

File No. 181098

Committee Item No. 8

Board Item No. 36

### COMMITTEE/BOARD OF SUPERVISORS

#### AGENDA PACKET CONTENTS LIST

Committee: Rules Committee

Date Feb. 25, 2019

Board of Supervisors Meeting

Date 3/5/2019

#### Cmte Board

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| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | Motion                                       |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Youth Commission Report                      |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Introduction Form                            |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Department/Agency Cover Letter and/or Report |
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Completed by: Victor Young

Date Feb. 21, 2019

Completed by: [Signature]

Date 2/28/19

1 [Appointments, Sugary Drinks Distributor Tax Advisory Committee - Vanessa Bohm, John  
2 Maa, Joi Jackson-Morgan, Roberto Ariel Vargas, Johnathan Butler, Janna Cordeiro and Derik  
3 Aoki]

4 **Motion appointing Vanessa Bohm, John Maa, Joi Jackson-Morgan (residency**  
5 **requirement waived), Roberto Ariel Vargas (residency requirement waived), Johnathan**  
6 **Butler (residency requirement waived), Janna Cordeiro and Derik Aoki, terms ending**  
7 **December 31, 2020, to the Sugary Drinks Distributor Tax Advisory Committee.**

8  
9       MOVED, That the Board of Supervisors of the City and County of San Francisco does  
10 hereby appoint the hereinafter designated persons to serve as members of the Sugary Drinks  
11 Distributor Tax Advisory Committee, pursuant to the provisions of Administrative Code, Article  
12 IV, Sections 5.20 and 5.21, for the terms specified:

13       Vanessa Bohm, seat 1, succeeding herself, term expired, must be held by a  
14 representative of a nonprofit organization that advocate for health equity in communities that  
15 are disproportionately impacted by diseases related to the consumption of sugar-sweetened  
16 beverages, for the unexpired portion of a two-year term ending December 31, 2020.

17       John Maa, seat 2, succeeding Kent Woo, term expired, must be held by a  
18 representative of a nonprofit organization that advocate for health equity in communities that  
19 are disproportionately impacted by diseases related to the consumption of sugar-sweetened  
20 beverages, for the unexpired portion of a two-year term ending December 31, 2020.

21       Joi Jackson-Morgan (residency requirement waived), seat 3, succeeding herself,  
22 term expired, must be held by a representative of a nonprofit organization that advocate for  
23 health equity in communities that are disproportionately impacted by diseases related to the  
24 consumption of sugar-sweetened beverages, for the unexpired portion of a two-year term  
25 ending December 31, 2020.

1 Roberto Ariel Vargas (residency requirement waived), seat 4, succeeding themselves, term expired, must be an individual who is employed at a medical institution in San Francisco  
2 and who has experience in the diagnosis or treatment of, or in research or education about,  
3 chronic and other diseases linked to the consumption of sugar-sweetened beverages, for the  
4 unexpired portion of a two-year term ending December 31, 2020.  
5

6 Jonathan Butler (residency requirement waived), seat 5, succeeding themselves, term  
7 expired, must be an individual who is employed at a medical institution in San Francisco and  
8 who has experience in the diagnosis or treatment of, or in research or education about,  
9 chronic and other diseases linked to the consumption of sugar-sweetened beverages, for the  
10 unexpired portion of a two-year term ending December 31, 2020.

11 Janna Cordeiro, seat 15, succeeding herself, term expired, must be a parent or  
12 guardian of a student enrolled in the San Francisco Unified School District at the time of  
13 appointment, nominated by the San Francisco Unified School District's Parent Advisory  
14 Council, and appointed by the Board of Supervisors, for the unexpired portion of a two-year  
15 term ending December 31, 2020.

16 Derik Aoki, seat 16, succeeding Lyra Ng, term expired, must be a person with  
17 experience or expertise in services and programs for children five years old and under, for the  
18 unexpired portion of a two-year term ending December 31, 2020.

19 FURTHER MOVED, That the Board of Supervisors makes the following findings:

- 20 1. The membership of the Sugary Drinks Distributor Tax Advisory Committee has a goal  
21 to be representative of the diversity of the City and County of San Francisco.
- 22 2. Applicants Joi Jackson-Morgan, Roberto Ariel Vargas, and Jonathan Butler, who are  
23 not residents of San Francisco, are persons with experience that uniquely qualifies  
24 them to serve on the Sugary Drinks Distributor Tax Advisory Committee.  
25

1 3. The Sugary Drinks Distributor Tax Advisory Committee has attempted to fill the  
2 positions, for which Joi Jackson-Morgan, Roberto Ariel Vargas, and Jonathan Butler  
3 were nominated, with individuals who are City residents and who have the specific  
4 experience, skills, and qualifications, but has been unable to do so at this time. The  
5 Rules Committee has certified that Joi Jackson-Morgan, Roberto Ariel Vargas, and  
6 Jonathan Butler, are qualified to serve on the Sugary Drinks Distributor Tax Advisory  
7 Committee.

8 4. After exercising due diligence, the Board of Supervisors concludes that there are no  
9 other possible representatives, who are residents of San Francisco, and who have the  
10 specific experience, skills, or qualifications possessed by these applicants, and who  
11 are willing to serve on the Sugary Drinks Distributor Tax Advisory Committee at this  
12 time; and, be it

13 FURTHER MOVED, That the Board of Supervisors waives the residency requirement  
14 for Joi Jackson-Morgan, Roberto Ariel Vargas, and Jonathan Butler, as allowed in cases  
15 where no qualified City resident, willing to serve, can be found, pursuant to Charter, Section  
16 4.101(a)(2), that requires person(s) appointed to boards, commissions, and advisory bodies  
17 established by legislative act of the Board of Supervisors to be resident(s) of the City and  
18 County of San Francisco.

Save Form

Print Form



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: SSDTAC

Seat # or Category (If applicable): Seat #1, #2 or #3 District: 9

Name: Vanessa Bohm

Home Address: [Redacted] S.F. Zip: 9411

Home Phone: [Redacted] Occupation: Director of Programs

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

Business Address: 3101 Mission Street, Ste. 101, S.F. Zip: 9411

Business E-Mail: vanessa@carecen 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:

I am applying to the SDDTAC as a representative of the non-profit organization, the Central American Resource Center (CARECEN), as well as a representative of the Chicano Latino Indigena Health Equity Coalition (CLI). For over 30 years CARECEN has provided Latino, immigrant and low income communities with critical support services, including health education and advocacy. The CLI is a collaboration of over 10 nonprofit organizations in San Francisco, which provide services to the Latino community, seek to address health disparities and improve health outcomes. The Latino and Latino immigrant communities are disproportionately targeted by the soda and other sugar drinks companies, while also disproportionately burdened by chronic diseases linked to the consumption of sugary drinks.

**Business and/or professional experience:**

I bring to the advisory committee over 15 years of experience working on racial and ethnic health equity issues, particularly as they relate to the Latino and immigrant communities. I have a graduate degree in Ethnic Studies from San Francisco State University, where I studied and researched social inequalities faced by the Latino, African American, Native, and Asian American communities living in the U.S. As part of this work I gained expert knowledge in health disparities affecting minority and marginalized populations. I've used my academic training to support local health projects serving low income communities. In the last 10 years I have focused my work at CARECEN in developing Spanish-speaking community health workers to provide health education and interventions around diabetes prevention, obesity prevention, and oral health in their communities.

**Civic Activities:**

My civic activities include, playing an active role in creating awareness and support in the Latino community for the sugary drinks distributor tax that was passed in 2016. I am a regular voter and actively participate in public hearings and forums to share feedback and express concerns about issues I care about and which impact immigrant, poor, and other marginalized communities. I have also advocated with Board of Supervisors around issues important to the Latino community and the community in which I live. Most recently, I have served on the SSDTAC as an advisory member.

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: 10/16/18 Applicant's Signature: (required) Vanessa 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  
SSDTAC Vacancy Application  
10/16/18

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

My graduate studies investigated health disparities in the Latino immigrant community, including access to care and chronic diseases. For over 6 years I have also managed and evaluated public health programs and interventions at CARECEN with the goal of improving health strategies and outcomes related to rates of diabetes, obesity, and poor oral health, including a community health worker and afterschool exercise program.

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

Sugary drinks impact communities of color disproportionately. Statistics show that Latino youth along with African American and Asian youth consume greater amounts of sugary drinks. In addition, soda companies disproportionately target minority children, youth and families. The higher rates of sugary drinks consumption has played a role in the high rates of diabetes, obesity, overweight, early childhood cavities, and other chronic diseases in these communities.

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

I have over 15 years of experience community-based outreach, particularly targeting the Latino immigrant community. My experience ranges from providing direct outreach to community members through fairs, forums, community presentations and other community events, recruiting community members for focus groups, and training community health workers to conduct outreach and health presentations.

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

I have had the honor to serve on the SSDTAC committee since December of 2017 as an appointee for Seat #1. During this time, I have been able to contribute to the great work the SSDTAC has been able to achieve during its first year in place. As the chair of the Community Input Subcommittee, I, along with my colleagues, have worked hard to incorporate the needs and perspectives of those communities most impacted by the consumption of sugary drinks. We were able to successfully develop recommendations for the allocation of SSDT dollars to the Mayor's office in a short amount of time that was reflective of community input. The majority of the recommendations were adopted by the Mayor's office. If reappointed, I would like to continue to support the efforts of this committee in implementing the SSDT as voters intended.



# CARECEN

CENTRAL AMERICAN RESOURCE CENTER  
CENTRO DE RECURSOS CENTROAMERICANOS

Send to	Application for Boards, Commission, Committees + Task Forces	From	Vanessa Bohm, CARECEN
Organization Name		Telephone Number	[REDACTED]
Fax Number	(415) 554-7714	Email	
Tel Number		Number of pages (including this cover)	4

Re:

Application for reappointment on Sugary Drinks  
 Distributor Tax Advisory Committee by Vanessa Bohm  
 Please confirm receipt of this application @ vanessa@carecensf.org  
 if possible.

Thanks,  
 Vanessa Bohm





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

Seat # or Category (If applicable): 3 District: 10

Name: Joi Jackson-Morgan

Home Address: [Redacted] San Pablo, CA Zip: 94806

Home Phone: [Redacted] Occupation: Executive Director

Work Phone: 415-822-1707 x303 Employer: 3rd Street Youth Center & Clinic

Business Address: 1728 Bancroft Ave. San Francisco Zip: 94124

Business E-Mail: joi@3rdstyouth.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: Contra Costa County

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

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:

Having a strong background in Urban Public Health has allowed me to work in two of California's biggest underserved communities: San Francisco's Bayview-Hunters Point and South Central Los Angeles. Both cities introduced me to various cultures, languages and the vast health disparities that plague urban communities. I have been involved in many community-based projects studying the effects of health access, exercise, exergaming, diet changes, liquid calories (sugary beverages intake) and low-to-moderate exercise on adults and youth either with or at-risk for Type-2 Diabetes.

**Business and/or professional experience:**

I am currently the Executive Director at the 3rd Street Youth Center & Clinic in Bayview Hunters Point. Founded in 2005 as a true community collaboration to fill a critical gap in Bayview Hunters Point (BVHP), we are the only multi-service health and wellness center for young people. We serve youth from ages 12-24, from early adolescence to early adulthood, to treat and educate them around the myriad of health problems that first appear in adolescence. We offer an array of services to support a broad view of health, including medical care, mental health services, and education for policy change, healthy eating and active living.

For almost two years, I have serve on the Our Children, Our Families Council's Data Analysis & Outcomes team looking at the health outcomes of San Francisco children and youth, as well as a member of the steering committee for the Adolescent Health Working Group, a coalition of committed youth, adults, and representatives of public and private agencies whose mission is to significantly advance the health and well being of youth and young adults in San Francisco and beyond.

**Civic Activities:**

Current Co-Chair of the Sugary Drinks Distributor's Tax Advisory Committee

Current Community Input and Data and Evidence Subcommittee Member on the SDDTAC

Current Co-Director of New Leaders Council San Francisco

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: 11/14/2018 Applicant's Signature: (required) Joi Jackson-Morgan

(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 am currently the Executive Director at the 3rd Street Youth Center & Clinic in Bayview Hunters Point. Founded in 2005, as a true community collaboration to fill a critical gap in Bayview Hunters Point (BVHP), we are the only multi-service health and wellness center for young people. We serve youth from ages 12-24, from early adolescence to early adulthood, to treat and educate them around the myriad of health problems that first appear in adolescence. We offer an array of services to support a broad view of health, including medical care, mental health services, and education for policy change, healthy eating and active living.

I also serve on the Our Children, Our Families Council's Data Analysis & Outcomes team looking at the health outcomes of San Francisco children and youth, as well as a member of the steering committee for the Adolescent Health Working Group, a coalition of committed youth, adults, and representatives of public and private agencies whose mission is to significantly advance the health and well-being of youth and young adults in San Francisco and beyond.

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

According to DPH's data report in our 2018 SDDTAC report,

*Studies show that sugary beverages flood the liver with high amounts of sugar in a short amount of time, and that this "sugar rush" over time leads to fat deposits and metabolic disturbances that cause diabetes, cardiovascular disease, and other serious health problems. Diseases connected to sugary beverages disproportionately impact minorities and low-income communities. For example, diabetes hospitalizations are more than triple in low-income communities as compared with higher income areas.*

*African American death rates from diabetes mellitus (DM2) are over 2 times higher than San Francisco's overall rate. DM2 is the 8th leading cause of death in San Francisco (which is an underestimate, since heart disease, the leading killer, is often a result of DM2). The average age of death for those who died of*

DM2 in San Francisco between 2015 and 2017 was 75 years, 8 years less than the average life expectancy of 83. As recently as 20xx, nearly xx% of children and adolescents in San Francisco were obese or overweight; and in San Francisco, xx% of adults are obese or overweight, including xx% of Hispanics and xx% of African Americans. Nationally, childhood obesity has more than doubled in children and tripled in adolescents in the past 30 years; in 2010, more than one-third of children and adolescents were overweight or obese. Every additional sugary beverage consumed daily can increase a child's risk for obesity by 60%; and one or two sugary beverages per day increases the risk of Type II diabetes by 26%.

Commented [MKI]: Citation for this information:  
State of California, California  
Department of Public Health, VRBIS Death  
Statistical Master File Plus 2005-2017,  
created on January 30, 2018.

Data shown in text are for years 2015 to 2017.

Commented [JJM2R1]:

Sugary beverages, including sweetened alcoholic drinks, represent nearly 50% of added sugar in the American diet, and, on average, 11% of daily calories consumed by children in the U.S.

Seven percent of San Franciscans are diagnosed with diabetes, and it is estimated that the City and County of San Francisco pays over \$87 million for direct and indirect diabetes care costs.

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

At CDU and 3<sup>rd</sup> Street, I have created and disseminated all of our study materials. In addition to my professional experience, I have organized and created various campaigns (i.e. Stop the SF Jail and Save New Gen) that required me to outreach to community and leaders to educate and excite them for change.

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

Having a strong background in Urban Public Health has allowed me to work in two of California's biggest underserved communities: San Francisco's Bayview-Hunters Point and South Central Los Angeles. Both cities introduced me to various cultures, languages and the vast health disparities that plague urban communities. I have been involved in many community-based projects studying the effects of health access, exercise, exergaming, diet changes, liquid calories and low-to-moderate exercise on adults and youth either with or at-risk for Type-2 Diabetes.

As both an urban public health graduate student and research assistant, I researched health disparities in urban communities and the effects of the determinants of health as they related to health outcomes and the metabolic cluster (diabetes, hypertension, hyperlipidemia). I was also an assistant on a

liquid calorie diet study in youth ages 12-18 studying the impact of sugary drinks on diet, weight gain and the risk for Type-2 Diabetes.

I am currently the SDDTAC co-chair—a title and work I am incredibly proud of and hope to continue in community with our city and committee.

Save Form

Print Form



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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 Advisor

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

Name: Roberto Ariel Vargas

Home Address: Zip: 94080

Home Phone: Occupation: Associate Director

Work Phone: 415-424-9857 Employer: Center for Community Engagement, UCSF

Business Address: 550 16th Street Zip: 94143

Business E-Mail: roberto.vargas@ucsf.edu 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: San Mateo

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

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 of Native Mexican and Central American descent, and have ancestry in Africa and the Iberian Peninsula. I was born and raised in the Mission District and lived in the Bayview Hunters Point for most the last half of my life. I've also lived in Bernal, Excelsior and the Western Addition. My family has deep roots in the Mission and we have served SF communities, primarily on the east side of town, for decades. I am an outspoken advocate for my queer friends and family, and have actively worked in SF communities and within UCSF for an increase in equity, diversity and inclusion in our workforce and in health outcomes. My parents were co-founders of Mission community organizations and I have volunteered at and been employed by several of those organizations. In my work at UCSF, I have partnered with community-based health equity coalitions across SF, representing the API, African American, Latino/ Chicano and Indigenous communities.

**Business and/or professional experience:**

I have worked to build cross-sector partnerships to reduce metabolic disease disparities for a decade, including helping to shape several sugary drinks policies in SF, including the Sugary Drinks Tax, the ban on use of City funds for sugary drinks, and the Warning Label on SSB ads policy. I facilitated conversation between UCSF scientists, SF policymakers and SF health advocates and community leaders, leading to the development of sugary drinks policies, including the SF Soda Tax.

I've worked to help improve access to and promotion of public drinking water in SF by

**Civic Activities:**

I've served as co-chair for the SDDTAC for a year. I've worked collaboratively with each department and organization with a seat on the SDDTAC and I've served on two of the three subcommittees of the SDDTAC.

I've served as co-chair to the Shape Up San Francisco coalition for several years and continue to serve on the Steering Committee. In that role, we work collaboratively to reduce chronic disease disparities across SF, working to make healthy eating and active living the easy choice.

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: 11/15/2018 Applicant's Signature: (required) Roberto Ariel Vargas

(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: \_\_\_\_\_

**PROFESSIONAL PROFILE**

Experienced program leader with a strong background in coalition building across diverse groups. Strives to help facilitate good health, particularly for communities struggling to overcome health inequity. Years of health policy development work at the municipal level, via leveraged expertise from local communities (low-income and of color), policymakers, local health departments, as well as national and international collaborators from NGOs and academia. National expert on Sugar Sweetened Beverage reduction strategy. Passionate teacher and trainer for learners from middle school to graduate-level faculty.

Skill sets include:

- Multi-cultural competence and humility
- Research design and implementation
- Group facilitation and consensus building (trained in ToP facilitation method)
- Curriculum development and teaching
- Program planning and evaluation
- Grant writing, grant-making and grant-management experience
- Policy development through science-policy-community partnership

◆ **EDUCATION**

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**Cum Laude**, Bachelor of Arts in Sociology, Minor in La Raza Studies. 1998  
**Masters in Public Health**, Community Health Education. 2009

◆ **EMPLOYMENT**

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2018-present	<i>Associate Director, Center for Community Engagement, UCSF. Manage community health, policy and planning initiatives within UCSF and with citywide partnerships. Assist with policy development and implementation at the municipal level. Provide consultation nationally for policy and multi-sector public health approaches. Provide training and instruction for UCSF learners and faculty in community engagement and health policy.</i>
2009-present	<i>Navigators, Community Engagement and Health Policy Program, Clinical and Translational Sciences Institute, University of California San Francisco (UCSF) Providing linkages and partnership building between the research community of UCSF and the broader community, including institutional, clinical and community based organizations. Leadership team member developing intra-institutional partnership between UCSF, San Francisco Dept. of Public Health, Stanford University and the Santa Clara Public Health Department. Co-leading city-wide initiatives to partner UCSF with local policymakers, hospitals foundations and City departments to translate science into evidence-based community and policy approaches to reduce obesity-related disease disparities.</i>
2010- 2013	<i>Program Manager, Community Partnerships in Research and Education, Stanford Cancer Institute</i> Co-lead in the development of a community-university partnership center to increase the capacity of the Stanford Cancer Center to address cancer disparities. Developed partnerships to assess and build on opportunities for strengthening partnership between Stanford's Cancer Institute and health systems leadership (hospital and community) to address cancer care for Latinos in the Salinas Valley region.
2005-2009	<i>Coordinator, Community Partnership Resource Center (CPRC), Department of Family and Community Medicine. UCSF Built multi-sector partnerships to reduce</i>



violence and the impact of violence on communities and frontline providers. Built partnerships between UCSF and SF community-based organizations. Provided training, mentorship and placement for UCSF learners.

2002-2005 Director, Real Alternatives Program (RAP) Collaborative, Mission Neighborhood Centers, Inc.

2001-2002 Director of Student Support Services, RAP High School

1998- 2001 Director, James Lick After-School Program, SFUSD

2000 Teacher, Social Studies, SFUSD

1999-2002 Research Assistant II, UCSF

1999-2000 Researcher/Beacon Center Evaluator, PPV Associates

1993-1998 Peer Resources Site Coordinator and Consultant, San Francisco Peer Resources Program, Inc.

1994-1998 Art and Poetry Workshop Facilitator, SF Juvenile Hall and Log Cabin Ranch

1992-1993 Crime Prevention Specialist, San Francisco SAFE, Inc.

1989-1992 Gang Prevention Outreach Worker, Mayor's Gang Prevention Program

◆ **Community Service**

2015-2019 Member, National Council of Research Advocates, National Cancer Institute, NIH. Provide guidance to the Director of the NCI and the Director of the Office of Research Advocacy. Provide input into research investment and strategy nationally for the NIH's largest institute (NCI).

2017-present Co-chair, Sugary Drinks Distributor Tax Advisory Committee. Lead the committee tasked with making recommendations for San Francisco's policymakers for how to invest Soda Tax revenue into strategies for reducing consumption of Sugary Drinks, and for mitigating the impact of consumption.

2015-2018 Chair, San Francisco Shape Up Coalition. Leading a citywide coalition of organizations and institutions working to reduce chronic disease disparities by increasing access to affordable healthy foods and environments that support active living. A Collective Impact approach to systems, policy, environmental and behavioral change with an equity lens.

2011-2016 Chair, Bayview Healthy Eating, Active Living (HEAL) Zone. Lead a coalition of organizations committed to increasing healthy eating and active living in the Bayview Hunters Point district of San Francisco

2006-2014 Cabinet Member, Community Investment Cabinet of the United Way Bay Area, Board of Directors. Review staff funding recommendations and determine where to make United Way investments. Determine grant standards and measures.

2006-2014 President, Central American Resource Center (CARECEN), Board of Directors

2003-2006 Community Council Member, Community Partnership Resource Center (CPRC) of UCSF

1993-present Aztec Dance/ Drumming

1992-2010 Poet and Poetry Workshop Facilitator

◆ **Awards**

2018 Recognition for Outstanding Service to San Francisco Health, 1<sup>st</sup> Annual Latinx Heritage Awards, San Francisco Board of Supervisors

2014 Chancellor's Award for Excellence in University Service, UCSF Chancellor's office

2014 Champion and Unsung Hero Award, Anthem Blue Cross San Francisco, Medi-Cal Community Advisory Committee

2014 Health Stars Award, Shape Up San Francisco Coalition

2009 Excellence in University Community Partnerships, UCSF Office of University Community Partnership

◆ **Professional Activities**

2015-2019 Appointed to the National Council of Research Advocates (NCRA), National Cancer Institute (NCI). Provide strategic advice to the Director of NCI for research priorities.

2007-present Admissions Selection Committee, PRIME US, UCSF

2009-present Reviewer, APHA Community-Based Public Health Caucus

2006- present Grant reviewer, SF Department of Children, Youth and Families and SF Department of Public Health

2011-present Chair, Kaiser Permanente Bayview Hunters Point Healthy Eating Active Living (HEAL) Zone Community Advisory Board

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◆ **University Instruction**

2018-present Co-instructor, *Community Engaged Research Online Course*, with Dr. Sarah Ackerman.

2005-2007 Co-lecturer with Naomi Wortis, MD; Community Oriented Primary Care (COPC) curriculum, Family and Community Medicine Residency, UCSF

2005-present Guest lecturer: "Cultural Humility and Community-University Partnership Building"; UCSF Pathways to Discovery elective. Lead instructor: Naomi Wortis, MD

2007-present Co-lecturer with William Shore, MD; Introduction to Community Medicine, Family and Community Medicine 3<sup>rd</sup> year Clerkship, FCM 110

2008-2017 Guest lecturer: "Cultural Humility and Community-University Partnership Building" and "Cultural Humility and Community-Engaged Research" UC Berkeley-UCSF Joint Medical Program.

Winter 2010 Co-lecturer with Kevin Grumbach, MD (course director), Margaret Handley, PhD, and Ellen Goldstein, MA. Training in Clinical Research (TICR), Epi 248, Translating Practice Into Evidence: Community Engaged Research, UCSF

◆ **Select Presentations**

April 2006 "Building University-Community Partnership in Southeast San Francisco", with Naomi Wortis, Health Disparities Symposium, Stanford School of Medicine

April 2007 "Engaging a university in self-assessment and strategic planning to build partnership capacity: The UCSF experience", co-presented with Naomi Wortis, MD and Ellen Goldstein, MA. Campus Community Partnerships for Health 10<sup>th</sup> Anniversary Conference; Toronto, Canada.

May 2008 "Building University-Community Partnership to Address Violence in San Francisco" Family and Community Medicine Annual Colloquium, UCSF

April 2010 "Staying Connected to the Barrio in Medical School: Community University Partnerships for Health", 26<sup>th</sup> Annual Latino Medical Student Association Western Regional Conference, hosted at UCSF.

May 2010 "Community-University Partnerships to Prevent Street Violence and Promote Resiliency", co-presented with Naomi Wortis, MD and Ricardo Garcia-Acosta. Campus Community Partnerships for Health 11<sup>th</sup> Annual Conference; Portland, Oregon.

May 2011 "From Health Disparities to High-fives: developing health policy through CBPR", co-presented with Sharad Jain, MD, MPH and Sudeep Modupualli, PhD; CU Expo 2011, Waterloo, Canada.

April 2014 "Partnerships for Reducing Sugary Drinks Consumption in SF; leveraging science, community, policymakers and local health departments to reduce consumption of Sugar Sweetened Beverages", co-presented with Christina Goette, MPH; Campus Community Partnerships for Health 2014 Conference, Chicago, Illinois.

May 2014 "Reducing Sugary Drinks Consumption in SF; leveraging science in education and policy partnerships", Co-presented with Brittni Chicuata, MPP, Sarah Fine, Janna Cordeiro, MPH; Department of Family and Community Medicine Annual Colloquium, 2014, University of California, San Francisco.

◆ **Select Publications**

Contributing Poet and Editor: **Cipactli**, San Francisco State University Creative Writing Journal, Winter/Spring (1995)

Contributing Poet: **Cipactli**, San Francisco State University Creative Writing Journal, Winter (1996)

Contributing Poet: **Cipactli**, San Francisco State University Creative Writing Journal, Spring (1997)

Co-author Wortis, N., Goldstein, E., Vargas, R. A., & Grumbach, K.. *Engaging a university in self-assessment and strategic planning to build partnership capacity: The UCSF experience*. *Journal of Higher Education Outreach and Engagement*, 11(2): 121-138, 2006.

Co-author Pasick R., Oliva G., Goldstein E., Nguyen T., Vargas R., Kiefer C. (2010) *Community-Engaged Research: A Quick-Start Guide for Community-Based Organizations*. From the Series: UCSF Clinical and Translational Science Institute (CTSI) Resource Manuals and Guides to Community-Engaged Research, P. Fleisher, ed. Published by Clinical Translational Science Institute Community Engagement Program, University of

California San Francisco.

[http://ctsi.ucsf.edu/files/CE/guide\\_for\\_cbos.pdf](http://ctsi.ucsf.edu/files/CE/guide_for_cbos.pdf)

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**Co-author** *Reducing Cancer and Cancer Disparities: Lessons From a Youth-Generated Diabetes Prevention Campaign*  
DeanSchillingerMD<sup>12</sup>Pamela M.LingMD, MPH<sup>23</sup>SarahFine<sup>12</sup>Cherrie  
B.BoyerPhD<sup>4</sup>ElizabethRogersMD, MAS<sup>5</sup>Roberto ArielVargasMPH<sup>6</sup>KirstenBibbins-  
DomingoMD, PhD, MAS<sup>12</sup>Wen-ying SylviaChouPhD, MPH<sup>7</sup>

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SDDTAC Application  
Roberto Ariel Vargas, MPH  
11/15/2018

Out of concern that my responses to the questions in the application won't fit in the smaller windows when printed, I'm cutting and pasting my responses here.

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 of Native Mexican and Central American descent, and have ancestry in Africa and the Iberian Peninsula. I was born and raised in the Mission District and lived in the Bayview Hunters Point for most the last half of my life. I've also lived in Bernal, Excelsior and the Western Addition. My family has deep roots in the Mission and we have served SF communities, primarily on the east side of town, for decades. I am an outspoken advocate for my queer friends and family, and have actively worked in SF communities and within UCSF for an increase in equity, diversity and inclusion in our workforce and in health outcomes. My parents were co-founders of Mission community organizations and I have volunteered at and been employed by several of those organizations. In my work at UCSF, I have partnered with community-based health equity coalitions across SF, representing the API, African American, Latino/ Chicano and Indigenous communities.

Business/ Professional Experience:

I have worked to build cross-sector partnerships to reduce metabolic disease disparities for a decade, including helping to shape several sugary drinks policies in SF, including the Sugary Drinks Tax, the ban on use of City funds for sugary drinks, and the Warning Label on SSB ads policy. I facilitated conversation between UCSF scientists, SF policymakers and SF health advocates and community leaders, leading to the development of sugary drinks policies, including the SF Soda Tax.

I've worked to help improve access to and promotion of public drinking water in SF by convening scientists, policymakers, the SFPUC and SFDPH. I managed a Citywide effort to mobilize multi-sector partners to institutionalize sugary drinks policies, mobilize multi-language lay health worker programs to promote water and share sugary drinks education, have provided Technical Assistance to hospitals across San Francisco, the US and Canada for adoption of sugary drinks policy. I've collaborated with half a dozen big cities nationally working to develop sugary drinks strategy, policy and program, and helped provide technical assistance to other cities adopting policy and program approaches to reducing consumption of sugary drinks.

I've engaged UCSF medical students and doctors in residence in sugary drinks work, enlisting their efforts in policy development, water policy and promotion, sugary drinks education in schools and community organizations, and more.

I've collaborated with departments of public health across the Bay Area to develop and implement SSB education campaigns online and using billboards and other media.

I worked with the Bay Area Nutrition and Physical Activity Collaborative to support public schools in testing their water sources, distributing water promotion messaging and education, and remediating tainted water sources.

I've helped train community-based lay health workers from the Chinese, African American and Spanish Speaking communities in water promotion and sugary drinks education.

I developed and managed contractual agreements between SFHIP and community based lay health worker programs to implement water promotion and sugary drinks education in the API, Latinx and African American communities of SF.

In partnership with former Supervisor Eric Mar and current Supervisor Lee-Fewer, I'm convening UCSF faculty water expert and pediatrician Anisha Patel and UCSF medical students, the SFPUC and Shape Up San Francisco Coalition to increase access to public drinking water, including by surveying hundreds of SF residents about where they want to see public water stations installed. We are also partnering with Supervisor Lee-Fewer to explore policy options to expanding water access in SF.

Prior to entering the public health field, I served as director of non-profit services in the Mission district, serving mostly Mission and Bayview youth at-risk, and ran youth programs and taught in the SFUSD.

While working at UCSF to build community university partnerships, I also returned to San Francisco State University to complete my Masters in Public Health.

#### Civic Activities:

I've served as co-chair for the SDDTAC for a year. I've worked collaboratively with each department and organization with a seat on the SDDTAC and I've served on two of the three subcommittees of the SDDTAC.

I've served as co-chair to the Shape Up San Francisco coalition for several years and continue to serve on the Steering Committee. In that role, we work collaboratively to reduce chronic disease disparities across SF, working to make healthy eating and active living the easy choice.

I serve on the Steering Committee of the Chicano/ Latino/ Indigena Health Equity Coalition and have done so for 10 years. I've served on the National Council of Research Advocates for the National Cancer Institute of the National Institute of Health.

I served as the president of the Board of Directors for the Central American Resource Center of SF and previously served on the Board of Directors for the Mission Cultural Center for Latino Arts.

I served as co-chair to the Bayview Healthy Eating Active Living (HEAL) Zone and the Southeast Food Access Working Group, now merged as Healthy SouthEast. In these roles, I helped bring citywide stakeholders together to increase access to healthy foods and physical activity in the Bayview Hunters Point, including through Healthy Retail, food pantries and community gardens.

I volunteered for the campaign to pass both Soda Taxes (2014 and 2016), debating representatives of the American Beverage Association, distributing campaign material, training canvassers and providing strategic guidance and recruitment-- on my own time, not representing my employer.



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

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

2010 OCT -4 PM 3:40

**Application for Boards, Commissions, Committees, & Task Forces**

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

Seat # or Category (If applicable): Seats 1 to 5 District: 5

Name: John Maa

Home Address: [Redacted] SF CA Zip: 94109

Home Phone: [Redacted] Occupation: Surgeon

Work Phone: (415) 602-6148 Employer: San Francisco Marin Medical Society

Business Address: 2720 Taylor Street, Suite 450 Zip: 94133

Business E-Mail: jmae@sfmms.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  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 first generation Chinese-American, I have been a resident of District 5 for nearly 25 years. In 2005, I implemented the first surgical hospitalist program at UCSF Medical Center to improve emergency care access to the citizens of San Francisco across all demographic groups, and the model has been adopted in hospitals across America. In 2009, I was named as one of the 'Top 20 People Making a Difference' in healthcare of America in recognition of the model, and my career has evolved to reduce the impact of sugary drinks and tobacco products on the diverse populations in San Francisco.

**Business and/or professional experience:**

- 1) President, San Francisco Marin Medical Society
- 2) Chair, California Advocacy Committee, American Heart Association
- 3) Chief, Division of General and Acute Care Surgery, Marin General Hospital
- 4) Immediate Past Chair, UC office of the President Tobacco Related Disease Research Program Scientific Advisory Committee

**Civic Activities:**

- 1) Board of Directors, American Heart Association, Bay Area Division 2003-present
- 2) Board of Trustees, Asian Art Museum 2016-present, and Education Committee of AAM 2017-present
- 3) Spokesperson at the first press conference to launch the SF Soda tax 2013
- 4) Featured in the television commercials for Prop V soda tax 2016

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: October 4, 2018 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: \_\_\_\_\_

01/20/12



## 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.

As a **UCSF general surgery resident** in the late 1990's, I first noted the epidemic in the cases of obesity that led to the rise of the field of bariatric surgery. I presented the accumulating national evidence to statewide audiences in California in the early 2000's as **President of the American Heart Association-San Mateo Division**, which later resulted in the **Alliance for a Healthier Generation** to address childhood obesity and curb sugary drink consumption. The rapid rise in cases of diabetes would soon follow, and over the years I have witnessed firsthand the epidemic of both obesity and diabetes on surgical outcomes. I chronicled these findings in the article "Taxing soda: strategies for dealing with the obesity and diabetes epidemic" which was published by the **Johns Hopkins University Press** in the *Perspectives in Biology and Medicine* in 2016. As a Member of the **National Advocacy Committee of the American Heart Association (AHA)**, I have assisted with national efforts in sugary drink taxation, reducing consumption, and raising awareness.

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

Overconsumption of sugary drinks is linked to **obesity, diabetes and tooth decay**. Almost half of the African American and Hispanic youth in SF are at risk of developing type 2 "adult-onset" diabetes, and nearly two-thirds of African American and Latino adults are either overweight or obese. A success this past legislative cycle in Sacramento that I assisted with through the **AHA** and as **President of the San Francisco Marin Medical Society (SFMMS)** was to make water and milk the default beverage for children's meals in the State of California. Sugary drinks are the leading source of extra calories that is fueling the dual epidemics of diabetes and tooth decay that are straining our city's precious healthcare resources.

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

As a **Member of the Board of Directors of the AHA** and **SFMMS President**, I assisted with several community-based programs to improve the public health in tobacco control, e-cigarette regulation, hypertension screening, and trauma prevention. While a faculty member at the **UCSF School of Medicine**, I assisted the **Asian Health Institute** in hepatitis and primary care screening for the underserved in San Francisco. For children, my outreach beyond reducing sugary drink consumption has focused on educating children about the hazards of e-cigarette use, most recently through the Prop E campaign in June of 2018. As **Chair of the UC Office of the President (UCOP)** tobacco control programs, I oversaw the granting of millions of dollars of statewide community and school-based research to reduce the toll of tobacco, particularly youth. My core nutritional education activity has been through the AHA, which offers school health and wellness programs like **Jump Rope for Heart** and **Hoops for Heart** that focus on elementary and high schools. I have lectured to the students at Burton High School about sugary drink hazards, assisted with several school fairs, and moderated the **Healthy Weight Media Roundtable with the AHA/ Voices for Healthy Kids**.

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

As a surgeon, public health advocate, researcher, and educator, I bring a broad foundation in public health promotion and advocacy to inform the activities of the committee. During my term as **Chair at UCOP**, the tobacco control research budget I oversaw increased by nearly \$100 million, allowing us to begin charting a path towards the **Tobacco Endgame** in California. It will be an honor to share my relationships in media, with Elected officials, with leading scientific researchers and professional health organizations to ensure that this committee fulfills the important goals to effectively administer the sugary drink tax revenue to address disparities in health, and to collect the objective data to reduce the health harms of sugary drinks locally, across California and nationally.



American Heart Association.

Bay Area Division

426 17<sup>th</sup> St, Ste. 300, Oakland, CA 94612  
Phone (510) 903-4050 Fax (510) 903-4049

www.heart.org

November 13, 2018

The Honorable Malia Cohen  
President of the Board of Supervisors  
City and County of San Francisco  
1 Dr. Carlton B. Goodlett Place, Room 244San  
Francisco, CA 94102

Dear President and Members of the Board of Supervisors:

On behalf of the American Heart Association (AHA), Greater Bay Area, we write in support of the application of John Maa, MD, for the San Francisco Sugary Drink Distributor Tax Advisory Committee (SDDTAC).

Dr. Maa is an outstanding candidate for seats 1-5 of the SDDTAC, as evidenced by his stellar professional training in gastrointestinal surgery, current practice at Dignity Health Hospitals in San Francisco, his national role with the American Heart Association's Advocacy Committee and his personal dedication to the cause of ending childhood obesity by reducing sugary drink consumption.

As a first-generation Chinese-American, Dr. Maa intimately understands that communities of color are targets of predatory marketing of unhealthy products, like sugary drinks, and therefore, shoulder a disproportionate burden of the chronic diseases associated with their consumption. His dedication to health equity and public policy is bolstered by his Fellowship training in Health Care Policy at the University of California, San Francisco.

Dr. Maa has been a physician volunteer for the American Heart Association for 15 years. He is the advocacy lead on the Greater Bay Area Division Board of Directors, the Chair of our Western States Affiliate Advocacy Committee, and a vital member of our National Advocacy Coordinating Committee. Dr. Maa is our designated advocacy volunteer for speaking and writing on the need for policy change to reduce sugary drink consumption and end the twin epidemics of obesity and diabetes.

During his (volunteer) tenure with the AHA Dr. Maa has been dedicated to passing sugary drink taxes; with special attention on San Francisco where he is a longtime resident of District V. His assiduous efforts in support of the two sugary drink tax campaigns included volunteering time to educate the public by "pounding the pavement," raising funds, and testifying in City Hall in support of the ballot measures responsible for the creation of the SDDTAC body itself.

For all these reasons, it is with great confidence and enthusiasm that the American Heart Association supports Dr. John Maa in his application to serve on the San Francisco Sugary Drink Distributor Tax Advisory Committee.

Sincerely,

Eric Batch  
Vice President of Advocacy  
American Heart Association

Maria Olson  
Senior Vice President  
Bay Area Division, American Heart Association

**2018-2019  
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Joseph C. Wu, MD, PhD

**Senior Vice President**

Maria Olson



## Proclamation

CITY AND COUNTY OF SAN FRANCISCO

WHEREAS, Dr. John Maa served as the 2018 President of the San Francisco Marin Medical Society (SFMMMS), and

WHEREAS, Dr. Maa is Chief of the Division of General and Acute Surgery at Marin General Hospital and serves on the Medical Staff of Sausalito Memorial Hospital, and

WHEREAS, Dr. Maa is a distinguished member of the SFMMMS delegation to the California Medical Association House of Delegates where he has been an eloquent spokesperson for the physicians of District VIII and was instrumental in the election of an SFMMMS member to the position of CMA President; and

WHEREAS, Dr. Maa, as SFMMMS President, proved to be a dynamic leader who excelled in serving his fellow members and in fighting for the public health needs of the citizens of the Bay Area, California, and the Nation on issues including decreasing sugary beverage consumption, reducing the use of tobacco, and promoting firearm safety; and

WHEREAS, Dr. Maa worked tirelessly in conjunction with San Francisco Supervisors and citizens to uphold the tax on sugary beverages in San Francisco and to promote the passage of similar legislation throughout the Bay Area and California; and

WHEREAS, Dr. Maa has conducted research focusing on reducing the impact of smoking on perioperative surgical outcomes; and

WHEREAS, Dr. Maa served as Chair of the UC Office of the President Tobacco-Related Research Program on behalf of the American Heart Association; and

WHEREAS, Dr. Maa worked throughout 2018 on behalf of patients and physicians to ban flavored tobacco products in the Bay Area and throughout the State and was an eloquent spokesperson in support of the successful Proposition E, banning flavored tobacco products in San Francisco; and

WHEREAS, Dr. Maa is an internationally recognized advocate for firearm safety who authored an opinion piece in the *New England Journal of Medicine* entitled, *Firearm Injuries and Violence Prevention – The Potential Power of a Surgeon General's Report*, now, therefore, be it

**RESOLVED**, That the Board of Supervisors of the City and County of San Francisco does hereby extend its highest commendation to Dr. John Maa for his significant contributions and stewardship in strengthening San Francisco Marin Medical Society's unwavering commitment to leadership and advocacy in public health.

Aaron Peskin  
San Francisco Board of Supervisors  
January 25, 2019

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

To:

Cc: "Beinart, Amy (BOS)" <amy.beinart@sfgov.org>; "Goette, Christina (DPH)" <christina.goette@sfdph.org>

Sent: Thursday, February 21, 2019 2:58 PM

Subject: RESPONSE REQUIRED: Sugary Drinks Distributor Tax Advisory Committee

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**From:** John Maa <maa\_john@yahoo.com>  
**Sent:** Sunday, February 24, 2019 11:38 PM  
**To:** Young, Victor (BOS)  
**Cc:** Beinart, Amy (BOS); Goette, Christina (DPH)  
**Subject:** Re: RESPONSE REQUIRED: Sugary Drinks Distributor Tax Advisory Committee

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

Thanks again Victor.

SF Supervisor Aaron Peskin has kindly supported my application today, and the Proclamation from the City and County of San Francisco below dated January 25, 2019 highlights my effort in decreasing sugary beverage consumption and in taxation of sugary drinks.

Hope you all had a wonderful weekend.

Sincerely, John Maa

# Chinese American Democratic Club



華裔民主黨協會

## OFFICERS 2017

Wilson Chu, President  
Eddie Chin, Vice President  
Josephine Zhao, Vice President  
Ning Ho, Secretary  
Calvin Louie, Treasurer  
Bayard Fong, Parliamentarian

950 Grant Ave, 2<sup>nd</sup> Floor  
San Francisco CA 94108  
[www.sfcadc.org](http://www.sfcadc.org)

July 17, 2017

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

Dear Mr. Evans,

It is a pleasure to write in support of Dr. John Maa's application to the SF Sugary Drinks Distributor Tax Advisory Committee.

We met Dr. Maa in 2016 when he was an advocate for Proposition V (a.k.a. Soda Tax). We were impressed that someone with his credentials would commit his time to participate in the democratic process at the grassroots level. He was knowledgeable on the issues and eloquent in his replies.

In addition, when we discussed Asian American issues associated with Proposition V, it was quite evident that he took genuine interest in our concerns. We believe his patience and understanding will also be extended to other minority groups when their issues are brought to the SF Sugary Drinks Distributor Tax Advisory Committee for discussion.

As a community, we are also proud of his accomplishments:

1. Board certified medical doctor
2. Board of Directors of the American Heart Association
3. President-elect of the San Francisco Medical Society

We understand the dedication and commitment he has made to his profession, and are impressed that he continues to give back to the community of San Francisco.

It is with the utmost enthusiasm that we recommend Dr. John Maa to the SF Sugary Drinks Distributor Tax Advisory Committee.

If you have any questions, please do not hesitate to ask.

Sincerely,

Wilson Chu  
President  
Chinese American Democratic Club



June 29, 2017

The Honorable London Breed  
President  
Board of Supervisors  
City and County of San Francisco  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

Dear Supervisor Breed:

We are writing on behalf of the San Francisco Marin Medical Society (SFMMS) to support the application of John Maa, MD, for the Sugary Drinks Distributor Tax Advisory Committee (SDDTAC). Dr. Maa, who is the President-Elect of the SFMMS, has been a tireless advocate for the prevention of childhood obesity and diabetes. He was an early supporter of taxes on sugary drinks to help reduce their consumption and prevent diabetes and related diseases in individuals, especially children, across the demographic spectrum.

As a physician providing emergency surgical care, Dr. Maa has first-hand knowledge of the devastating effects of diseases that result from obesity and diabetes. Through his work with the American Heart Association, Dr. Maa has advocated at City Hall and in Sacramento to reduce junk food marketing, increase physical activity and improve nutritional offerings in schools.

Dr. Maa led the Medical Society in efforts to organize physicians and gain county-wide support for the first San Francisco soda tax initiative. Although the initiative was unsuccessful, it set the ground work for the 2016 initiative passed by the voters. In 2016, Dr. Maa worked closely with Supervisor Cohen and others to plan strategies and advocate for the benefits of taxing sugary drinks. Throughout the years he has spoken and written extensively in support of efforts to decrease the consumption of sugary beverages. These efforts significantly contributed to the successful passage of the law that created the SDDTAC.

As a member of the SFMMS, Dr. Maa has championed many public health causes. In addition to his work on taxing sugary drinks, he has also done extensive clinical research on the toll of tobacco and nicotine products on surgical outcomes and chaired the UC Office of the President Tobacco Related Disease Research Program.

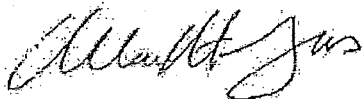
The Honorable London Breed

June 29, 2017

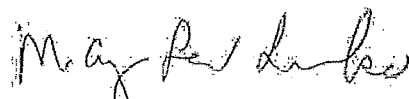
Page 2

As Dr. Maa's CV will attest, he is highly regarded in the medical and public health communities and has received numerous awards and national recognition for his work on heart disease, tobacco and disease prevention and health promotion. The SFMMS is pleased and proud to support Dr. Maa's application. We believe that his medical and public health background plus his demonstrated experience in advocating for taxes on sugary drinks make him uniquely qualified to serve on the SDDTAC.

Sincerely,



Man-Kit Leung, MD  
President



Mary Lou Licwinko, JD, MHSA  
Executive Director/CEO

MKL:pl

## Young, Victor (BOS)

---

**From:** Mary Lou Licwinko <mll@sfmms.org>  
**Sent:** Monday, February 25, 2019 8:38 AM  
**To:** Young, Victor (BOS)  
**Cc:** Beinart, Amy (BOS); Goette, Christina (DPH); John Maa, MD  
**Subject:** RE: RESPONSE REQUIRED: Sugary Drinks Distributor Tax Advisory Committee

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

Dear Victor,

If it's not too late, could you please add to Dr. John Maa's application for SDDTAC the note below to the Supervisors from the San Francisco Marin Medical Society.

Best,

Mary Lou

Mary Lou Licwinko, JD, MHSA  
Executive Director/CEO  
San Francisco Marin Medical Society  
2720 Taylor Street, Ste. 450  
San Francisco, CA 94133  
415-561-0850 Ext. 237  
[mll@sfmms.org](mailto:mll@sfmms.org)

Dear Supervisors Ronen, Walton and Mar,

The San Francisco Marin Medical Society (SFMMS) continues to support Dr. Maa's application to the SDDTAC. As our previous letter of January 2017 outlines, Dr. Maa is uniquely qualified to serve on the TAC and would be a valuable contributor. In 2018, Dr. Maa served as President of SFMMS and worked tirelessly on the soda tax issue in the Bay Area. He is nationally recognized as an expert on the effects of sugar consumption having seen it first hand through his medical practice. We urge you to appoint him to the SDDTAC.

Please let me know if we can provide any additional information to support Dr. Maa.

Sincerely,

Mary Lou Licwinko, JD, MHSA  
Executive Director/CEO  
San Francisco Marin Medical Society  
2720 Taylor Street, Ste. 450  
San Francisco, CA 94133  
415-561-0850 Ext. 237  
[mll@sfmms.org](mailto:mll@sfmms.org)



CAPITOL OFFICE  
STATE CAPITOL, ROOM 4066  
SACRAMENTO, CA 95814  
TEL (916) 651-4011  
FAX (916) 651-4911

DISTRICT OFFICE  
455 GOLDEN GATE AVENUE  
SUITE 14800  
SAN FRANCISCO, CA 94102  
TEL (415) 557-1300  
FAX (415) 557-1252

SENATOR.WIENER@SENATE.CA.GOV

# California State Senate

SENATOR  
SCOTT WIENER

威善高

ELEVENTH SENATE DISTRICT

COMMITTEES  
HUMAN SERVICES  
CHAIR  
APPROPRIATIONS  
ENERGY, UTILITIES &  
COMMUNICATIONS  
PUBLIC SAFETY  
TRANSPORTATION & HOUSING



July 10, 2017

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

Dear Mr. Evans:

It is a pleasure to write in support of Dr. John Maa's application to the SF Sugary Drinks Distributor Tax Advisory Committee. Since 2013, Dr. Maa has been dedicated to the efforts to tax sugary drinks in San Francisco, to remove sugar sweetened beverages from City vending machines and hospital property, and to improve public awareness through nutritional labels of the sugar content of food and drinks.

He currently serves on the Board of Directors of the American Heart Association and as Chair of the Western States Affiliate Advocacy Committee, and is the President-elect of the San Francisco Medical Society. He is on the active Medical Staffs of Marin General Hospital and Dignity-Health St. Francis.

His related public policy efforts in San Francisco have focused on tobacco control, electronic cigarette regulation, and eliminating the use of chewing tobacco at AT and T baseball park, for which he was recognized with a Certificate of Honor by the SF Board of Supervisors in 2015. I believe that he will be an effective advocate to advance the health of San Francisco through his appointment to the Sugary Drinks Distributor Tax Advisory committee.

Sincerely,

A handwritten signature in cursive script that reads "Scott Wiener".

Scott Wiener  
Senator



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

Seat # or Category (If applicable): 5 District: \_\_\_\_\_

Name: Jonathan Butler

[Redacted] Zip: 94404

[Redacted] Occupation: Researcher

Work Phone: 415-502-3515 Employer: University of California, SF

Business Address: 400 Parnassus Avenue Zip: 94143

Business E-Mail: jonathan.butler@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:

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

Resident of San Francisco  Yes  No If No, place of residence: Foster City

**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:**

My professional and civic work focuses on the social factors (e.g., race/ethnicity, sexual orientation, neighborhood, gender, age) that influence a person's health. I have an earned PhD in Medical Sociology and Social Inequalities, and I am actively involved in organizations (e.g., NAACP and UCSF's Abundant Life Health Ministries) that work to improve the health conditions of underrepresented communities.

I currently serve as a member of the Sugary Drinks Distributor Tax Advisory committee (SDDTAC). I am the Data and Evidence subcommittee chair and a Community Input Subcommittee member. As Data and Evidence chair, my role has been providing evidence-based research strategies/interventions to the committee-at-large to help inform recommendations to the Mayor. My role also included convening several meetings among committee members and notable scientist/doctors from premiere research institutions in the Bay area to discuss the most effective interventions to reduce cardiometabolic disease. As Community Input Subcommittee member, I was invited and encourage SF faith leaders and other community leaders to voice their needs to the committee-at-large and how the SDDTAC recommendations help to address the health concerns of their respective communities. All of my efforts have been to provide research and evidence to support the decisions of the SDDTAC. The SDDTAC was/is committed to provide recommendations that would benefit underrepresented, minority groups.

**Business and/or professional experience:**

My research at UCSF focuses on the social influences on health. Specifically, my research attempts to understand the role that adversity (i.e., psychosocial stress) plays on cardiometabolic health (e.g. obesity and diabetes) across the life-course in adolescents, middle-aged to older populations and racial/ethnic minority groups. I have been invited to present my work at the several national cardiovascular scientific conferences.

**Civic Activities:**

I have been actively involved in the implementation of health policy in San Francisco. I was an appointed committee member for the Sugary Distributor Tax Advisory Committee and currently serve as the Data and Evidence Sub-Committee chair and member of the Community Input Subcommittee. I serve as a board member for Back on Track, Inc., tutoring program that promotes academic achievement for San Francisco's underserved children. I am also an active member of the executive committee and health committee chair for the National Association for the Advancement of Colored People— San Francisco Branch.

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: 10/25/2018 Applicant's Signature: (required) Jonathan Butler

(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: \_\_\_\_\_



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 Drink Distributors Tax Advisor

Seat # or Category (If applicable): Seat 15: Parent of SFUSD student District: 7

Name: Janna Cordeiro

[Redacted] San Francisco, CA Zip: 94127

Home Phone: [Redacted] Occupation: Program Manager

Work Phone: 4155504495 Employer: SF Wholesale Produce Market

Business Address: 2095 Jerrold Ave Suite 212, SF CA Zip: 94124

Business E-Mail: jcordeiro@sfproduce.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 [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 I am applying to be re-appointed for seat 15 of the Sugary Drinks Distributor Tax Advisory Committee, I am a parent of a current SFUSD student. My daughter is a junior at the Ruth Asawa SF School of the Arts in the World Music Department. As the product of public schools, and the first on both sides of my family to attend college, I highly value public education and have been actively involved in my daughter's schools (Fairmount Elementary, Hoover Middle, and SOTA). I am a white, college-educated, straight woman who comes from a working class family--all of whom are impacted by chronic diseases that are fueled by sugary drinks (obesity, hypertension, cirrhosis, stroke). Last year my 48 year old brother died from heart disease, and I understand firsthand the suffering caused by preventable chronic diseases.

**Business and/or professional experience:**

I received a Masters in Public Health from Emory University (Behavioral Sciences/Health Education), and have been a public health professional for over 25 years. I have spent my career working in a variety of settings including small community-based organizations, as a consultant for the Centers for Disease Control, for a California cigarette tax funded breast cancer foundation, 9 years as an independent consultant focusing on chronic disease prevention/sugary drinks, and most recently as the program manager at the San Francisco Wholesale Produce Market. Please see the attached supplemental questionnaire and my CV for more specific information.

**Civic Activities:**

My daughter has attended SFUSD since kindergarten and I have volunteered at each of her schools (Fairmount, Hoover, SOTA). Since she started at SOTA, I have supported performances at school, written grants and led fundraising efforts for her department, coordinated off-site gigs for her department, and even chaperoned an 8 day trip to Cuba with 37 students. I volunteered numerous hours for the 2014 Soda Tax campaign, supported the 2016 Soda Tax campaign, and served on the executive committee of my local democratic club.

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: 10/28/2018 Applicant's Signature: (required) Janna N. Cordeiro

(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**

**Submitted by Janna Cordeiro  
October 28, 2018**

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

Since December 2017, I have served as a member of the Sugary Drinks Distributor Tax Advisory Committee in Seat 15 (SFUSD Parent), and would like to serve another term beginning January 2019.

From April 2017-present I have been working as the program manager for the San Francisco Wholesale Produce Market developing and implementing our Food Recovery Program, community donations, educational tours, and healthy retail/food access work. Our Food Recovery program collects over 600,000 pounds of food each year and donates it to nonprofits and culinary training programs who then make healthy meals and/or provide groceries for youth and adults who are food insecure. Our community donations program serves Bayview Hunters Point events and organizations that provide healthy produce to residents including the Food Pharmacy program at the Southeast Health clinic. We collaborate with the Healthy Retail SF program to provide training and support to participant corner stores to increase access to healthy produce in neighborhoods with limited access to healthy food.

During my time working as an independent public health consultant from 2008-2017, I had the privilege of working with several clients to reduce consumption of sugary drinks, including extensive work supporting SF DPH Shape Up San Francisco's initiatives; The California Endowment/Latino Coalition for a Healthy California efforts to educate stakeholders about harms of sugary drinks; SFHIP healthy beverage education and assessment of collective impact; and the San Francisco City Attorney's Office defending the Sugary Drink Advertisement Warning Label law.

#### **Shape Up San Francisco**

- Provided technical assistance to the following organizations to develop and implement healthy beverage policies: Bay Area YMCA, The Children's Council, and Bayview Hunters Point Foundation.
- Led a team to secure funding, develop, implement and evaluate the Open Truth Campaign ([www.opentruthnow.org](http://www.opentruthnow.org)). Conducted extensive research on health harms of sugary drinks; health inequities caused by sugary drinks (locally, nationally, and internationally); industry targeting of youth

and communities of color; and effective communication, strategies, and policies to reduce consumption of sugary drinks. Stayed current and networked with others advocating for reducing sugary drink consumption locally, statewide, nationally and internationally. Contributed to the development and testing of an educational Open Truth curriculum that can easily be adapted to a variety of audiences.

- Supported San Francisco State University students in their efforts to resist a “Pouring Rights” contract on their campus.
- Researched effective policies to reduce sugary drink consumption and provided guidance to SF policy makers in the development of the 2014 and 2016 soda tax efforts, as well as the Sugary Drink Ad Warning Label law.
- Conducted research, focus groups, and interviews to adapt the Open Truth website, messaging, and materials for Bay Area Spanish speaking moms and youth.

#### **SFHIP**

- Worked collaboratively with three community-based organizations to adapt the Open Truth curriculum materials for communities disproportionately impacted by overconsumption of sugary drinks. Tailored curriculum, developed new posters, trained lay health workers and program staff, and provided evaluation coaching to NICOS (Chinese community), Rafiki Coalition (African Americans), and CARECEN (Spanish speaking /Central American newcomers).
- Developed an evaluation strategy and data collection to measure collective impact from healthy beverage efforts by SFHIP members and Shape Up San Francisco programs.
- Worked with St Mary’s Hospital to develop a Sugary Drink Assessment question for all patient contacts.

#### **California Endowment/Latino Coalition for a Healthy California (LCHC)**

- Researched and compiled lessons learned from student activists resisting pouring rights contracts on their campuses. Shared lessons learned with advocates around California.
- Provided extensive training for LCHC’s Health Justice Fellows including: beverage industry tactics/targeting of Latinos and youth; developing social media and campaign messaging for sugary drink education; and public speaking.
- Provided sugary drink education and training to outreach workers at OCCUR—Oakland based CBO serving African Americans and Latinos.
- Supported 3 OpEds in Oakland newspaper advocating for sugary drink education. Identified lead authors, wrote/edited pieces, and secured photographs.
- Interviewed soda tax funded Berkeley health education programs and worked with artist to create 4 social media posts. Efforts meant to promote the positive outcomes resulting from the soda tax efforts. Shared

illustrations with TCE convening of sugary drink and water advocates from around the state.

- Provided technical assistance and support to staff at Benioff Children's Hospital Oakland who worked to remove sugary drinks from the hospital cafeteria and eateries.

#### **SF City Attorney**

- Provided support for SF City Attorney's defense of the Warning Label Ad Law: conducted research, connected the City Attorney with stakeholders interested in supporting the defense of the law, and secured numerous signatories for the Amicus.

#### **Volunteer work**

- Active volunteer for the SF 2014 soda tax campaign, supported the SF 2016 soda tax campaign.

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

Overconsumption of sugary drinks disproportionately harms youth, communities of color, and low-income communities in San Francisco by contributing to high rates of tooth decay, heart disease, obesity, type 2 diabetes and other metabolic disorders. This is no coincidence since the beverage industry aggressively targets these communities with predatory marketing campaigns that utilize powerful messaging, influential celebrities, and lobbying money to directly undermine public health efforts to educate about the harms of sugary drinks, and increase access to healthier beverages.

While we have seen some improvement in young children drinking fewer sugary drinks in San Francisco, teenagers – especially African American and Latino youth—continue to regularly consume sugary drinks at levels we know lead to chronic diseases such as type 2 diabetes and heart disease.

We have alarming rates of pre-diabetes in California, and while San Francisco does not have the highest rates in the state, type 2 diabetes is completely preventable, and should not be showing up in our youth. According to a health policy brief published by Public Health Advocates in 2016, 28% of young San Franciscans 18-39 have pre-diabetes, 51% of 40-54 year olds, and 66% of 55-69 year olds, and 55% of San Franciscans over 70 have pre-diabetes. We also see disproportionate rates of hospitalizations due to complications from diabetes among residents of low-income neighborhoods in San Francisco (e.g. Bayview/Hunter's Point, Tenderloin, Treasure Island).

Further, low-income children attending public schools, and in particular low income Asian children, have very high rates of tooth decay caused in part, by sugary drink consumption.

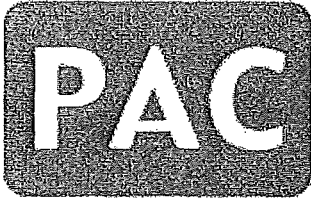


**3. Please describe your experience in community-based outreach.**

I began my public health career in college conducting outreach to my peers about HIV prevention. This volunteer work led to a position at a community-based HIV Prevention organization where I created award winning community outreach programs for women at high risk for HIV. In graduate school, I majored in behavioral sciences/health education, and my Master's thesis work helped to design a community-based outreach program for women who used injection drugs and or crack cocaine, or were partners with male drug users. After graduating, I worked as an outreach worker for the program working primarily with African American women at risk for HIV. Then, as a consultant for the CDC, I evaluated and compiled lessons learned from 10 successful HIV community outreach programs around the country. In my work as an independent consultant (see above answer to question 1), I provided technical assistance to several community-based organizations who were providing community-based outreach to those most impacted by sugary drink consumption.

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

As is described in detail in question 1, I have extensive work and volunteer experience developing public health programs related to sugary drink consumption and industry tactics to target youth, communities of color, and low income communities. As I have done the past 10 months seated on the committee, I will continue to bring that expertise to the work of the committee to identify the most effective strategies to invest the sugary drink tax revenues. As the mother of a teenager attending SFUSD, I will bring my perspective as a mother to the table, ensuring that the interests and concerns of parents and youth are also well represented. I will continue to dialogue with the Parent Advisory Council (PAC) to ensure that I bring perspectives from a diverse group of parents to the table as well.



San Francisco Board of Education  
**Parent Advisory Council**

M E M O R A N D U M

**TO:** Members, San Francisco Board of Supervisors  
**FROM:** Members of the Parent Advisory Council (PAC)  
**DATE:** October 29, 2018  
**RE:** Candidate nominated for appointment to the Sugary Drink Distribution Tax Advisory Committee

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**Action Requested:**

The Parent Advisory Council (PAC) of the San Francisco Board of Education respectfully requests the San Francisco Board of Supervisors to appoint candidate Janna Cordeiro as nominated by the PAC for appointment to Seat 15 of the Sugary Drinks Distributor Tax Advisory Committee (SDDTAC). Ms. Cordeiro is currently serving as the representative of Seat 15 and her term will end December 31, 2018. Her new term, if reappointment, would begin on January 1, 2019 and end on December 31, 2020.

**Background:**

PAC members discussed the qualifications of Janna Cordeiro as a candidate. Given Ms. Cordeiro's understanding of issues at hand, the role of the PAC to represent different communities and family perspectives, and her service to date as a liaison between the PAC and the Sugary Drinks Distributor Tax Advisory Committee, the PAC would like Ms. Cordeiro to serve another on the committee as the representative of Seat 15. The Parent Advisory Council officially voted at its regular meeting of September 12, 2018 to unanimously approve Janna Cordeiro as the nominee of the PAC to serve and represent Seat 15 on the Sugary Drinks Sugary Drinks Distributor Tax Advisory Committee.

## Young, Victor (BOS)

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**From:** Georgia Williams-Bratt <pac.sfusd@yahoo.com>  
**Sent:** Monday, February 25, 2019 9:56 AM  
**To:** Janna Cordeiro  
**Cc:** Ronen, Hillary; Walton, Shamann (BOS); Mar, Gordon (BOS); amy beinart; Gallardo, Tracy (BOS); Young, Victor (BOS)  
**Subject:** Re: SDDTAC Appointments--apologies for not being able to attend

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

Good Morning Ms. Cordeiro,

Thank you for restating your interest in serving as the Parent Advisory Council (PAC) representative for Seat 15 on the Sugary Drinks Distributor Tax Advisory Committee (SDDTAX). We appreciate the work you have done so far on this committee by meeting with the PAC regularly to ensure SFUSD families have a voice at the table, particularly those who have been historically underserved. The PAC looks forward to continuing our work together to serve SFUSD students and families in this capacity should the Board of Supervisors approve your nomination.

Dear Commissioners Mar, Ronen and Walton,

In late October 2018, I formally submitted a memo addressed to the San Francisco Board of Supervisors on behalf of the Parent Advisory Council (PAC) requesting the appointment of Janna Cordeiro to the Sugary Drink Distribution Tax Advisory Committee to serve as the representative of Seat 15. I believe Mr. Young will ensure you receive a copy of it.

Given Ms. Cordeiro's qualifications and understanding of issues at hand, the role of the PAC to represent different communities and family perspectives, and her service to date as a liaison between the PAC and the Sugary Drinks Distributor Tax Advisory Committee, the PAC decided to nominate Ms. Cordeiro to serve another full term through December 31, 2020. PAC members unanimously voted at its regular meeting of September 12, 2018 to approve Janna Cordeiro as the PAC nominee to represent Seat 15 on the SDDTAC.

Please let me know if you have any questions.

Thank you,  
Georgia

Georgia Williams Bratt, Coordinator  
Parent Advisory Council  
555 Franklin Street  
San Francisco, CA 94102  
Office: 415-355-2201  
Mobile: 415-407-1488  
Fax: 415-241-6684  
[pac.sfusd@yahoo.com](mailto:pac.sfusd@yahoo.com)

On Feb 24, 2019, at 5:35 PM, Janna Cordeiro <janna@jannacordeiro.com> wrote:

Dear Supervisors Ronen, Walton, and Mar,

This email is to officially inform you that I will not be able to attend the Rules Committee meeting this coming Monday, February 25th, 2019 where you will be considering appointments for the Sugary Drinks Distributors Tax Advisory Committee (SDDTAC). As my service on the committee is volunteer and not connected to my job, I am unable to take time off from work on Monday. Apologies I can't be there in person. I was able to connect with staff in Supervisor Ronen and Supervisor Walton's office on Friday, but was unable to connect with staff in Supervisor's Mar's office.

I have been nominated to serve another term on the SDDTAC by the SF Board of Education Parent Advisory Council (PAC) for seat 15, and I appreciate your support of that nomination by confirming my appointment.

It has been an honor to serve on the committee since it was formed in December 2017, and I hope to serve for another term. I believe I have been able to represent the SFUSD parent voice on the committee advocating for \$1Million for vouchers to purchase healthy food, \$1Million for preventative dental care for underserved youth in SFUSD, \$1.5 Million for SFUSD to engage students and improve school food, and over \$4Million for grants for community groups working with those most targeted by the beverage industry. I believe I also I bring important additional perspectives to the committee with my 25 years as a public health professional, my involvement with the 2014 and 2016 soda tax campaigns, and my deep knowledge about how the beverage industry targets youth, communities of color, and poor communities.

In the coming year, I look forward to ensuring that the revenues collected from the taxes are used as intended and really make a difference in the lives of those most impacted by overconsumption of sugary drinks. I will continue to seek input from SFUSD parents, and do my best to bring that important perspective to the committee.

Thank you again for your support. Please don't hesitate to contact me if you have any questions. I can be reached at 415-734-8345.

Janna Cordeiro, MPH  
Parent SFUSD, SDDTAC Seat 15

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**From:** Janna Cordeiro <janna@jannacordeiro.com>  
**Sent:** Sunday, February 24, 2019 5:35 PM  
**To:** Ronen, Hillary; Walton, Shamann (BOS); Mar, Gordon (BOS)  
**Cc:** amy beinart; Gallardo, Tracy (BOS); Young, Victor (BOS); Georgia Williams-Bratt  
**Subject:** SDDTAC Appointments--apologies for not being able to attend

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

Dear Supervisors Ronen, Walton, and Mar,

This email is to officially inform you that I will not be able to attend the Rules Committee meeting this coming Monday, February 25th, 2019 where you will be considering appointments for the Sugary Drinks Distributors Tax Advisory Committee (SDDTAC). As my service on the committee is volunteer and not connected to my job, I am unable to take time off from work on Monday. Apologies I can't be there in person. I was able to connect with staff in Supervisor Ronen and Supervisor Walton's office on Friday, but was unable to connect with staff in Supervisor's Mar's office.

I have been nominated to serve another term on the SDDTAC by the SF Board of Education Parent Advisory Council (PAC) for seat 15, and I appreciate your support of that nomination by confirming my appointment.

It has been an honor to serve on the committee since it was formed in December 2017, and I hope to serve for another term. I believe I have been able to represent the SFUSD parent voice on the committee advocating for \$1Million for vouchers to purchase healthy food, \$1Million for preventative dental care for underserved youth in SFUSD, \$1.5 Million for SFUSD to engage students and improve school food, and over \$4Million for grants for community groups working with those most targeted by the beverage industry. I believe I also bring important additional perspectives to the committee with my 25 years as a public health professional, my involvement with the 2014 and 2016 soda tax campaigns, and my deep knowledge about how the beverage industry targets youth, communities of color, and poor communities.

In the coming year, I look forward to ensuring that the revenues collected from the taxes are used as intended and really make a difference in the lives of those most impacted by overconsumption of sugary drinks. I will continue to seek input from SFUSD parents, and do my best to bring that important perspective to the committee.

Thank you again for your support. Please don't hesitate to contact me if you have any questions. I can be reached at 415-734-8345.

Janna Cordeiro, MPH  
Parent SFUSD, SDDTAC Seat 15

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**From:** Janna Cordeiro <janna@jannacordeiro.com>  
**Sent:** Friday, February 22, 2019 2:29 PM  
**To:** alan.wong@sfgov.org  
**Cc:** amy beinart; Young, Victor (BOS)  
**Subject:** Sugary Drinks Distributors Tax Advisory Committee Appointment

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

Dear Alan,

I received notification from Victor Young that the Rules Committee will be considering the appointments to the SDDTAC this coming Monday. Victor encouraged us to reach out to the supervisors on the committee ahead of time. I called your office and got your voicemail so thought i would send a quick email.

Unfortunately, since I cannot take work time to participate in the SDDTAC (I'm volunteering as my role as a parent and it is not tied to my employment), it would be very difficult for me to attend the hearing on such short notice. Please don't hesitate to call me before the hearing if Supervisor Mar has any questions about my application, and I plan on sending a short letter explaining my absence. As my seat is nominated by the SF Board of Education Parent Advisory Council (<https://pacsf.org>), it's a bit different than the other open seats such that the PAC seeks applicants and then chooses one candidate to nominate for the Supervisors' consideration. I have served as the PAC nominee since the Committee was convened in December 2017, and would be honored to serve another term.

I am very proud of the work we have accomplished in just over a year, and have been especially enthused by the level of community input as well as the cooperation with the Mayor's office and supervisors that we have been able to achieve in such a short time. The recommendations we put forward last year and are about to submit for this year are closely aligned with the promises made to SF voters in both the 2014 and 2016 soda tax campaigns, and align very well with scientific evidence and best practices. As someone who was deeply involved in the 2014 and 2016 campaigns, and has done extensive public health work in chronic disease prevention and in particular, sugary drink education and advocacy, I am very confident that the investments San Francisco can make from this unique source of revenue will help to improve the health of those most targeted by the beverage industry. It is very important to reinvest these tax dollars into the communities paying the largest portion of the tax (those who consume the most), and to demonstrate that soda taxes can do good work in communities that are unequally burdened by chronic diseases fueled by over-consumption of sugary drinks.

As the work of the committee is somewhat complicated, and we are breaking new ground as one of the first large US cities to tax sugary drinks, I do believe consistency on the committee is crucial at this point in our development. There has been a steep learning curve (on everyone's part), and significant change or turnover at this time would be very disruptive.

Please don't hesitate to contact me either via email or call me at 415-734-8345 if you have any questions. Again, apologies for not being able to attend the Rules committee on Monday.

All my best,

Janna Cordeiro  
Parent, SFUSD



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**From:** Janna Cordeiro <janna@jannacordeiro.com>  
**Sent:** Friday, February 22, 2019 2:47 PM  
**To:** Mar, Gordon (BOS)  
**Cc:** alan.wong@sfgov.org; amy beinart; Young, Victor (BOS)  
**Subject:** Rules Committee Monday-SDDTAC appointments

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

Dear Supervisor Mar,

Yesterday, I received notification from Victor Young that the Rules Committee will be considering the appointments to the SDDTAC this coming Monday. Victor encouraged us to reach out to you ahead of time. I called your office and got your voicemail, and I attempted to send Alan an email but it bounced back, so I thought I would send a quick email.

Since the committee was first convened in December 2017, it has been an honor to serve in seat 15—the seat reserved for a parent of an SFUSD student and nominated by the SF Board of Education PAC. Unfortunately, since I cannot take work time to participate in the SDDTAC (I'm volunteering as my role as a parent and it is not tied to my employment), it would be very difficult for me to attend the hearing on such short notice. Please don't hesitate to call me before the hearing if you have any questions about my application, and I plan on sending a short letter explaining my absence. As my seat is nominated by the SF Board of Education Parent Advisory Council (<https://pacsf.org>), it's a bit different than the other open seats such that the PAC seeks applicants and then chooses one candidate to nominate for the Supervisors' consideration. I would be honored to serve another term on the SDDTAC, and I would appreciate your support

I am very proud of the work we have accomplished in just over a year, and I have been especially enthused by the level of community input as well as the cooperation with the Mayor's office and supervisors that we have been able to achieve in such a short time. The recommendations we put forward last year and are about to submit for this year on how to invest about \$10Million in tax revenues are closely aligned with the promises made to SF voters in both the 2014 and 2016 soda tax campaigns, and align very well with scientific evidence and best practices. As someone who was deeply involved in the 2014 and 2016 campaigns, and has done extensive public health work in chronic disease prevention (in particular, sugary drink education and advocacy), I am very confident that the investments San Francisco can make from this unique source of revenue will help to improve the health of those most targeted by the beverage industry. It is very important to reinvest these tax dollars into the communities paying the largest portion of the tax (those who consume the most), and to demonstrate that soda taxes can do good work in communities that are unequally burdened by chronic diseases fueled by over-consumption of sugary drinks.

As the work of the committee is somewhat complicated, and we are breaking new ground as one of the first large US cities to tax sugary drinks, I do believe consistency on the committee is crucial at this point in our development. There has been a steep learning curve (on everyone's part), and significant change or turnover at this time would be very disruptive.

Please don't hesitate to contact me either via email or call me at 415-734-8345 if you have any questions. Again, apologies for not being able to attend the Rules committee on Monday.

All my best,



Janna Cordeiro  
Parent, SFUSD  
Seat 15, Sugary Drinks Distributors Tax Advisory Committee

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**From:** Janna Cordeiro <janna@jannacordeiro.com>  
**Sent:** Friday, February 22, 2019 3:05 PM  
**To:** Walton, Shamann (BOS)  
**Cc:** Gallardo, Tracy (BOS); Young, Victor (BOS); amy beinart  
**Subject:** Sugary Drinks Distributors Tax Advisory Committee Appointments

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

Dear Supervisor Walton,

Yesterday, I received notification from Victor Young that the Rules Committee will be considering the appointments to the SDDTAC this coming Monday. Victor encouraged us to reach out to you ahead of time. I called your office and left a message for Tracy, but thought I would also send you a quick email in case she is not able to return my call. Also, we met very briefly just last week at my work— The SF Wholesale Produce Market. We met on the docks with my co-worker Carolyn who coordinates our Food Recovery Program.

Since the committee was first convened in December 2017, it has been my pleasure to serve in seat 15— the seat reserved for a parent of an SFUSD student and nominated by the SF Board of Education Parent Advisory Council (PAC). Unfortunately, since I cannot take work time to participate in the SDDTAC (I'm volunteering as my role as a parent and it is not tied to my employment), it would be very difficult for me to attend the hearing on such short notice. Please don't hesitate to call me before the hearing if you have any questions about my application, and I plan on sending a short letter explaining my absence. As my seat is nominated by the PAC, it's a bit different than the other open seats such that the PAC seeks applicants and then chooses one candidate to nominate for the Supervisors' consideration. I would be honored to serve another term on the SDDTAC, and I would appreciate your support.

I am very proud of the work we have accomplished in just over a year, and I have been especially enthused by the level of community input as well as the cooperation with the Mayor's office and supervisors that we have been able to achieve in such a short time. The recommendations we put forward last year and are about to submit for this year on how to invest about \$10Million in tax revenues are closely aligned with the promises made to SF voters in both the 2014 and 2016 soda tax campaigns, and align very well with scientific evidence and best practices. As someone who was deeply involved in the 2014 and 2016 campaigns, and has done extensive public health work in chronic disease prevention (in particular, sugary drink education and advocacy), I am very confident that the investments San Francisco can make from this unique source of revenue will help to improve the health of those most targeted by the beverage industry. It is very important to reinvest these tax dollars into the communities paying the largest portion of the tax (those who consume the most), and to demonstrate that soda taxes can do good work in communities that are unequally burdened by chronic diseases fueled by over-consumption of sugary drinks.

As the work of the committee is somewhat complicated, and we are breaking new ground as one of the first large US cities to tax sugary drinks, I do believe consistency on the committee is crucial at this point in our development. There has been a steep learning curve (on everyone's part), and significant change or turnover at this time would be very disruptive.

Please don't hesitate to contact me either via email or call me at 415-734-8345 if you have any questions. Again, apologies for not being able to attend the Rules committee on Monday.

All my best,

Tanna Cordeiro

Parent, SFUSD Student at Ruth Asawa School of the Arts (World Music Program)

Seat 15, Sugary Drinks Distributors Tax Advisory Committee



**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 Drinks Distributors Tax Adv. Comm.

Seat # or Category (If applicable): 16 District: \_\_\_\_\_

Name: Derik Aoki

[Redacted] Zip: 94127

[Redacted] Occupation: Program Officer

Work Phone: 415.557.9912 Employer: First 5 San Francisco

Business Address: 1390 Market St., Ste. 318 Zip: 94102

Business E-Mail: derik@first5sf.org Home E-Mail: [Redacted]

**[Redacted] 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:**

Seat 16 seeks an individual with experience or expertise in services or programs for children under five years old.

I have worked as a Program Officer at First 5 San Francisco since 2001. In this role, I have planned initiatives that have addressed the healthy development and school readiness of children 0 - 5 years old. This has included work in oral health, child health insurance, supporting quality early care, developmental assessment and family support. My work allows me to partner with agencies serving families with young children that target 13 neighborhoods noted for their elevated prevalence of low income families and families involved with child welfare referrals. This work also targets families with shared experiences - including families experiencing homelessness, linguistic isolation, a child with a suspected/identified disability, exposure to family/community violence and teen parents and LGBTQ headed families.

Through my work, I have gained knowledge of the experience of families with children under 5 in neighborhoods across the city and families with some specific experiences that would inform my approach as an advisory committee member.

I believe I will be able to apply this knowledge to the work the Sugary Drinks Distributor Tax Advisory Committee as they work to develop long term program and funding strategies to meet their goals.

**Business and/or professional experience:**

I have a business degree from the Wharton School of Business at the University Pennsylvania and a public health degree from UC Berkeley. My early career focused on health care and health plan administration, including working at Kaiser Permanente and the Health Plan of San Mateo, a county organized sole - source Medi-Cal health plan.

I began work at First 5 San Francisco as a Program Officer in 2001. This has built my knowledge and experience of the issues facing young children in San Francisco and of the service systems that support them. I have done work to develop our health and early care focus areas, but my most recent efforts have focused on family support. Family support works with parents of young children to to connect them with knowledge of child development, young child health, parenting skills and connection to community resources. These efforts work to increase school and life success and prevent child abuse and neglect.

In addition to the content knowledge provided by my experience at First 5 San Francisco, I believe I will also bring the perspective of having helped develop a grant making organization from its earliest days to being a mature organization. I hope to support the efforts of DPH as they start their organizational developmental journey with the resources provided by the sugary beverage tax. My perspective is also informed by the context of First 5 being funded by a "sin" tax (i.e., tobacco products).

I look forward to the opportunity to work with the other members of the advisory committee and DPH staff to help the sugary beverage tax achieve its fullest potential.

**Civic Activities:**

As a staff member at First 5 San Francisco, I have attended nearly every First 5 San Francisco Commission meeting and made numerous presentations to the Commission. My role also requires me to interact with City and County of San Francisco staff members, department managers and on occasion department heads.

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: 12/24/2018      Applicant's Signature: (required) Derik Aoki  
(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: \_\_\_\_\_



**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 Drinks Distributor Tax Advisory Committee

Seat # or Category (If applicable): 16 District: 2

Name: Kevin Frazier

[Redacted] h Zip: 94123

Occupation: Legal Assistant

Work Phone: \_\_\_\_\_ Employer: Google

Business Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Business E-Mail: \_\_\_\_\_ 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:**

I am a new, young San Franciscan that can add value to the civic sphere by virtue of my new perspective and passion for increasing the participation of young residents.

**Business and/or professional experience:**

Before moving to San Francisco, I served as the Deputy Legislative Director at Children First for Oregon. In that capacity, I worked with a broad range of stakeholders to weigh the merits of various approaches to creating a sugary drink tax in Portland, Oregon. My coordination with policy makers and diverse community organizations would allow me to add value to this committee. My outsider perspective may also be of assistance.

**Civic Activities:**

In Oregon, I served on the Multnomah County Community Involvement Committee and previously on the Oregon Bicycle and Pedestrian Advisory Committee.

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: 10/19/2017 Applicant's Signature: (required) Kevin Frazier

(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: \_\_\_\_\_

Please describe the experience you have in researching public health issues or evaluating public health programs related to diabetes, obesity, and sugary drink consumption, if applicable.

While serving as the Deputy Legislative Director at Children First for Oregon (CFFO), a nonprofit that lobbied on behalf of organizations focused on making Oregon the best place to be a kid, I regularly conducted research on different legislative proposals pertaining to public health issues. Case in point, I researched the ramifications of increasing the funding for Farm to Table school lunch programs and assessed the merits of integrating health clinics into schools to increase student access to primary care. Finally, I was our lead at discussion related to Multnomah County's consideration of a sugary drink consumption tax.

Please describe your experience in early childhood nutrition education, if applicable.

As mentioned above, I worked on Farm to Table legislation as well as general funding for Free and Reduced lunch programs in Oregon. I studied Food Insecurity in Portland as well in order to produce a thorough report on the subject in CFFO's annual data book.

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

Sugary drinks have a disproportionate impact on a variety of communities across the US already facing barriers to attaining their full health potential. Sugary drinks have a cultural, economic, and social role in many communities. Culturally, they may be a favored drink that many have grown accustomed to consuming regularly. Economically, where access to water is less prevalent and grocery stores with nutritious beverages are not proximal sugary drinks may be a cheap way to consume extra calories. Socially, sugary drinks are marketed as a facilitator of friendly interactions; some communities are more likely to be influenced by these ads than others. Of course, the best way to learn about the impact of sugary drinks is to consult community stakeholders and organizations; so my suggestions ought to be taken with a grain of salt.

Please describe your experience in community-based outreach.

In Portland, I started a nonprofit called Passport Oregon that connected young Oregonians with the outdoors. As a result, I regularly hosted meetings in communities across the region. We worked with Spanish and Somali communities to launch our first groups of explorers. I held the initial meetings with the leaders of those communities and coordinated with them throughout the entire explorer experience.



Rules Committee  
March 25, 2019

**Re: Frazier Application to Sugary Drinks Distributor Tax Advisory Committee**

Dear Committee Members:

My background advocating on behalf of Oregon's children and starting a nonprofit centered on connecting young Oregonians to the outdoors has readied me to provide useful guidance to the Committee related to programs, research, and best practices tied to San Francisco's youngest residents. The ongoing academic work I will do as a student at the UC Berkeley School of Law (Class of 2022) will similarly further my ability to contribute to the Committee. I plan to tailor my studies around efforts to increase the rights and resources directed to youth.

Youth advocacy has defined my community service since high school. I quickly realized that my own childhood—marked by a stable home environment, access to quality nutrition and health care, and excellent public schools—was the exception and not the rule. I firmly believe we have the resources to reverse that and I know that service on this Committee can make me a part of that process.

If fortunate enough to earn this opportunity, I look forward to learning from the other members as well as engaging with advocates from around the Bay Area. My previous experience launching a nonprofit has equipped me with the skills necessary to connect with childhood advocacy groups and other organizations.

As a contributor to the *Marina Times*, I've written extensively on the manifold issues facing our city. I very much hope to join those working to make a difference.

Thank you for your consideration,

Kevin

February 19, 2019

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

Dear Supervisors Ronen, Walton and Mar:

We, the undersigned, kindly request that you officially appoint the Sugary Drinks Distributor Tax Advisory Committee members that are designated as Board-appointed seats. These committee members, eight of the sixteen seats on the committee, must be officially appointed and allowed to complete their important work.

When San Francisco voters passed the soda tax in 2016, they did so knowing that this committee would make recommendations to the Board of Supervisors and the Mayor for how the revenue from the tax would best be spent to further support the health of San Franciscans and report on the impact and effectiveness of the tax.

As outlined in the ordinance, Advisory Committee members serve on the committee for two years and the first two-year appointments ended December 31, 2018. We understand that the committee clerk has received applications for the second round of appointments, but that the committee has not yet scheduled a hearing on these appointments.

It is critically important for the credibility of San Francisco's commitment to upholding the intent of the soda tax ordinance that the Sugary Drinks Distributor Tax Advisory Committee be officially appointed in a timely manner.

**With this in mind, we request you:**

- Schedule the Rules Committee hearing to consider appointments and recommend appointments to the full Board of Supervisors for final approval by March 4, 2019.
- Publicly publish the final list of appointed Advisory Committee members on the Board's website and/or the Department of Public Health's Sugary Drink Distributor Tax Advisory Committee website.

Sincerely,

**Beatrice Cardenas-Duncan**  
Community Health Advocate

**Katie Ettman**  
SPUR

**Sarah Fine**  
San Francisco Resident and Health Advocate

**Mary Lou Licwinko**  
San Francisco Marin Medical Society

**Myrna Melgar**  
Jamestown Community Center

**Sarah Nelson**  
18 Reasons

**Tom Radulovich**  
Livable City

**Lizzie Velten**  
American Heart Association

**Franny Wong**  
Children's Council of San Francisco

BOARD of SUPERVISORS



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, 2018, 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, 2020.

**Vacant Seat 2**, succeeding Kent Woo, resigned, 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 the unexpired portion of a two-year term ending December 31, 2020.

**Seat 3**, succeeding Joi Jackson-Morgan, term expiring December 31, 2018, 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, 2020.

**Seat 4**, succeeding Roberto Ariel Vargas, term expiring December 31, 2018, 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, 2020.

**Seat 5**, succeeding Jonathan Butler, term expiring December 31, 2018, 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, 2020.

**Vacant Seat 6**, succeeding Areeya Chanandech, resigned, 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, 2020. (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, 2018, 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, 2020.

**Seat 16**, succeeding Lyra Ng, term expiring December 31, 2018, 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, 2020.

Reports: By March 1<sup>st</sup> 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](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.

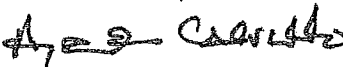
Interested persons may also obtain more information from the Sugary Drinks Distributor Tax Advisory Committee website at <https://sfdph.org/sddtac>.

\* 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

DATED/POSTED: February 4, 2019

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**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.

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

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

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

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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

"R Board Description" (Screen Print)



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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San Francisco  
BOARD OF SUPERVISORS

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.

"R Board Description" (Screen Print)