



The Shape Up SF Coalition is in the midst of a strategic planning refresh and solicited input from partners on potential Coalition activities via meetings and Survey Monkey from September through December 2017. On December 14, the Coalition convened partners to rank proposed activities.

The following is a summary of proposed activities that were discussed and prioritized in the SSB breakout session.

POLICY, SYSTEMS AND ENVIRONMENTAL CHANGES

1. Inform the SSB tax committee on how to use the funds from the SSB tax
 - a. Encourage BOS to increase tax
2. Pass a policy for healthy default beverage in kids' meals in SF

AWARENESS, EDUCATION AND PROMOTION

1. Implement a consistent, massive media campaign city-wide
 - a. Promote a unified message that is widely disseminated and includes healthy alternatives
 - b. Collect and share testimonials from community members *[and youth]* related to sugary drinks

ASSESSMENT, EVALUATION AND TECHNICAL ASSISTANCE

1. Compile and disseminate evaluations of the sugary drinks tax
2. Compile and disseminate chronic disease data related to sugary drinks

RANKING BY TIER 1 CRITERIA

Participants were asked to rank activities on a scale from 1-3 (3 being highest) on the 5 criteria below:

1. Is the activity **specific**?
2. Is the activity **measurable**?
3. Does the activity **change a system**?
4. Does the activity **reach** impacted populations?
5. Is the activity **supported by impacted populations**?

The activities were then sorted by:

1. Total score for systems change
2. Total score for reaching impacted populations

The following is a summary of the activities that rose to the top by ranking. The rankings differed somewhat from the participants' prioritization, likely due to different definitions of the ranking criteria.

POLICY, SYSTEMS AND ENVIRONMENTAL CHANGES

1. Create and implement interventions that focus on upstream risk factors for chronic disease prevention (e.g. housing, employment)
2. Vending machine compliance @SFUSD
3. Pass a healthy default beverage in kids' meal policy in SF



AWARENESS, EDUCATION AND PROMOTION

1. Promote available resources to CBOs to help improve organizational practices related to water and healthy beverages
2. Sugary beverage education/signage in stores to counter beverage industry advertising
3. A consistent, massive media campaign city-wide

ASSESSMENT, EVALUATION AND TECHNICAL ASSISTANCE

1. Technical assistance for effective SSB reduction policies
2. Compile and disseminate evaluations of the sugary drinks tax
3. Compile and disseminate chronic disease data related to sugary drinks