering honest, just, and trustful relationship with all youth and parents based on hardworking and dynamic partnerships. My role as a representative with MegaBlack SF has acted as an impartial guide to analyze, treat, promote, diversify and strengthen Black health equity through community liaisonship.

Business and/or professional experience:

Opportunities For All Program Coordinator
San Francisco Human Rights Commission, Student Relation Council Instructor
CORO Fellow
Black to the Future Fellow, Young Community Developers
Panelist at American Academy of Child & Adolescent Pyschiatry 67th Annual Meeting
Panelist at Patrick Kennedy and Expert Panel: Mental Health and Justice System

Civic Activities:

Youth Activist
Chair- Black Equity Task Force: Japanese Community Youth Council
MegaBlack SF COVID-19 TaskForce Representative
Youth Anti-Displacemnt Cohort: San Francisco Foundation

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made. (*Applications must be received 10 days before the scheduled hearing.*)

Date: 1/28/2021 Applicant's Signature: (required) _____



(Manually sign or type your complete name.
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once Completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:

Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

Nicole Elmore SDDTAC Supplemental Questionnaire:

1. Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.
 - a. In my tenure as Student Relation Council Instructor, San Francisco Human Rights Commission in partnership with SFUSD our program has expanded to over 5 San Francisco middle schools. I meet with youth weekly to create holistic health policies to be adopted into school practices. Including Wellness Centers, Health Aid tool kits, Calming kits and other equity based systems to disrupt and reroute failed infrastructures. As a fellow with Black to Future, Young Community Developers I worked diligently to cultivate social-emotional practices to aid in the healing and recovery of racial trauma.

2. Please describe the ways in which sugary drinks impact diverse communities across San Francisco.
 - a. Our worldwide community has embarked on a global transformation of life. In response to the current global pandemic we as a society can no longer deny the consequences of not prioritizing the health within communities of color. Reducing sugar intake within San Francisco's communities consist of many factors however the social and psychological racial disparities that are imitated throughout generations are the leading causes of long term health disparities. Educating trusted community partners/advocates to then educate community members on the harmful effects of sugary drink intake is essential to condense the consumption.

3. Please describe your experience in community-based outreach.
 - a. Creating public health surveys with Collective Impact, Japanese Community Youth Council and other non profit organizations has allowed me to pursue the true behavioral effects of health limitations within minority communities. Throughout my practicum at the University of Nevada, Las Vegas I worked with the Community Safety Initiative Act to investigate the effect of San Francisco's economic welfare development based upon health disparities. Community analysis has been the necessary correlation to starting campaigns detailing the social health barriers youth, adults and seniors combat.

4. Please describe how your work or life experience will inform the work of the committee.
 - a. As a black woman in San Francisco from the Western Addition my community has shaped the core of my existence. Having the opportunity to see the devastating results of not prioritizing communities of color or leveraging the ability to build new infrastructures has largely shaped current health disparities. It is my goal to bring sustainable innovative approaches to building community relations while creating healthy interventions through social based education for future generations. I am currently working toward my Holistic Health Practitioner Certification, Trinity University that will be complete in October of 2021 bridging my journey into Naturopathic Medical School in Fall of 2022. My educational background in public health, nutrition and naturopathic medicine in conjunction with a dynamic holistic whole body approach is the relevant factor I will bring to the SDDTAC committee.



**Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-7714**

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Soda Tax Committee

Seat # or Category (If applicable): 4 District: 8

Name: Rosalia A. Mendoza

Zip: 94131

Occupation: Physician

Work Phone: 415-385-9128 Employer: Sound Physicians/ Sutter East Bay Medical Group

Business Address: 3687 Mt. Diablo Blvd #200 Zip: 94549

Business E-Mail: MendoR@sutterhealth.org Home E-Mail: _____

Pursuant to Charter Section 4.101 (a)2, Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Registered voter in San Francisco: Yes No If No, where registered: _____

Resident of San Francisco Yes No If No, place of residence: _____

Pursuant to Charter section 4.101 (a)1, please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

As a Latinx family medicine physician I have provided full scope primary care in San Francisco and the greater Bay Area to marginalized communities for the last 19 years through the delivery of equitable, evidenced based, and culture competent health care. Too often I've witnessed social determinates of health negatively impact health outcomes such as diabetes, obesity, or caries particularly in communities of color households. These health conditions are further impacted by unstable food access, appropriate language access, timely referral access to specialty care such as dental services, access to sugary drinks among immigrant, non-English speaking, and low income communities in San Francisco.

For 8 years I worked at ZSFGH 's Family Health Refugee Center providing refugee screenings and full scope primary care including prenatal, pediatric, and adult medicine. In 2006 I served as a co-lead to develop an oral health curriculum for UCSF medical students and Family Medicine residents and implemented a pediatric oral health clinic applying fluoride varnish and developed a safety net dental referral process to the DPH dental clinics. I served on the California Dental Association 's California Advisory Panel that developed prenatal oral health guidelines, and was a recognized a local and guest speaker for pediatric oral health integration into health centers using best practices and community partnerships.

My research at UCSF focused on health professions workforce diversity, and oral health integration to reduce pediatric and prenatal cavities. The most important findings from two of our NIH funded research projects through the UCSF CAN DO Center to Reduce Oral Health Disparities were that the low income Latinx communities in the Mission District didn 't trust tap water resources, that children consumed often sugary drinks, and were preferentially drinking bottled water that lacked fluoride while having one of the highest pediatric cavity rates. I currently serve as a manuscript reviewer for two medical research journals and am a current volunteer UCSF faculty member since 2010 in the Family Medicine department.

My commitment to social justice is also highlighted in my volunteer work with day workers at the SFSU-UCSF Student Free Clinic, pro bono psychological evaluations for detainees, food delivery for elders through the Third Baptist Church of SF, and continued mentorship for Latinx pre-med undergraduates in the Bay Area. I bring extensive community based experience from working at Bay Area Federally Qualified Health Centers and population health management in various health settings. I support the Soda Tax Committee 's current work, and am following closely their current recommendations and fund allocation. I 've seen firsthand in my own family and communities of color that sugary drink consumption negatively impacts chronic obesity, pediatric caries, and diabetes. I aim to bring my service to low income and marginalized communities as well as my research experience to continue the city 's efforts to further the Soda Tax Committee's important endeavors.

Business and/or professional experience:

Zuckerberg San Francisco General Hospital (ZSFGH) Family Medicine Intern/ Resident from (2002-05). ZSFGH CIR/ SEIU Representative (2003-05). UCSF Research Fellow 2005-2008, UCSF Northern California Faculty Development Fellow (2005-06), UCSF Supplemental Training Program in Translating Evidence into Practice, Policy and Public Health (2007-08), Primary care physician in the Family Health Center Refugee Clinic (2002-10), ZSFGH SNF Physician (2005-08), Primary Care Physician for Kaiser Oakland Salud en Espanol Clinic (2010-12), Primary Care Physician at Mission Neighborhood Health Center, Asian Health Center, & Coastal Health Alliance 2012-2016. Urgent Care Specialist with Sutter PAMF (2012-16) and Sutter East Bay Medical Group (2015-current). Medical Director of Physician Advisory Services & Utilization Management St Mary's Medical Center San Francisco (SMMC-SF) (2018-20), COVID Command Center Planning Chief (March 2020) SMMC-SF. Physician Liaison for the SF Department of Public Health All Hospital COVID-19 Disaster Response SMMC-SF (2020). Guest speaker and member of the Health Services Advisory Group COVID-19 response. Interim Physician Advisor for Stanford Health Care (2020-March 2021). Alameda Alliance Medical Director of Utilization Management (start April 2021).

PUBLISHED: Disparities in Human Resources: Addressing the Lack of Racial and Ethnic Diversity in the Health Professions, Health Affairs, 2008.
REPORTS: HRSA Health Professions Report, Health Workforce Studies. Evaluating Programs to Recruit Minorities into the Health Professions, contributing author for the Evaluation of College Enrichment Programs at Four California State Universities study (2010), CDA Foundation Oral Health During Pregnancy and Early Childhood: Evidence Based Guidelines for Health Professions (2010).

Civic Activities:

UC Berkeley College of Natural Resources Alumni Board (2007-18). Pre-med mentor for SFSU, SJSU, and UCB undergraduates (2005-current). California Dental Association Foundation California Perinatal Advisory Council (2010-2013). Physician Volunteer and former Medical Director and Board Member of the SFSU-UCSF Clinica Martin Baro Free Clinic (2005-current). Election Pollworker Precinct Leader. Probono psychological evaluations for refugees and detainees. Elder Food Delivery Volunteer for Third Baptist Church of SF food access program.

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made. (*Applications must be received 10 days before the scheduled hearing.*)

Date: 1/29/2021 Applicant's Signature: (required) Rosalia Mendoza

(Manually sign or type your complete name.
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once Completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:
Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

From: [Rosalia Mendoza](#)
To: [Young, Victor \(BOS\)](#); [Martin, Melinda \(DPH\)](#)
Subject: Re: Soda Tax Committee App - Supplemental Questionnaire for R. Mendoza
Date: Tuesday, February 16, 2021 4:33:24 PM
Importance: High

Hi Victor and Melina,

Below you will find my supplemental questionnaire responses for the Soda Tax Committee Application. Thank you for the opportunity to respond. Please can you reply to confirm receipt of this email.

SUPPLEMENTAL QUESTIONNAIRE

Rosalía A. Mendoza Submission

2/16/2021

1. Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.

As a bilingual primary care physician working in underserved communities at Federally Qualified Health Centers (FQHCs), I have extensive experience in managing diabetic care in underserved communities, particularly with Black, Latinx, and Asian communities in San Francisco, Oakland and Marin. At the Family Health Center, a FQHC at Zuckerberg San Francisco General Hospital (ZSFGH), I had the best controlled diabetic panel of patients within my clinic. My approach was engaging in early nutritional interventions in prediabetic stages, supporting increased exercise, and encouraging diabetic support services for my monolingual patients.

Obesity is predominant in communities of color, particularly in the Latinx populations where I have served. At Kaiser Oakland and Santa Rosa, I used population based diabetes and obesity disease management for my patients using available free bilingual education classes, pharmacist led health coaching, pharmacologic protocols, centralized pharmacies, and medication delivery systems for patients.

The University of California San Francisco (UCSF) Department of Family and Community was awarded a grant that I wrote, that lead to me co-designing and co-leading the first oral health and fluoride varnish curriculum for UCSF Family Medicine residents, and then co-developed the first pediatric caries screening clinic at the Family Health Center at ZSFGH. I co-

developed the pediatric and prenatal referral form for the city FQHC's to SFDPH dental clinics that is still used today.

Per the Molina Health Care grant objectives, I co-developed the first pediatric and prenatal oral health curriculum for UCSF medical students in the FCM 110 family medicine rotation after drafting and awarded the Molina grant for UCSF.

I later joined the UCSF Center to Address Disparities in Oral Health (CANDO) as researcher and developed a qualitative focus group tool and conducted interviews with Spanish speaking mothers living in the Mission District to identify attitudes and beliefs around childhood caries, bottled water usage, and sugary drink practices.

As a researcher I helped to co-write the NIH Oral Health grant for the UCSF CANDO Fluoride Varnish study, and served as the physician expert for developing oral health and fluoride varnish training modules for the study. Later I conducted health center trainings with primary care physicians at FQHCs in the Bay Area.

2. Please describe the ways in which sugary drinks impact diverse communities across San Francisco.

The quantity and frequency of sugar drinks consumed is directly related to the later development of obesity, caries often known as "cavities", and ultimately the development of diabetes. Underserved communities in San Francisco see higher burdens of these chronic illnesses among our Black, Latinx, Chinese, Vietnamese, and Filipino families. Caries often known as "cavities" is the single most common chronic disease in childhood, and obesity is another important chronic illness starting in childhood. Obesity is multifactorial but is directly related to sugary drink consumption, and for many children living in poverty by virtue of the ready access to fast foods in some neighborhoods, limited access to affordable healthy food options due to food-deserts and limited public transportation, the lack of accessible safe outdoor locations to play and exercise, and high rates of depression / anxiety related to community violence, are particularly at risk. The pandemic has added another layer of health food access issues related to food insecurity and decreased safe places for routine exercise for children and families.

The replacement with low sugary drinks with water and milk can help to reduce the development of these chronic conditions and slow their progression. Unfortunately these chronic illnesses follow children into adolescence and adulthood, leading to diabetes and further obesity and oral decay which is associated with poor health outcomes, and increased morbidity and mortality. These chronic illnesses are preventable with increased education

and awareness among family members, continued physical activity, improved access to water and high quality nutritious foods, and reduced high calorie consumption of processed foods and sugary drinks.

For San Francisco children living in families with poor parental oral health, difficulty accessing dentists, are consuming high quantities of sugary drinks, and have reduced access to fluoridated water, the dental caries burden is much higher in these communities and geocodes. Additional burden for low income and communities of color is further impacted by higher rates of renter status among families who don't trust the older buildings plumbing systems and choose to purchase bottled water in place of drinking fluoridated tap water. Fluoride varnish has proven to be a low cost and effective early intervention to prevent early childhood caries, especially in high-risk communities with sugary drink consumption and caries prevalence. Fluoride varnish can complement other effective health interventions such as avoiding early introduction of sugary drinks to babies and toddlers, routine oral hygiene with fluoride toothpaste, access to fluoridated water, and routine preventive oral health services for parents and children.

Sugary drinks have multiple negative impacts on our communities in San Francisco. Sugary drink accessibility, the lack of community awareness about sugary drink harms, and consumption practices in a community normalize sweet drinks. Solutions can include diverse and affordable sugary drink access in grocery and corner stores at the expense of affordable water and other healthy options, the lack of healthy drink alternatives at outdoor community settings, and access to safe and functioning water faucets. Removing sugary drink options in school-based settings fosters healthier nutrition and eating practices, and helps to prevent sugar dependency in children. There are often extensive sugary drink options in various business industries (e.g. tech businesses, hospital cafeterias) that if replaced with healthy drink options such as water and diet drinks, then we are reducing the risk of sugar dependency, increased calorie consumption, and the risk of obesity related to sugary drink consumption among patients, clients, and employees. Understanding a community's cultural preferences for sugary drinks, is key to tailoring effective health interventions and bilingual messaging. In the case of the Latinx community, our focus groups helped to identify the preference for sweet drinks with salty and spicy meals.

3. Please describe your experience in community-based outreach.

While pursuing my Master's in Public Health, I outreached and partnered with the nonprofit Action for Boston Community Development for Youth Services, to develop Training modules

for community based agencies providing Title IX Reproductive Services for Adolescent Providers at the agency's request.

As a researcher for NIH funded UCSF CANDO Fluoride Varnish study, I helped recruit participating Bay Area FQHCs for the large training and fluoride varnish study intervention.

I worked extensively with the San Francisco Bay Area Collaborative Research Network (SFBayCRN) as a FQHC clinician and researcher to outreach and recruit with participating health center and community based primary care organizations in the Bay.

As the Medical Director for Women's Services at the Mission Neighborhood Health Center, I established partnerships for expanded mobile mammography services with Sutter St Luke's outside the health center and served as liaison with ZSFGH for improved referral specialty services.

As an original co-Medical Director and former board member of the SFSU and UCSF student run Clínica Martín Baró clinic for day laborers in the Mission District, we partnered with surrounding health systems to coordinate medical and dental referrals, in addition to various Latinx social resources (e.g. La Raza Community Resource Center, La Casa de Las Madres, CARECEN).

I served as a guest co-speaker for the Alameda County Dental Society on oral health best practices for multi-disciplinary pediatric and fluoride varnish efforts in the Bay Area.

During the early parts of the pandemic, personal protective equipment (PPE) was unavailable in some health care settings, particularly in non-hospital settings. I initially reached out to the Bay Area maker community and the director of Business Development in the Office of Economic and Workforce Development to identify potential manufacturing capacity for face shields for our hospital workers in San Francisco, which led to a larger coalition with the 3D printing Media project at UCSF's Makers Lab. When timely patient discharge from acute care hospitals to the community were negatively impacted by the inadequate supply of PPE at skilled nursing facilities (SNFs), I participated in the DPH led COVID All Hospital Call to advocate for DPH support for these facilities and supply PPE to SNF's that were serving COVID-19 patients. In the Spring I identified that PPE supplies were critical for FQHCs to see patient, but struggled with PPE access. I partnered with a UCB School of public health researcher and a Lawrence Hall of Science lead scientist and made introductions to East Bay community health centers for expanded community partnership. This led to the formation of the Shield the Bay project creating a new face shield innovation product for the Alameda Health System.

4. Please describe how your work or life experience will inform the work of the committee.

I grew up in the Coachella Valley which heavily informed my understanding of health and social disparities among migrant agricultural workers in contrast to the vacation and retirement communities near Palm Springs. My medical training and professional clinical career has been focused on providing high quality care to some of the most marginalized communities of color in San Francisco and the Bay Area. Social equity, social justice, cultural competency, and bilingual care have inspired my work at the Refugee Clinic at the Family Health Center when I was employed at Zuckerberg San Francisco General Hospital for 8 years. Further work at other Federally Qualified Health Centers such as the Mission Neighborhood Health Center, Coastal Health Alliance, and Asian Health Services demonstrate my commitment to the underserved.

As a Latinx physician, my clinical, professional and volunteer lens gravitates to the unique challenges that face the working, undocumented, and refugee communities not traditionally served by municipal infrastructure and agencies. My research has focused on diversifying the health professional workforce in California and reducing oral health disparities for children in San Francisco through increased community engagement, multi-disciplinary work between dental and medical professionals to provide innovative public health delivery, and tailored public health messaging to communities of color around fluoride use.

Strong data and research can help to shape effective public health policy. I am particularly sensitive to the historic practices of academic-driven program implementation and research activities that didn't engage the input from communities of color, low income neighborhoods, and community leaders. Evidence based practices will drive my decision-making recommendations if selected to the Sugar Drinks Distributor Tax Advisory Committee; evidence-based practices that are also community led and community supported are especially strong approaches I hope to champion. I support the Committee's current work, and am following closely their current recommendations and funding recommendations. My past professional and volunteer activities have enabled me to work with various community partners since 2002. I would commit to further outreach to other community based organizations, city agencies, and community stakeholders to broaden my ear to their needs and requests for community-led innovation tailored to our low income and diverse communities of highest need, and that benefit the community at large. It would be an honor to serve on the Sugary Drinks Distributor Tax Advisor Committee to continue these endeavors.

Sincerely,
Rosalia Mendoza

From: Young, Victor (BOS) <victor.young@sfgov.org>

Sent: Monday, February 1, 2021 10:33 AM

To: Rosalia Mendoza <[REDACTED]>
[REDACTED] [REDACTED]

I am in receipt of your application form and will provide updates via email. Thank you.

Victor Young

Assistant Clerk

Board of Supervisors

phone 415-554-7723 | fax 415-554-5163

victor.young@sfgov.org | www.sfbos.org

From: Rosalia Mendoza <[REDACTED]>

Sent: Friday, January 29, 2021 4:46 PM

To: Young, Victor (BOS) <victor.young@sfgov.org>; Board of Supervisors, (BOS) <board.of.supervisors@sfgov.org>

Subject: Soda Tax Committee Application for R. Mendoza

Importance: High

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Thank you for the opportunity to apply for this position.

Sincerely,

Rosalia A. Mendoza MD MPH FAAFP



Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-5163
BOS-Appointments@sfgov.org

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Sugary Drinks Distributor Tax Advisory Committee

Seat # or Category (If applicable): Research/ Medical institution ⁴⁻⁵ District: D9

Name: Caroline Fichtenberg

[Redacted] San Francisco, CA Zip: 94110

Occupation: Health Researcher

Work Phone: _____ Employer: UCSF

Business Address: 3333 California St, San Francisco, CA Zip: 94118

Business E-Mail: caroline.fichtenberg@ucsf.edu Home E-Mail: [Redacted]

Pursuant to Charter, Section 4.101(a)(2), Boards and Commissions established by the Charter must consist residents of the City and County of San Francisco who are 18 years of age or older. For certain bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Resident of San Francisco: Yes No If No, place of residence: _____

18 years of age or older: Yes No

Pursuant to Charter, Section 4.101(a)(1), please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

As a health equity researcher and public health professional, I would bring to the committee my expertise and understanding of health inequities and the ways that racism, financial insecurity, and neighborhood inequalities interact to underpin our city's (and our nation's) racial health inequities. As a white straight cis-gender woman, I know these identities have afforded me considerable advantages, and I would seek on the committee to be an ally to communities of color and members of other demographic groups that have historically and still face unjust disadvantage due to racism, homophobia, transphobia, xenophobia, ableism or other forms of oppression.

Business and/or professional experience:

I am a health equity researcher who specializes in using data to uncover inequities and motivate policy and systems changes to address inequities. I currently lead research at UCSF that seeks to identify how health care organizations can reduce health inequities by addressing social determinants of health, particularly issues related to food insecurity, housing instability, and economic inequities.

Civic Activities:

My main civic activities since moving back to San Francisco in 2016 have included serving as a volunteer tax preparer through the VITA program at the Women's Building in the Mission, and serving on the board of an Oakland-based non-profit that uses the power of public health research to support social justice campaigns. During COVID I have also delivered meals to home-bound seniors through SF New Deal and volunteered at community COVID testing events.

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes No

Appointments confirmed by the Board of Supervisors require an appearance before the Rules Committee. Once your application is received, the Rules Committee Clerk will contact you when a hearing is scheduled. *(Please submit your application 10 days before the scheduled hearing.)*

Date: 01/29/2021 Applicant's Signature: (required) Caroline Fichtenberg

(Manually sign or type your complete name.
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:
Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

Sugary Drinks Distributor Tax Advisory Committee

Supplemental Questionnaire

Caroline Fichtenberg

1. Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.

I am a health equity professional and researcher whose career has been dedicated to promoting and supporting systems change efforts to address root causes of health inequities. I specialize in using data to uncover inequities and motivate policy and systems changes to address inequities. As chief epidemiologist for Baltimore, MD, I studied trends in diabetes, obesity and other diet-related chronic diseases among the diverse populations of Baltimore (a majority Black city) to help direct resources to the most affected communities and evaluate impacts of public health programs. I also spearheaded an effort to use the city's once-in-a-generation revision of its zoning code to increase access to healthy foods options and opportunities for safe spaces to be physically active. As a health equity specialist, I am knowledgeable about the deleterious impact of sugar sweetened beverages on risk for diabetes, obesity, and oral health, and the disproportionate impacts of sugary drinks on lower income communities and communities of color. I would bring to the committee an understanding of the power of policy, systems, and environmental change to redress inequalities in opportunities for health.

2. Please describe the ways in which sugary drinks impact diverse communities across San Francisco.

Sugary drinks are the leading source of added sugar in Americans' diets, accounting for a third of the added sugar that Americans consume. Ample research has demonstrated that consuming sugar-sweetened beverages increases risks for obesity, diabetes, cavities, and heart disease. As with most health conditions, lower income communities and communities of color regardless of income are at increased risk for these conditions, due to the strong links between economic resources, exposure to interpersonal and structural racism and oppression, and health. This is true in San Francisco as well, where city data shows that LatinX, Black, and certain Asian Pacific Islander communities (e.g. Pacific Islanders and FilipinX) have disproportionately high rates of obesity and diabetes, among other conditions. At the same time, these communities also are more likely to consume sugary drinks. Sugar sweetened beverages therefore contribute to racial health inequities, which is why the work of the SDDTAC needs to focus on reducing inequities and needs to be led by the priorities of the communities most affected.

3. Please describe your experience in community-based outreach.

My experience with community-based outreach began over twenty years ago, when I served as a Peace Corps volunteer in a rural village in Guinea, West Africa. There I worked for two years in partnership with local villagers, my neighbors, to provide health education and increase uptake of vaccinations and prenatal care in order to prevent transmission of communicable diseases and improve birth outcomes. That was my first real education in the power and challenges of community-based work. Later, as Chief Epidemiologist in Baltimore City, I worked to make city and state data available to neighborhood associations to support them to advocate for the resources and programs they wanted. To that end, I led an effort to provide neighborhood-level data about birth outcomes, mortality, and life expectancy that uncovered a 20-year gap in life expectancy between the city's poorest and richest neighborhoods. Not incidentally, these were mostly Black and mostly White neighborhoods, a reflection of our nation's centuries of promotion of opportunity to White families while simultaneously denying opportunity to Black ones. Following the publication of this report, I attended neighborhood association meetings to ensure that local communities were aware of these data and to hear what residents wanted the city to do as a result. As part of our zoning recode work mentioned earlier, I helped organize community listening sessions to understand community perspectives on how their neighborhood environment affected their health. I believe strongly in the saying "Nothing about us without us" from the disability rights community: affected communities need to be in the lead position when decisions are made about allocation of resources and implementation of strategies that concern them. In the case of the SDDTAC, this means communities of color and lower income communities who are disproportionately affected by sugary drinks related diseases.

4. Please describe how your work or life experience will inform the work of the committee.

As someone who has dedicated her career to contributing to addressing health inequities, in addition to my health expertise, I would bring to the committee the vision that the Sugary Drinks Distributor Tax proceeds present an opportunity to address some of the city's profound racial and ethnic health inequities. As part of this, I would bring a perspective about the ways that social determinants of health, particularly financial insecurity, neighborhood inequalities, racism and oppression intersect and underpin health inequities and the need for strategies that therefore address racial economic and neighborhood inequities.

CAROLINE M. FICHTENBERG, PH.D. MS

PROFESSIONAL EXPERIENCE

MANAGING DIRECTOR, SOCIAL INTERVENTIONS RESEARCH AND EVALUATION NETWORK 6/16-PRESENT **UNIVERSITY OF CALIFORNIA, SAN FRANCISCO**, San Francisco, CA

- Co-lead a national initiative focused on identifying and disseminating effective social determinants of health interventions in health care settings. In four years of existence, the initiative has become the go-to source of information about what works to address social risk factors as part of health care.
- Provide strategic direction; manage project activities including research projects, field building, and research dissemination activities; and lead development of new partnerships and projects.

DIRECTOR, ECONOMIC MOBILITY AND POVERTY PROJECT 6/2015-4/2016 **CONVERGENCE CENTER FOR POLICY RESOLUTION**, Washington, DC

- Successfully led launch phase of a cross-ideological dialogue project focused on identifying breakthrough solutions to improve economic mobility for low income families.
- Developed inspiring project framing; secured funding from leading national funders (Ford, Casey, Walmart); and recruited influential dialogue participants from opposing ends of the ideological spectrum.

DIRECTOR OF RESEARCH 12/2012-5/2015 **CHILDREN'S DEFENSE FUND**, Washington, DC

- Raised the visibility of issues affecting poor children in the U.S. through development and dissemination of incisive and timely reports on childhood poverty, education, criminal justice, health, child welfare and gun violence.
- Worked closely with the CDF President and the policy and communications teams to support data-driven policy strategies.
- Served as a spokesperson for the organization on research and poverty issues.

DIRECTOR, CENTER FOR PUBLIC HEALTH POLICY 1/2011-11/2012 **AMERICAN PUBLIC HEALTH ASSOCIATION**, Washington, DC

- Provided strategic direction to the Center, managed staff of seven and \$2.5 million budget, identified and secured new funding, and spearheaded collaborations with key partners in the areas of public health infrastructure, health reform, community prevention, health in all policies, and health equity.
- Managed the organization's policy making process. Lead several policy and program collaborations with other national public health organizations. Managed an initiative to build state and local health departments' capacities to use policy to improve health outcomes. Developed a small grants program.

HEALTH POLICY ADVISOR 8/2010-1/2011

HEALTH POLICY FELLOW - Sponsored by the Association of Schools of Public Health 8/2009-7/2010

HEALTH, EDUCATION, LABOR AND PENSIONS COMMITTEE, SENATOR HARKIN (Chairman) **U.S. SENATE**, Washington, DC

- Developed, analyzed, and managed legislation in the areas of community-based prevention and public health, including obesity prevention, food labeling and marketing, physical activity promotion, and public health infrastructure.
- Worked with constituents and interest groups to advance the Senator's legislative priorities. Staffed the Senator in meetings and at events.

DIRECTOR – OFFICE OF EPIDEMIOLOGY AND PLANNING 1/2007-7/2009 **BALTIMORE CITY HEALTH DEPARTMENT**, Baltimore, MD

Established and led a 4-person team that collected and analyzed health data and evaluated programs to inform health department program planning and policy development. Accomplishments include:

- Realigned the health department's performance measurement process to focus on outcomes rather than processes and to facilitate use of data for program improvement.
- Drew citywide attention to health disparities through the first analysis of neighborhood-level health indicators that revealed a 20-year gap in life expectancy between Baltimore neighborhoods.
- Spearheaded a collaboration with the city planning department to consider health impacts as part of the city's comprehensive revision of its zoning code.
- Designed the city's first community health needs survey.
- Developed a new surveillance system for drug-related deaths.

RESEARCH COORDINATOR (Part Time)

5/2004-12/2005

JOHNS HOPKINS MEDICAL INSTITUTIONS, Baltimore, MD

- Managed all aspects of the implementation of a CDC-funded research study of sexually transmitted infection risk behaviors from data collection to data analysis and reporting.

POLICY ANALYST

3/2000-8/2001

UNIVERSITY OF CALIFORNIA, SAN FRANCISCO, San Francisco, CA

- Conducted one of the first studies linking a multi-faceted tobacco control program to reduced mortality (published in the New England Journal of Medicine). Conducted systematic literature reviews of studies of the effectiveness of clean indoor air laws and youth access laws (published in Pediatrics and BMJ).

HEALTH AND COMMUNITY DEVELOPMENT VOLUNTEER

7/1997-8/1999

U.S. PEACE CORPS – GUINEA, WEST AFRICA

- Developed and coordinated education and outreach efforts for a rural health center with a focus on maternal and child health. Secured funding for and organized a weeklong training of midwives from isolated communities to help prevent maternal and neonatal mortality.

E D U C A T I O N

JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH, Baltimore, MD

2001-2007

DOCTOR OF PHILOSOPHY, Epidemiology

YALE UNIVERSITY, New Haven, CT

1995-1997

MASTER OF SCIENCE, Biology

PRINCETON UNIVERSITY, Princeton, NJ

1991-1995

BACHELOR OF ARTS, Molecular Biology, Magna cum Laude

T E C H N I C A L S K I L L S

- Research methods and data analysis
- Analytic software: Stata, SAS, Ucinet, Pajek.
- Health Impact Assessment
- Social Network Analysis

H O N O R S a n d A W A R D S

- Selected as one of two ASPH Health Policy Fellows from national pool of applicants, 2009-2010.
- Member, Committee on the State of the USA Health Indicators, Institute of Medicine, July-Dec 2008.
- Inducted into Delta Omega Public Health Honor Society, May 2007.
- Ruth L. Kirschstein NRSA Predoctoral Fellowship, National Institutes of Health, 2005-2007.
- Johns Hopkins Bloomberg School of Public Health awards:
 - Mary Meyer Fellowship in Epidemiology (full funding), 2001-2003.
 - Campaign for Epidemiology Fund Award, May 2004.
 - Student Volunteer of the Year award, 2006.
 - Charlotte Silverman Award, March 2006.

R E C E N T V O L U N T E E R A C T I V I T I E S

- Volunteer tax preparer, The Women's Building, San Francisco, since Jan 2018.
- Board member, Human Impact Partners, Oakland, California, 2011-2018.
- Volunteer tax preparer with the DC EITC campaign, 2015-2016.
- Court Appointed Special Advocate for a child in foster care, Oct 2014-Sept 2015.
- Volunteer program assistant, For Love of Children tutoring program, Washington, DC, 2013-2014.
- Volunteer tutor, Higher Achievement, Washington, DC, 2011-2012.



Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-7714

Application for Boards, Commissions, Committees, & Task Forces

Sugary Drinks Distributor Tax Advisory Committee

Name of Board, Commission, Committee, or Task Force: _____

Seat # or Category (If applicable): 15 District: 7

Name: Laura Derosier

[Redacted] Zip: 94127

[Redacted] Occupation: Homemaker/Volunteer

Work Phone: n/a Employer: n/a

Business Address: n/a Zip: n/a

Business E-Mail: n/a Home E-Mail: [Redacted]

Pursuant to Charter Section 4.101 (a)2, Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Registered voter in San Francisco: Yes No If No, where registered: _____

Resident of San Francisco Yes No If No, place of residence: _____

Pursuant to Charter section 4.101 (a)1, please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

As an SFUSD parent for the past eight years, I've had the opportunity to volunteer and support a diverse population of students, teachers and staff with an emphasis that was heavily focused on health and wellness. Whether it was encouraging K-2 students to 'crunch a rainbow everyday' and be a 'hydration hero' during lunch, or coordinate hands-on cooking clubs for 3rd-5th, I have seen first-hand how leading such efforts can affect self-care and well-minded decision making. In addition, I successfully teamed up with teachers to promote smoothie celebrations and popcorn parties in place of sugary treats, while also partnered with No Kid Hungry and SFUSD's Student Nutrition Services to strategize new breakfast program models to be piloted in schools. Furthermore, because developing a strong social emotional foundation is a key component throughout one's life, the Principal and I championed efforts to bring an specific SEL program to help further support students, teachers and staff. Together, these myriad of initiatives wove an important web of support, but I know there is more work to be done. My experience of serving on the board at the elementary and middle school levels where my daughters attend, has provided me an opportunity to put forth ideas, negotiate funding, compromise amongst my fellow board members, and usher many initiatives from conception on through to reality. Using these skills and serving on the SDDTAC would allow me to help advocate for critical health and wellness programs, and address the needs of priority communities throughout the city of San Francisco.

Business and/or professional experience:

In 2013 I began volunteering with the SF Marin Food Bank in a variety of roles; working with the Director of Programs on surveys and site visits to community partners, sorting and packaging food in the warehouse, as well as co-teaching nutrition/cooking classes at community centers to both children and adults throughout San Francisco. These learnings led me to go onto co-teach several Cooking Matters classes (via 18 Reasons) at SFUSD elementary and high schools. Exposure to these different organizations provided me a bird's eye view of how they're addressing the challenges of accessing nutritious food, knowing simple ways to prepare them, and altering long-held mindsets about certain food groups and beverages. Those culturally appropriate learnings were powerful tools for me to connect 1:1 with a wide array of children and adults byway of hands-on food and nutrition classes which were poignant game changers for many of them, and a special opportunity for me personally.

Civic Activities:

While promoting health and wellness via the aforementioned avenues have been vital, the area of physical activity is also paramount, and I have been fortunate to pursue this objective in two ways. First, I created a stewardship program where K-5 students alongside their teachers teamed up with me to tackle areas of their outdoor campus to help keep them beautiful, green and thriving. Learning practical skills such as weeding, watering, sweeping, and planting illustrated how we all play a role in caring for our planet and in turn each other, but the physical engagement coupled with the immediate visual impact of an area recently tended, was a powerful tool for relating the importance of self-stewardship/self-care as well. Second, although K-2 students had multiple robust play structures, the 3rd-5th students did not and were frustrated and longed for a structure to challenge their ever expanding physical skillsets. So, I worked with SFUSD and our District 7 Supervisor's office to fund, design and implement a new play structure specifically geared toward 3rd-5th graders, and up until the pandemic hundreds of students were utilizing this new structure daily. And last but certainly not least, my most recent example of civic engagement was the opportunity to participate in SFUSD's Wellness Policy stakeholder meetings since 2018. Through these meetings I have gleaned a deeper understanding of the hardships many students are facing, the intricate and culturally appropriate strategies to try and ameliorate those hardships, and the variety of ways that community partners and committees such as SDDTAC can better serve the members of priority communities.

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made. (Applications must be received 10 days before the scheduled hearing.)

Date: 1/27/2021 Applicant's Signature: (required) _____

Laura Derosier

(Manually sign or type your complete name.
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

Please Note: Your application will be retained for one year. Once Completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:

Appointed to Seat #: _____ Term Expires: _____ Date Seat was Vacated: _____

From: [Laura Derosier](#)
To: [Young, Victor \(BOS\)](#)
Subject: Re: SDDTAC application (seat #15)
Date: Monday, February 15, 2021 4:35:10 PM

Hello Victor

Per the email from Melinda Martin asking for the supplemental questionnaire answers - please see below.

Thank you and let me know if you need anything else
Laura

1. Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.

I have no professional experience in public health programs related to diabetes, oral health, obesity, or sugary drink consumption. However, as a parent volunteer within SFUSD I directly assisted with increasing water consumption amongst K-5 students as part of the 'happy hydration' initiative in SFUSD's Wellness Policy, as well as partnered with a middle school's Student Council to successfully fundraise and purchase three drinking fountain/water filling stations which had been a top priority for students for numerous years but had never garnered enough funding.

2. Please describe the ways in which sugary drinks impact diverse communities across San Francisco.

Research shows that the soda industry disproportionately advertises their products in communities burdened by systemic inequities. Their aggressive and targeted advertising campaigns leads to a higher consumption of sugary drinks in these communities, resulting in increased rates of obesity, diabetes, and compromised oral health.

3. Please describe your experience in community-based outreach.

As I mentioned in my application, I have been a volunteer with the SF Marin Food Bank for 8+ years working in a variety of roles; be it with the Director of Programs on surveys and site visits to community partners, sorting and packaging food in the warehouse, as well as co-teaching nutrition/cooking classes at community centers to both children and adults throughout San Francisco. These learnings led me to go onto co-teach several Cooking Matters classes (via 18 Reasons) at SFUSD elementary and high schools. Exposure to these different organizations provided me a bird's eye view of how they're addressing the challenges of accessing nutritious food, knowing simple ways to prepare them, and altering long-held mindsets about certain food groups and beverages.

4. Please describe how your work or life experience will inform the work of the committee.

As a former professional dancer and choreographer, I know first-hand the importance of having access to nutritious food and beverages that serve as the means for a healthy body and mindset. Now, as a mother of two tweens, I have witnessed the direct result of fueling my children with healthy food and drink choices, and the privilege that comes from having the opportunity to do so. Finally, having lost my grandmother to diabetes, I saw the effect of not prioritizing nor understanding what a healthy and balanced diet looks like, and because I inherited those genes, I closely monitor my own sugar intake. Furthermore, I realize I am extremely fortunate to know how to do so, and have the means and ability to purchase, prepare, and consume nutritious food and

beverages which is an absolute game changer that should be made available to all.

On Monday, February 1, 2021, 09:44:48 AM PST, Young, Victor (BOS) <victor.young@sfgov.org> wrote:

I am in receipt of your application and will let you know if I have any issues with the format.

Victor Young
Assistant Clerk

Board of Supervisors
phone 415-554-7723 | fax 415-554-5163

victor.young@sfgov.org | www.sfbos.org

From: Laura Derosier [REDACTED]
Sent: Thursday, January 28, 2021 1:01 PM
To: Young, Victor (BOS) <victor.young@sfgov.org>
Subject: SDDTAC application (seat #15)

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

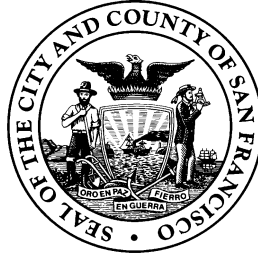
Hello Victor

I received your email address from Christina Goette, and attached you will find my application for seat #15 on the SDDTAC. Thank you for your consideration.

Please note: the online .pdf application was a tad glitchy when I tried clicking certain boxes (they wouldn't stay clicked), so I printed it out, and am attaching both the scanned version (via Evernote) as well as pictures of the two pages as back up in case the Evernote version doesn't load properly. Apologies for needing to go this route, but it was the most feasible way to get you the correct information. Please let me know if you need anything else.

Best wishes
Laura Derosier

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City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

VACANCY NOTICE

SUGARY DRINKS DISTRIBUTOR TAX ADVISORY COMMITTEE

Replaces All Previous Notices

NOTICE IS HEREBY GIVEN of the following vacancies and term expirations (**in bold**), appointed by the Board of Supervisors:

Seat 1, succeeding Vanessa Bohm, term expiring December 31, 2020, must be held by a representative of a nonprofit organization that advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages, for a two-year term ending December 31, 2022.

Seat 2, succeeding John Maa, term expiring December 31, 2020, must be held by a representative of a nonprofit organization that advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages, for a two-year term ending December 31, 2022.

Seat 3, succeeding Joi Jackson-Morgan, term expiring December 31, 2020, must be held by a representative of a nonprofit organization that advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of sugar-sweetened beverages, for a two-year term ending December 31, 2022.

Seat 4, succeeding Roberto Ariel Vargas, term expiring December 31, 2020, must be an individual who is employed at a medical institution in San Francisco and who has experience in the diagnosis or treatment of, or in research or education about, chronic and other diseases linked to the consumption of sugar-sweetened beverages, for a two-year term ending December 31, 2022.

Seat 5, succeeding Jonathan Butler, term expiring December 31, 2020, must be an individual who is employed at a medical institution in San Francisco and who has experience in the diagnosis or treatment of, or in research or education about, chronic and other diseases linked to the consumption of sugar-sweetened beverages, for a two-year term ending December 31, 2022.

Seat 6, succeeding Aaron Kunz, term expiring December 31, 2020, must be a person who is under 19 years old at the time of appointment and who may be a member of the Youth Commission, nominated by the Youth Commission and appointed by the Board of Supervisors, for a two-year term ending December 31, 2022. (Note: If the person is under legal voting age and unable to be an elector for that reason, the person may hold this seat, but upon reaching legal voting age, the person shall relinquish the seat unless he or she becomes an elector, in which case the person shall retain the seat.)*

Seat 15, succeeding Janna Cordeiro, term expiring December 31, 2020, must be a parent or guardian of a student enrolled in the San Francisco Unified School District at the time of appointment, nominated by the San Francisco Unified School District's Parent Advisory Council, and appointed by the Board of Supervisors, for a two-year term ending December 31, 2022.

Seat 16, succeeding Derkik Aoki, term expiring December 31, 2020, must be a person with experience or expertise in services and programs for children five years old and under, for a two-year term ending December 31, 2022.

Reports: By March 1st of each year, the Advisory Committee shall submit to the Board of Supervisors and the Mayor a report that (a) evaluates the impact of the Sugary Drinks Distributor Tax on beverage prices, consumer purchasing behavior, and public health; and (b) makes recommendations regarding the potential establishment and/or funding of programs to reduce the consumption of sugar-sweetened beverages in San Francisco. Within ten days after the submission of the report, the City Administrator shall submit to the Board of Supervisors a proposed resolution for the Board to receive the report.

Sunset Date: December 31, 2028.

Additional information relating to the Sugary Drinks Distributor Tax Advisory Committee may be obtained by reviewing Administrative Code, Chapter 5, Article XXXIII, Sections 5.33-1 through 5.33-6, at <http://www.sfbos.org/sfmunicodes>, added by Proposition V (2016).

Interested persons may obtain an application from the Board of Supervisors' website at http://www.sfbos.org/vacancy_application or from the Rules Committee Clerk, 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102-4689. Completed applications should be submitted to the Clerk of the Board. All applicants must be U.S. citizens, and, unless otherwise stated, residents of San Francisco.

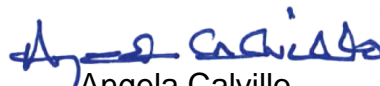
Interested persons may also obtain more information from the Sugary Drinks Distributor Tax Advisory Committee website at <https://sfdph.org/sddtac>.

* Youth interested in applying to Seat 6 may also obtain more information from the Youth Commission website at <http://sfgov.org/youthcommission> or by contacting Director Kiely Hosmon at (415) 554-6464.

Next Steps: Applicants who meet minimum qualifications, and have received a letter of nomination (for seats 6 and 15), will be contacted by the Rules Committee Clerk once the Rules Committee Chair determines the date of the hearing. Members of the Rules Committee will consider the appointment(s) at the meeting and applicant(s) will be asked to present their qualifications. The appointment(s) of the individual(s) who are recommended by the Rules Committee will be forwarded to the Board of Supervisors for final approval.

Please Note: Depending upon the posting date, a vacancy may have already been filled. To determine if a vacancy for this Advisory Committee is still available, or if you require additional information, please call the Rules Committee Clerk at (415) 554-5184.

Further Note: Additional seats on this body may be available through other appointing authorities, including the Office of Economic and Workforce Development (seat 7), Board of Education (seats 8 and 9), Department of Public Health (seats 10 through 12), Department of Children, Youth and Their Families (seat 13), and Recreation and Park Department (seat 14).


Angela Calvillo
Clerk of the Board

vy:jec:ams

DATED/POSTED: October 16, 2020

SUGARY DRINKS DISTRIBUTOR TAX ADVISORY COMMITTEE

Supplemental Questionnaire

1. Please describe the experience you have in public health programs related to diabetes, oral health, obesity, and sugary drink consumption.

2. Please describe the ways in which sugary drinks impact diverse communities across San Francisco.

3. Please describe your experience in community-based outreach.

4. Please describe how your work or life experience will inform the work of the committee.

San Francisco
BOARD OF SUPERVISORS

Date Printed: August 9, 2018

Date Established: January 1, 2017

Active

SUGARY DRINKS DISTRIBUTOR TAX ADVISORY COMMITTEE

Contact and Address:

Christina Goette
Department of Public Health
San Francisco, CA

Phone: (628) 206-7630

Fax:

Email: christina.goette@sfdph.org

Authority:

Business and Tax Regulations Code, Article VIII, Sections 550 through 560; Administrative Code, Chapter 5, Article XXXIII, Sections 5.33-1 through 5.33-6; Proposition V (2016)

Board Qualifications:

The general purpose of the Advisory Committee is to make recommendations to the Mayor and the Board of Supervisors on the effectiveness of the Sugary Drinks Distributor Tax in Business Tax and Regulations Code Article 8.

The Advisory Committee shall consist of the following 16 voting members:

(a) Seats 1, 2, and 3 shall be held by representatives of nonprofit organizations that advocate for health equity in communities that are disproportionately impacted by diseases related to the consumption of Sugar-Sweetened Beverages, as defined in Business and Tax Regulations Code Section 552, appointed by the Board of Supervisors.

(b) Seats 4 and 5 shall be held by individuals who are employed at medical institutions in San Francisco and who have experience in the diagnosis or treatment of, or in research or education about, chronic and other diseases linked to the consumption of Sugar-Sweetened Beverages, appointed by the Board of Supervisors.

(c) Seat 6 shall be held by a person who is under 19 years old at the time of appointment and who may be a member of the Youth Commission, nominated by the Youth Commission and appointed by the Board of Supervisors. If the person is under legal voting age and unable to be an elector for that reason, the person may hold this seat, but upon reaching legal voting age, the person shall relinquish the seat unless he or she becomes an elector, in which case the person

San Francisco
BOARD OF SUPERVISORS

shall retain the seat.

(d) Seat 7 shall be held by a person appointed by the Director of the Office of Economic and Workforce Development or any successor office.

(e) Seats 8 and 9 shall be held by persons appointed by the Board of Education of the San Francisco Unified School District. If at any time the Board of Education declines to appoint a member to Seat 8 or 9 and leaves the seat vacant for 60 days or longer, the Board of Supervisors may appoint a member of the public to fill the seat until such time as the Board of Education appoints a member.

(f) Seat 10 shall be held by an employee of the Department of Public Health who has experience or expertise in the field of chronic disease prevention or treatment, appointed by the Director of Health.

(g) Seat 11 shall be held by a person with experience or expertise in the field of oral health, appointed by the Director of Health.

(h) Seat 12 shall be held by a person with experience or expertise in the field of food security or access, appointed by the Director of Health.

(i) Seat 13 shall be held by an employee of the Department of Children, Youth & Their Families, appointed by the Director of that Department.

(j) Seat 14 shall be held by an employee of the Recreation and Park Department, appointed by the General Manager of that Department.

(k) Seat 15 shall be held by a parent or guardian of a student enrolled in the San Francisco Unified School District at the time of appointment, nominated by the San Francisco Unified School District's Parent Advisory Council, and appointed by the Board of Supervisors. If at any time the Parent Advisory Council declines to nominate a member to a vacant seat for 60 days or longer, the Board of Supervisors may appoint a member of the public to fill the seat until the seat becomes vacant again.

(l) Seat 16 shall be held by a person with experience or expertise in services and programs for children five and under, appointed by the Board of Supervisors.

Appointing authorities shall make initial appointments to the Advisory Committee by no later than September 1, 2017. The initial term for each seat on the Advisory Committee shall begin September 1, 2017, and end on December 31, 2018.

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Any member who misses three regular meetings of the Advisory Committee within any 12-month period without the express approval of the Advisory Committee at or before each missed meeting shall be deemed to have resigned from the Advisory Committee 10 days after the third unapproved absence. The Advisory Committee shall inform the appointing authority of any such resignation.

The City Administrator shall provide administrative and clerical support for the Advisory Committee, and the Controller's Office shall provide technical support and policy analysis for the Advisory Committee upon request. All City officials and agencies shall cooperate with the Advisory Committee in the performance of its functions.

Report: Starting in 2018, by March 1 of each year, the Advisory Committee shall submit to the Board of Supervisors and the Mayor a report that (a) evaluates the impact of the Sugary Drinks Distributor Tax on beverage prices, consumer purchasing behavior, and public health, and (b) makes recommendations regarding the potential establishment and/or funding of programs to reduce the consumption of Sugar-Sweetened Beverages in San Francisco. Within 10 days after the submission of the report, the City Administrator shall submit to the Board of Supervisors a proposed resolution for the Board to receive the report.

Sunset: December 31, 2028.
