



DEPARTMENT OF FAMILY & COMMUNITY MEDICINE

San Francisco General Hospital
995 Potrero Avenue, Building 80, Ward 83
San Francisco, California 94110

March 2021

Re: Rosalia Mendoza

Attn: Sugary Drink Tax Advisory Board Seat 4

To the San Francisco Board of Supervisors,

We are writing in support of Rosalia Mendoza's application to the Sugary Drink Distributor Tax Advisory Committee seat 4 to replace Roberto Vargas's vacant position. I am a Family & Community Physician and Associate Professor with the Department of Family & Community Medicine, and I've served as the Medical Director for Clínica Martín Baró (CMB) since 2016. Clínica is a student-run clinic in San Francisco Cultural District "Calle 24" in the heart of the Mission neighborhood serving day laborers and Latinx immigrants who are uninsured. For this vulnerable and low income community, patients face unique barriers to navigating the local health systems due to language, economic, and social disparities. It also serves as a setting for multi-directional mentorship and formalized training in culture humility for the underrepresented SFSU student volunteers and UCSF medical students and faculty through the UCSF Latino Center of Excellence (LCOE).

Dr. Mendoza completed her residency and research fellowships at UCSF in the Department of Family and Community Medicine, before joining the faculty practice with research emphasis on Diversity in the Health Professions with Dr. Kevin Grumbach and Oral Health Integration in Primary Care to reduce cavities for children and pregnant women. Dr. Mendoza's service to CMB dates back to the inception in 2006 by Caro Monico and Zoel Quinonez, third year medical student in collaboration with Dr. Felix Kury, professor at San Francisco State University. The clinic subsequently launched in 2007. Her role started as co-Medical Director and Board member with Dr. Rene Salazar and Felix Kury. In this role she supervised organizational fundraising, community outreach, mentorship, operations, and clinical care activities with monthly meetings & quarterly Saturday precepting. She also served as a guest lecture on health disparities for the mandatory UCSF FCM 184 elective, a required compendium for UCSF medical students to participate in clinic.

She served in this capacity until she transitioned to a primary care clinical practice serving Latinx families in the East Bay in 2010. She continues to serve as a UCSF volunteer faculty with CMB since 2010, taking only a 2.5 year break from 2017-2020 when she served as a Family Medicine preceptor for the FCM 110 longitudinal clerkship for 3rd year medical students and was awarded a clinical educator teaching award in 2020. Outside of her clinical practice and administrative full time duties she continues to mentor premed Latinx undergrads with Hugo Mora at San Jose State University and at UC Berkeley through the Casa Magdalena Mora Theme Program.

We fully support Dr. Mendoza's application for the SDDTAC for Seat 4 based on her clinical experience in family medicine and managing chronic diseases like obesity, diabetes, heart disease, and hypertension that disproportionately face the Latinx and other communities of color in San Francisco. She has demonstrated in her long standing service to underserved communities, her dedication to mentorship of underrepresented students in the health professions, and her advocacy in multi-disciplinary research and community based efforts to reduce early childhood caries that are negatively impacted by sugary drink consumption in low income and communities of color. Her oral health research, program and curriculum development, and physician training

with the UCSF Center Addressing Oral Health Disparities and UCSF Department of Family and Community Medicine qualify her for this seat and will serve the Committee well.

Sincerely,

Dr. Alma Martinez

Handwritten signature of Alma Martinez in cursive script.

Health Science Professor
Latinx Center of Excellence, Faculty Physician
UCSF Pediatrics

Dr. Manuel Tapia

Handwritten signature of Manuel Tapia in cursive script.

Associate Clinical Professor,
Latinx Center of Excellence, Faculty Physician
UCSF/SFGH Family & Community Medicine

Diana Lau, PhD, RN, CNS

Resume

CURRENT POSITIONS:

- UCSF Medical Center Director Asian Health Institute
- UCSF School of Nursing Assistant Clinical Professor Physiological Nursing

Address: UC-Mount Zion Campus
2200 Post Street, Suite C-208, Box 1609
University of California, San Francisco
San Francisco, CA 94143-1609

Office: (415) 885-3898
Fax: (415) 885-3899
Email: lau2.ucsf@gmail.com

EDUCATION:

Texas Women's University, Denton, Texas B.S. and M.S., Nursing
University of California, San Francisco Ph.D., Nursing
School of Nursing - Doctoral Program

LICENSES, CERTIFICATION:

Registered Nursing licensure, California - Active
Clinical Nurse Specialist licensure, California - Active

PRINCIPAL POSITIONS HELD IN THE PAST:

UCSF Medical Center, Administrative Director Asian Heart & Vascular Center
UCSF School of Nursing, Project Director Physiological Nursing
Kaiser Permanente Hospital and Medical Center, San Francisco Chinese Diabetes Program
Nurse Consultant for the Chinese Diabetes Project

St. Mary's Medical Center, San Francisco Special Project Coordinator/Cardiovascular QA Coordinator	Cardiology
St. Mary's Medical Center, San Francisco Coordinator/Patient Education Specialist	Cardiac Rehabilitation
St. Mary's Medical Center, San Francisco Cardiovascular Clinical Nurse Specialist	Western Heart Institute
St. Mary's Medical Center, San Francisco Nurse Educator	Nursing Education
University of San Francisco Adjunct Assistant Clinical Professor	School of Nursing

HONORS AND AWARDS:

1995	Community Site Award, American Heart Association, San Francisco Division
1996	C. Everett Koop M.D. Media Merit Award, American Heart Association, California Affiliate
1999 - 2003	Certificates of Honor from San Francisco Mayor Willie Brown, annually
2000, 2002, 2003	Certificates of Honor from the San Francisco Board of Supervisors
2003	Certificates of Honor from State Assemblyman Leland Yee
2003	Certificate of Honor from Senator Dianne Feinstein
2003	Certificate of Honor from Congresswoman Nancy Pelosi
2003	Vision in America Award, The International Channel Network
2005	Certificate of Appreciation, Northern California Chinese Media Association
2005	UCSF Graduate Dean's Health Sciences Fellowship
2006	UCSF Graduate Dean's Health Sciences Fellowship
2006	Honoree for the API Heritage Month by the Health Power for Minorities
2016	Certificates of Honor from State Assemblymember David Chiu
2016, 2017	Certificates of Honor from the San Francisco Board of Supervisors

PROFESSIONAL ACTIVITIES

COMMUNITY ORGANIZATIONS MEMBERSHIPS

- Member, San Francisco Police Department - API Forum
- Member, API Health Parity Coalition
- Chair, San Francisco Immigrant Rights Commission (now known as Office of Civic Engagement and Immigrant Affairs, OCEIA)
- National American Heart Association, Women and Minority Leadership Committee and Nomination and Awards Committee

SERVICE TO PROFESSIONAL ORGANIZATIONS [list all]

1994 - now	American Heart Association, San Francisco Division	Board Member
1994 - now	Chinese Community Cardiac Council	Member and Committee Chair
1996 - now	American Heart Association, San Francisco Division	Board member
1998 – 1999	American Heart Association, San Francisco Division	Chair
2006 -	Sigma Theta Tau International, Honor Society in Nursing	Member
2000 - 2008	San Francisco Immigrant Rights Commission (now known as Office of Civic Engagement and Immigrant Affairs, OCEIA)	Chair and Commissioner
2000 – 2002	National American Heart Association, Women and Minority Leadership Committee	Member
2002	Mayor’s San Francisco Immigrant Rights Summit	Chair
2003 – 2004	National American Heart Association, Nomination and Awards Committee	Member
2005 - now	Asian Healthcare Institute, Inc.	President

GOVERNMENT and OTHER PROFESSIONAL SERVICE:

2000 - now	San Francisco Immigrant Rights Commission	Chair and Commissioner
2002	First Mayor's San Francisco Immigrant Rights Summit	Chair
2018	Rutgers University, Asian Resource Center for Minority Aging Research (RCMAR)	Board Member

PUBLIC SERVICE

- Organizer - multiple health fairs and street fairs
- Speaker - community education sessions
- Chinese Restaurant Project - Funded with a grant from the Chinese Community Health Care Association to do mass media outreach on health eating and to work with local chefs in Chinese restaurants to create healthy meal menus.
- Women and Heart Disease Media Campaign - Funded with a grant to work in partnership with the American Heart Association (1998) from Wyeth-Ayerst and U.S. Healthcare to use ethnic media to raise awareness of Chinese women for heart disease and stroke.
- Chinese Cardiac Support Group – Funded with a grant by the Chinese Community Health Care Association to develop and conduct the Chinese Cardiac Support Group starting in September, 1999 for meeting and educational expenses.
- Blood pressure screening - at the Chinatown Night Fair under the auspices of the American Heart Association
- Hepatitis Media Campaign – Funded with a grant by the Mount Zion Health Fund in February 2001 to launch a Hepatitis media campaign targeting the MSM (men having sex with men) community – a collaborative project with the San Francisco Department of Public Health, the AIDS Office, API Wellness Center, San Francisco Medical Association, Gay Lesbian Medical Association, and various LGBT community groups. The 30-second television public service announcement produced won the WAVE Award finalist in 2002.
- Community advocacy - For immigrant and language rights
- Asian Healthcare Institute, Inc. – Founder, a nonprofit organization aimed to improve the health and decrease disparities in Asian Americans
- Radio host – Chinese Star Radio and Chinese Radio Health Talks

MAYSHA BELL

VISIONARY CHANGE AGENT

CONTACT

☎ 415-420-4805
✉ maysha-bell1128
✉ mbell@ymcasf.org

PROFILE

A Cause Driven Leader with over 13 years commitment to the advancement of YMCA as an organization and movement. Devoted to our collective ability to enhance the human condition through the prioritization and implementation of equitable and evidence-based approaches to the holistic development of our most vulnerable population; the leaders of tomorrow.

SKILLS

I am a leader who guides with passion and integrity. My ability to think creatively, communicate for influence, and nurture strategic relationships prepares me to achieve objectives and deliver organization-wide results and outcomes. Additional skills include developing others, facilitation, program management, and fund development.

EXPERIENCE

Senior Director of Achievement Gap & Curriculum

*Promotion

2018- Present

Provide visionary, strategic, and operational leadership for association-wide achievement gap and youth development efforts; broker and sustain collaborative partnerships, develop staff capacity, and secure resources to ensure the attainment of high-quality results, anticipated outcomes, and program growth and sustainability

- Launched Power Scholars Impact Academy (PSAI) to expand achievement gap programs through-ought the year
- Increased Power Scholars Academy (PSA) program participation to 1100 youth in year three, reaching across three counties in year four
- Sustained 12 certified teaching partners for year-round achievement gap support
- Secured \$122k donation for PSA program in summer 2020
- Expanded partnership with BookNook Learning, projected to secure 100k in achievement gap program revenue for 2020-2021 program year

EDUCATION

California State University,

Hayward

June 2014

M.S. Educational Leadership

California State University,

Hayward

June 2003

B.A. English

Senior Director of Youth & Teen Services *Promotion

2016- 2018

Develop and guide the implementation of coherent student-centered strategies to sustain positive youth development outcomes and to create pathways to life-long learning across three program locations: Willie L. Brown Middle School Beacon, Dr. George Washington Carver Elementary School, and Bayview YMCA out of school time programs.

- Organized and administered school-wide academic support strategy, transitioning 40, 8th grade students from DF and I list, to meet graduation requirements
- Raised \$17k to support 10 youth (5 middle school and 5 high school) to attend Close Up program in Washington D.C.

AWARDS & CERTIFICATIONS

2010 YSF STARS

2014 YSF Personal Growth Award

2014 YUSA Team Leader Certification

2016 YUSA Multi Team Leader Certification

2017 Executive Preparatory Institute (EPI)

2018 YSF Innovation Award, PSA

2018 WUN Conference Presenter

2019 YPN Henry J. McCoy Award

2020 Multicultural Executive Career Advancement (MECA)

2018 YUSA Trainer Skills Certification

2018 HEPA Standards Trainer Certification

2019 Facilitation Skills Trainer Certification

2019 Cultural Lenses Trainer Certification

- Secured \$40k in funding and served as Association Program Lead for PSA implementation, year one- supporting 300 scholars, 56 program staff, and 15 certificated teachers, across four program locations and three branches
 - On- boarded seven new program locations, five new branches, one new school partner, one new district partner, and one new funding partner for year two expansion
- Co- Chair of Youth Development and Family Engagement Program Team

Western Addition Beacon Center Director

Hub Site Director (2012- 2014) *Promotion

Site Coordinator (2009- 2012) *Promotion

Family Engagement Coordinator (2008- 2009)

Program Coordinator (2007- 2008)

2007- 2016

Facilitate the coordination and alignment of program operations and offerings, to meet the individual and collaborative goals of students, families, school and community partners.

Provide coaching, guidance, and training to sustain consistent professional development and advancement of staff team and YMCA colleagues.

- Worked in partnership with YSF Youth Development leads, Be the Change Consultants, the Center for Youth Program Quality, and Public Profit to redesign and facilitate new Youth Development training suite and evaluation methods
- Led silent auction for signature event generating \$9,700 in second year of leading
- Generated \$20k, annually to sustain FT- Family Engagement Coordinator and robust Family Engagement program offerings (weekly adult classes, monthly events, and yearly holiday food drive and toy give-away)
- Facilitated parent and family internship program, supporting participants to develop youth development and child- safe skills. Transitioned 17 participants to sustainable employment opportunities within YMCA of SF and SFUSD programs
- Established new middle school program (Mid Life) for under-served middle-school aged youth in Western Addition Community, maintaining average daily attendance of 25 participants (SY) and 40 participants (Summer)



Department of Family & Community Medicine

Kevin Grumbach, MD
Hellman Endowed Professor of
Family and Community Medicine
Chair, UCSF Department of
Family and Community Medicine

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March 5, 2021

Re: Sugary Drink Tax Advisory Board Seat 4

To the Board of Supervisors,

I writing in support of Rosalia Mendoza's application to the Sugary Drink Distributor Tax Advisory Committee seat 4 to replace Roberto Vargas's vacant position. I have known Dr. Mendoza since 2002 when she joined the UCSF Family Medicine Residency Program in the capacity as Chair of the Department of the UCSF Department of Family and Community Medicine, and while she was a research fellow and faculty member until 2010, I served as her direct supervisor and principal investigator of several research studies that we completed together addressing diversity in the health professions.

In that time I witnessed Dr. Mendoza's commitment to diversifying the health professions workforce through service on various admission committees and mentoring, her dedication to medical education and curriculum design, and her clinical service to the underserved communities in San Francisco as a family physician. Her research projects explored oral health integration between primary care and dental providers to reduce early childhood caries, that was negatively impacted by sugary drink consumption in low income communities. She spent several years involved in NIH funded studies through the UCSF Center to Address Oral Health Disparities focusing on Fluoride Varnish Training for primary care physicians to reduce early childhood caries. In another NIH funded study Dr. Mendoza collaborated with Mission District based CBOs and directed qualitative focus groups to understand sugary drink and bottle water practices, and oral health beliefs among Latinx immigrant communities. In another funded study I approached her to develop an oral health curriculum for UCSF medical students, and with the help of dental DPH colleagues she co-created an oral health curriculum for UCSF family medicine residents and developed a fluoride varnish screening clinic for high risk young children at the Family Health Center. She also co-developed the prenatal primary care referral process to SF DPH dental clinics.

Dr. Mendoza's extensive primary care refugee practice at the Family Health Center at Zuckerberg SF General Hospital as well as service to other federally qualified health centers in the Mission District, West Marin, and Oakland speak to her experience managing chronic diseases that are linked with sugary beverage consumption and that disproportionately affect low income communities of color.

Dr. Mendoza has continued her UCSF academic affiliations. Outside of her clinical responsibilities and current full time work as a physician advisor for local

hospitals, she serves as medical journal reviewer of research manuscripts. She has demonstrated a long commitment to medical education as a clinical educator in the Department of Family and Community Medicine as a UCSF Volunteer Faculty member since 2010, and recognized for her outstanding teaching skills. She has a long track record of mentoring Latinx pre-medical undergraduates in the Bay Area and during the pandemic has volunteered at the Third Baptist Church to improve food security for elders.

One of her longest volunteer service has been with the SFSU and UCSF student-run Clínica Martín Baró providing free health care for day workers and Latinx immigrants in the Mission District. She served as Board Member and Medical Director from 2005 to 2010. She continues to care for patients as a UCSF faculty volunteer, precepts medical students, and collaborates with SFSU student volunteers to coordinate specialty care and social services with local CBOs. There are high burdens of disease in this community from diabetes, obesity, and hypertension conditions. The clinic focuses efforts to reduce sugary drink consumption and healthy food options to reduce these disease processes in addition to mediating other psychosocial stressors affecting chronic disease.

Dr. Mendoza brings a long commitment of service to underserved communities and dedication to the Latinx community at health centers and CBOS, academic and research expertise, program development and grant writing experience, and has a comprehensive understanding of the impact of sugary drinks on oral health, obesity, diabetes, and heart disease that disproportionately affect low income and communities of color. She would be a strong asset to the SDDTAC and bring collaborative skills and an evidence-based approach to serving the high risk communities in San Francisco, in collaboration with health systems, UCSF, CBOs, and city agencies to better our communities. As a family physician and oral health expert she brings additional strengths in the diagnosis and treatment of the various chronic diseases linked to the consumption of sugar-sweetened beverages. I enthusiastically support her appointment to the Sugary Drink Tax Advisory Board.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kevin Grumbach', with a large, stylized flourish at the end.

Kevin Grumbach, MD