

BOARD of SUPERVISORS



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Application for Boards, Commissions, Committees, & Task Forces

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

Seat # (Required - see Vacancy Notice for qualifications): 3

Full Name: Dr. John Maa

[Redacted] Zip Code: 94109
Occupation: Surgeon

Work Phone: 415-602-6148 Employer: Self-employed - Chinese Hospital

Business Address: 745 Jackson Street, San Francisco CA Zip Code: 94133

Business Email: johnmaa@chasf.org Home Email: [Redacted]

Pursuant to Charter, Section 4.101(a)(2), Boards and Commissions established by the Charter must consist of residents of the City and County of San Francisco who are 18 years of age or older (unless otherwise stated in the code authority). For certain appointments, the Board of Supervisors may waive the residency requirement.

Resident of San Francisco: Yes [X] No [] If No, place of residence:
18 Years of Age or Older: Yes [X] No []

Pursuant to Charter, Section 4.101(a)(1), please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:
I am a first generation Chinese American and SF resident for 32 years, and currently practice at Chinese Hospital. In 2005, I implemented the first surgical hospitalist program at UCSF to strengthen emergency care access for San Franciscans. The model was adopted across America and in 2009, I was named a "Top 20 People Making a Difference in Health in America" by HealthLeaders Magazine in recognition. Over my career I have focused on reducing the impact of sugary drinks, firearms and tobacco products (Prop E 2018, Prop C 2019) on the diverse populations in SF. I am a US Military Veteran of Operation Desert Storm, served as 2018 President of the San Francisco Marin Medical Society (SFMMS), and as 2013 President of the Northern California Chapter of the American College of Surgeons (ACS). I previously served on the 2019-2021 SDDTAC in the Health Equity Seat 2, and as a liaison to the API Health Parity Council. I am currently Chair of the California AHA Advocacy Committee, which has been the national leader in championing strategies to reduce the impact of sugary drinks across all populations (especially minority communities that have been the focus of soda advertising), and currently Co-Chair the ACS California Joint Advocacy Committee.

Business and/or Professional Experience:

During a UCSF health policy fellowship, I focused on reducing the impact of smoking on surgical outcomes. I was appointed by Governor Newsom to the California Tobacco Education and Research Oversight Committee (TEROC) in 2022, and served as the Chair of the UC Office of the President Tobacco Related Disease Research Program (TRDRP) from 2013-2016 to represent the AHA, and currently serve ex-officio to TRDRP as the TEROc representative. During my term as Chair we increased the annual budget to nearly \$100 million in tobacco tax revenue. I am the ACS Governor and serve as the American Medical Association (AMA) delegate for SF, and was elected the California Medical Association CALPAC Secretary-Treasurer. I have worked on soda taxes since 2012, when I first met Richmond soda tax champion Dr. Jeff Ritterman. I was the finance lead for the Prop E 2014 soda tax, and featured in the television commercials for Prop V in 2016. I wrote the article "Taxing Soda" published by the Johns Hopkins University Press in 2018, and was featured in the successful Prop Z soda tax campaign passed by Santa Cruz voters in 2024.

Civic Activities:

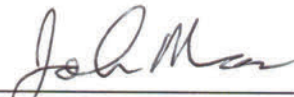
I was appointed by Treasurer Fiona Ma to the Citizens Financial Accountability Oversight Committee to oversee Prop 71 and the California Institute for Regenerative Medicine, and by Speaker Rendon to the Children's Data Protection Committee. I've served on the AHA Bay Area Board of Directors for nearly 25 years and was 2004 President of the AHA San Mateo Board. I was 2016 Physician Volunteer of the Year for the AHA Western States Affiliate and SFMMS Committee Member of the Year in 2024. I served on the AHA Western States Affiliate Board and Chair the AHA California Advocacy Committee, having previously served on the AHA National Advocacy Committee. As a Member of the Smithsonian Institute Traveling Exhibition Board of Directors, I am assisting with America's 250th birthday celebration in July, 2026. I served on the Board of Trustees of the Asian Art Museum to promote a deeper understanding of the AAPI community. I was featured in the 2018 Prop E flavored tobacco products ban and the 2019 No on Prop C ballot measure to enforce FDA regulation of electronic cigarettes. I chaired my Harvard Medical School 25th and 30th Reunion Class gift campaigns, and was elected as a delegate to the California Democratic Party by SF voters.

Have you attended any meetings of the body to which you are applying? Yes No

An appearance before the Rules Committee may be required at a scheduled public hearing, prior to the Board of Supervisors considering the recommended appointment. Applications should be received ten (10) days prior to the scheduled public hearing.

Date: March 6, 2026

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 Vacated: _____

Sugary Drinks Distributor Tax Advisory Committee (SDDTAC)

Supplemental Questionnaire

1. Please describe the experience you have in public health programs related to nutrition-sensitive chronic disease (type 2 diabetes, heart disease, and oral health). as a general surgeon, I witnessed the dramatic rise in obesity rates in the 1990s that catalyzed the growth of bariatric surgery. As San Mateo AHA President in 2003, I presented the national evidence which led to the AHA Alliance for a Healthier Generation and two decades of sustained efforts to curb childhood obesity and Type 2 diabetes. I published the paper "Taxing Soda" in Johns Hopkins Press summarizing SFMMS and AHA efforts, and shared the results globally through the World Innovation Summit on Health - nearly 120 nations new tax SSBs.
2. Please describe the ways in which sugary drinks impact diverse communities across San Francisco. Nearly half of African-American and Hispanic youth in SF are at risk for Type 2 diabetes, and nearly two-thirds of African-American and Latino adults are overweight or obese - the Pacific Islander population is greatly impacted as well. Sugary drinks are the largest source of extra calories in the American diet, and strain SF's healthcare resources. nationally, young white men are the largest consumers of sugary drinks, and less affluent SF neighborhoods have higher rates of SSB consumption, food deserts, and related illnesses.
3. Please describe your connections or experience working with the SDDT priority populations (listed), and explain how you would engage and build trust with these communities: Black / African American, Latine, American Indian/Alaska Native, Native Hawaiian or Other Pacific Islander, Asian, low-income populations across each race/ethnicity. I am a general surgeon at Chinese Hospital and work alongside the AAPI Health Parity Council as a representative for the Community Health Improvement Plan in chronic disease focusing on the AI/AN, NH/PI and underserved communities. As a 2019-2021 member of the SDDTAC, I worked through the Community Input Subcommittee to support Carecen, the Tenderloin Community and 3rd Street Youth to address food insecurity, educate about the health risks of sugary drinks, promote oral hygiene and water filling stations, and deliver presentations about grant funding opportunities. I co-chaired Oakland Mayor Barbara Lee inauguration.
4. Please describe your work or life experiences will contribute to the work of the SDDTAC. as a surgeon advocate SFMMS 2018 President, AHA volunteer since 2003 and former SDDTAC member, I have a unique public policy and clinical perspective into the twin epidemics of obesity and type 2 diabetes from sugary drinks. I helped champion the 2024 Santa Cruz soda tax victory and believe there is strong population health data to catalyze further progress in America and globally. My experience in tobacco control is the foundation for the next level of public health advocacy grounded in the SF City Attorney's legal challenge to the ultraprocessed food industry.

5. Please describe why you want to serve on the Sugary Drinks Distributor Tax Advisory Committee and what community or communities you represent.

I have worked on the SF soda tax since it was first conceived by Senator Scott Wiener in 2013. I have watched it evolve over 13 years and bring insights from national and global efforts. I would be the first community SDDTAC member to return to serve and my goal is to help fulfill the original vision of Prop V under Mayor Ed Lee. I represent the community of physicians, advocates, AHA, AAPI, underserved citizens, Chinese Hospital and all those who have been impacted by sugary drinks. My intent is to bring the SF soda tax to the next level.



March 15, 2026

The Honorable Members
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Members of the Board:

I am pleased to strongly support the appointment of **Dr. John Maa** to the Sugary Drinks Distributor Tax Advisory Committee.

I have known Dr. Maa for more than fifteen years through organized medicine and through his work as a surgeon at Chinese Hospital. Over that time, I have come to know him as an exceptional physician leader who has consistently worked to advance policies that improve the health of our communities.

Dr. Maa previously served as **President of the San Francisco Marin Medical Society (SFMMS)** and has been a leading advocate for evidence-based public health policy. He has played an important role in advancing efforts to address the health impacts of sugary beverages and has been an outspoken champion of policies designed to reduce chronic disease and health disparities. His broader public health advocacy has included leadership on initiatives such as the Golden Gate Bridge suicide barrier and other measures aimed at protecting the wellbeing of Californians.

Few physicians have devoted as much sustained energy to improving the lives of Californians through thoughtful health policy. Dr. Maa brings the rare combination of frontline clinical experience, public health expertise, and civic leadership that would make him an outstanding member of this committee.

For these reasons, I strongly recommend Dr. Maa's appointment to the Sugary Drinks Distributor Tax Advisory Committee.

Sincerely,

Roger S. Eng, MD, MPH, FACR
Past President, San Francisco Medical Society
Chief of Radiology, Chinese Hospital

5. Please describe why you want to serve on the Sugary Drinks Distributor Tax Advisory Committee and what community or communities you represent.

I have worked on the SF soda tax since it was first conceived by Senator Scott Wiener in 2013. I have watched it evolve over 13 years and bring insights from national and global efforts. I would be the first community SDDTAC member to return to serve and my goal is to help fulfill the original vision of Prop V under Mayor Ed Lee. I represent the community of physicians, advocates, AHA, AAPI, underserved citizens, Chinese Hospitals and all those who have been impacted by sugary drinks. My intent is to bring the SF soda tax to the next level.

March 3, 2026

Christina Goette
Melinda Martin
Department of Public Health
San Francisco, CA

Dear Ms. Goette and Ms. Martin:

As Executive Director of the San Francisco Marin Medical Society (SFMMMS), I am pleased to support John Maa, MD for Seat #3 on the Sugary Drinks Distributor Tax Advisory Committee (SDDTAC). SFMMMS represents more than 3500 physicians of every medical specialty and mode of practice in San Francisco and Marin Counties. Our organization and members have been dedicated to improving health for more than 150 years. The Bay Area movement to increase taxes on sugary sweetened beverages began more than 15 years ago with an SFMMMS 2009 resolution in support of the targeted tax increase.

Dr. Maa is a general surgeon and 29-year resident of San Francisco. He previously served as 2018 President of the San Francisco Marin Medical Society and is the current American Medical Association Delegate for San Francisco and Marin. He was previously appointed by Mayor London Breed to the SDDTAC from 2019 to 2021 in the AAPI Health Equity Seat 2 as a liaison to the API Health Parity Council, where he helped shape the budget recommendations to disburse funds generated by the soda tax.

Dr. Maa is a committed public health champion dedicated to reducing the use of tobacco and consumption of sugar sweetened beverages. He has engaged in community outreach and advocacy efforts since the Prop E San Francisco Soda Tax in 2014. Dr. Maa brought his knowledge and experiences as a surgeon battling the rising rates of bariatric surgery in America, and the consequences of sugary drinks on obesity and type 2 diabetes. He has worked with both the California Medical Association and the American Heart Association since 2003 to inform public policy actions in San Francisco and California to educate the public about sugar sweetened beverages. He has focused his surgical practice at Chinese Hospital since winning a position as a delegate to the Democratic party in March 2025. Dr. Maa was featured in the 2016 Prop V campaign, and most recently in the successful 2024 Prop Z Santa Cruz soda tax. He summarized his findings in a Johns Hopkins University Press article, "Taxing Soda."

SFMMMS believes he would provide an important perspective to the SDDTAC and urge your support for his application.

Sincerely,



Conrad Amenta
CEO, San Francisco Marin Medical Society

— GAVIN NEWSOM —

March 21, 2025

To the San Francisco Board of Supervisors Rules Committee:

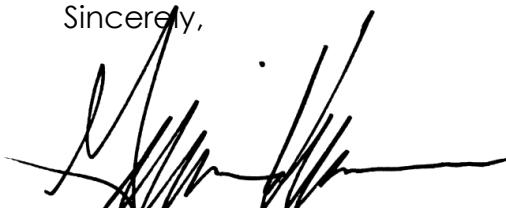
I am writing in support of Dr. John Maa's appointment to the Sugary Drinks Distributor Tax Advisory Committee (SDDTAC). Dr. Maa's expertise as a general surgeon combined with his decades of advocacy make him a highly-qualified candidate for this position.

Throughout his career, Dr. Maa has dedicated himself to educating the public and informing policy decisions on the consumption of sugar sweetened beverages. He has worked with the American Heart Association since 2003 and in 2018 served as President of the San Francisco Marin Medical Society, which has been an important organization in garnering support for soda taxes.

Dr. Maa has been involved in the passage and implementation of multiple soda taxes since 2014. He served as fundraising chair for Proposition E (San Francisco's Sugary Drink Tax) and supported the passage of Proposition V (San Francisco's Sugary Drinks Distributor Tax) through community outreach and media appearances. Most recently, Dr. Maa campaigned for Measure Z (Santa Cruz's Sugar Sweetened Beverage Tax), which passed in 2024. Dr. Maa also served on the SDDTAC from 2019 to 2021 and helped develop recommendations for how to disburse funds generated from the soda tax. His extensive knowledge on the current soda tax landscape together with his previous experience on the SDDTAC would make him a valuable asset to the Committee.

For these reasons, I give my full support to Dr. Maa for appointment to the SDDTAC.

Sincerely,



Gavin Newsom

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Application for Boards, Commissions, Committees, & Task Forces

Name of Board/Commission/Committee/Task Force: SUBSIDIARY DRINKS DISTRIBUTION TAX ADVISORY COMMITTEE

Seat # (Required - see Vacancy Notice for qualifications): #3

Full Name: Rada Gateb



SF, CA Zip Code: 94110

Occupation: ROHM HEALTH EDUCATOR

Work Phone: 415 762 3700 Employer: HEALTH RIGHT 360 ICC

Business Address: 1563 MISSION ST SF, CA Zip Code: 94103

Business Email: rgateb@healthright360.org Home Email: [Redacted]

Pursuant to Charter, Section 4.101(a)(2), Boards and Commissions establish residents of the City and County of San Francisco who are 18 years of age or older (unless otherwise stated in the code authority). For certain appointments, the Board of Supervisors may waive the residency requirement.

Resident of San Francisco: Yes No If No, place of residence: _____
18 Years of Age or Older: Yes No

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

My education and professional experience reflect a long-standing commitment to serving the diverse communities of San Francisco. I received my undergraduate degree from San Francisco State University, where I earned a Bachelor of Science in Health Education with a focus on community health, a minor in Gender Studies, and a certificate in Holistic Health. During my time at San Francisco State, I became engaged in conversations around food policy, health equity, and the role that beverage environments play in shaping community health. I graduated during the year when San Francisco State students successfully advocated for changes to the university's pouring rights contract, which highlighted how student organizing and public health advocacy can influence institutional food and beverage policies.

While at San Francisco State, I interned with the San Francisco AIDS Foundation through the Stonewall Speed Project, supporting programs serving LGBTQ+ communities and individuals living with HIV. This work included community outreach and harm reduction initiatives connected to the Potrero Hill needle exchange program.

I later attended dental hygiene school at New York University and went on to earn my Master of Public Health from the CUNY School of Public Health, where my graduate work included a capstone research project focused on community health and nutrition policy. During my graduate studies, I also participated in the Institutional Review Board (IRB) process reviewing research examining beverage industry influence and pouring rights contracts across CUNY campuses through work associated with the CUNY Urban Food Policy Institute.

Today I live and work in the Mission District and provide care and health education through my work with HealthRIGHT 360, including participation in the organization's Food Pharmacy program. Working in a harm reduction setting allows me to engage daily with diverse communities across San Francisco including immigrants, LGBTQ+ residents, people experiencing housing instability, individuals with disabilities, and people in recovery. As a dental hygienist, I see firsthand the oral health impacts of sugar-sweetened beverage consumption, particularly dental decay and chronic disease patterns in underserved communities. Through my work with HealthRIGHT 360, a nonprofit dedicated to advancing health equity, I work with communities disproportionately impacted by diet-related disease, food insecurity, and barriers to preventive care.

(Applications must be submitted to BOS-Appointments@sfgov.org or to the mailing address listed above.)

Business and/or Professional Experience:

I am a Registered Dental Hygienist and public health professional with a Master of Public Health from the CUNY School of Public Health and dental hygiene training from New York University. My work focuses on preventive care, patient education, and addressing health inequities through community-based health programs.

I currently work as a dental hygienist with HealthRIGHT 360 in San Francisco, where I provide preventive oral health care and health education in a harm reduction setting serving diverse populations across the city. My work includes supporting patients experiencing housing instability, substance use disorders, and chronic health conditions.

I also participate in the organization's Food Pharmacy initiative, which is part of the UCSF Food is Medicine Collaborative. Through this program I help facilitate weekly workshops that include nutrition education presentations and healthy food preparation demonstrations. The program also incorporates health monitoring and evaluation such as blood pressure tracking, with plans to introduce glucose monitoring to better understand the relationship between nutrition, chronic disease management, and overall health outcomes.

As a dental hygienist working in community health, I see firsthand how frequent consumption of sugar-sweetened beverages contributes to dental decay and other chronic health conditions in the populations we serve. In addition to my clinical work, I have research experience through the CUNY School of Public Health where I worked as a research assistant on the Groceries to Go program evaluating nutrition access and assisted on a breast cancer research project involving in-depth interviews with study participants.

Civic Activities:

My civic engagement focuses on community health, nutrition education, and service to underserved communities. I developed a community nutrition education program titled Healthy Food, Happy Kids, which began in community gardens in the Lower East Side of New York City. The program provides workshops for children and families focused on healthy eating, food access, and reducing sugary beverage consumption. The program operates under A Farm for All, a nonprofit organization based in upstate New York, and is now expanding to San Francisco through workshops at Frontier Tower.

I have also volunteered with Los Médicos Voladores (The Flying Doctors) since my early teens alongside members of my family. Through this organization I have participated in outreach trips to communities in Mexico and Baja California where volunteer medical and dental teams provide screenings, preventive care, education, and treatment services to individuals who have limited access to healthcare.

In addition, I am a member of Food Access, Agriculture, and Climate Together (FAACTS), a San Francisco coalition working to advance food access, sustainable agriculture, and equitable food systems. Through FAACTS I engage in discussions and initiatives related to food policy, nutrition programs, and community-based solutions addressing food insecurity and health disparities across San Francisco.

Have you attended any meetings of the body to which you are applying? Yes No

An appearance before the Rules Committee may be required at a scheduled public hearing, prior to the Board of Supervisors considering the recommended appointment. Applications should be received ten (10) days prior to the scheduled public hearing.

Date: 03/06/26 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 Vacated: _____

Rada Galeb, MPH, RDH

Sugary Drinks Distributor Tax Advisory Committee – Supplemental Responses

1. Experience in public health programs related to nutrition-sensitive chronic disease

My experience in public health programs related to nutrition-sensitive chronic disease comes from both clinical care and community-based nutrition initiatives. I currently work with HealthRIGHT 360 in San Francisco, where I provide oral health care and health education in a harm reduction setting serving patients experiencing housing instability, substance use disorders, and chronic health conditions.

I also participate in the organization's Food Pharmacy program, part of the UCSF Food is Medicine Collaborative. Through this program I help facilitate weekly workshops that include nutrition education presentations and healthy food preparation demonstrations designed to support patients managing chronic diseases such as type 2 diabetes and heart disease. The program incorporates health monitoring such as blood pressure tracking and will soon introduce glucose monitoring to better understand the impact of nutrition interventions on health outcomes.

Beyond my clinical work, I developed a community nutrition education program called Healthy Food, Happy Kids, which began in community gardens in the Lower East Side of New York City. The program focuses on helping families build practical skills around healthy eating and reducing sugary beverage consumption.

As a dental hygienist, I see firsthand how dietary patterns—particularly frequent consumption of sugar-sweetened beverages—contribute to dental decay and oral health disease. Sugar-sweetened beverages remain one of the leading contributors to preventable dental disease, one of the most common chronic conditions affecting both children and adults.

2. Ways sugary drinks impact diverse communities across San Francisco

Sugary drinks disproportionately impact communities that face structural barriers to health, including limited access to healthy food options, food insecurity, and reduced access to preventive healthcare. In many neighborhoods across San Francisco, sugary beverages are often more accessible and more heavily marketed than healthier alternatives.

Through my clinical work in community health, I regularly see the impacts of sugary beverage consumption, including dental decay, diabetes, and cardiovascular disease. These conditions are particularly common among individuals experiencing housing instability, economic hardship, or limited access to nutrition education and healthy foods.

Through my involvement with Food Access, Agriculture, and Climate Together (FAACTS), I also participate in discussions around food access and policies that support healthier food systems across

San Francisco.

Addressing sugary beverage consumption requires both education and structural interventions that improve access to healthy foods and culturally relevant nutrition programs. Soda tax funding plays an important role in supporting community-driven programs that promote healthier beverage choices and improve long-term health outcomes.

3. Experience working with SDDT priority populations and building trust

Through my work in community health and nutrition programs, I regularly engage with diverse communities across San Francisco, including Black/African American, Latinx, Asian, and low-income populations, as well as individuals experiencing housing instability and those in recovery from substance use disorders.

Working within a harm reduction framework has taught me the importance of meeting people where they are, building trust through consistent engagement, and respecting the cultural and social context that shapes health behaviors.

Living and working in the Mission District connects me closely with Latinx communities and immigrant populations who often face barriers related to healthcare access, food insecurity, and economic instability.

I approach community engagement through a trauma-informed and culturally responsive framework that recognizes the historical, social, and economic factors that shape health behaviors and access to care.

4. How your experiences will contribute to the work of SDDTAC

My background combines clinical care, public health research, community nutrition education, and policy engagement, which together provide a well-rounded perspective on the factors that influence sugary beverage consumption and chronic disease.

As a dental hygienist working in community health, I see firsthand how frequent consumption of sugar-sweetened beverages contributes to dental disease and broader chronic health conditions such as diabetes and cardiovascular disease.

My public health training at the CUNY School of Public Health also included research examining beverage industry influence and pouring rights contracts through work associated with the CUNY Urban Food Policy Institute.

These experiences allow me to bring both a community health and policy-informed perspective to the committee and support decisions that ensure soda tax resources are used in ways that meaningfully improve health equity across San Francisco.

5. Why you want to serve on the SDDT Advisory Committee

I am interested in serving on the Sugary Drinks Distributor Tax Advisory Committee because I believe that community-informed public health policy can play an important role in improving nutrition access and reducing health inequities related to diet-related disease.

Through my work in community health, nutrition education, and oral health care, I regularly see the impact that sugary beverage consumption has on chronic diseases such as diabetes, heart disease, and dental decay.

I live and work in the Mission District and represent the perspective of a community health provider working closely with diverse populations across San Francisco, including low-income communities, immigrants, and individuals experiencing housing instability.

I hope to contribute to ensuring that soda tax funding supports community-based programs that improve food access, strengthen nutrition education, and promote healthier beverage environments across San Francisco.