



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 in the WATER breakout session.

POLICY, SYSTEMS AND ENVIRONMENTAL CHANGES

1. **Conduct lead testing**, make sure pipes are safe at existing hydration stations and in private spaces
 - PUC provided low-cost lead testing kits.
 - By 2020, k-12 will have fixtures tested
 - Change pediatric screening forms to include information about free testing for WIC eligible families
2. **Educate and advocate to local policymakers** about SF need for:
 - a. Increase in hydration stations (in the public realm and school sites)
 - i. Prioritizing communities where consumption of public water is low (high percentages of immigrant and low-income residents)
 1. Map out potable water sources
 2. Address equity concerns, start with equity lens to prioritize resources, geographic locations
 - ii. Three-level stations with bottle-filler, fountain and dog-dish
 - iii. Covering as much geographic space as possible
 - iv. Planning and budgeting for maintenance
 - v. That have signage that assures safety/ testing of this station's water, is multi-lingual
 - vi. Beautification around stations
 1. Make water station attractive
 2. Education around stations, QR codes. Tech side: apps, maps and print resources
 3. Include water testing level, "grade A water"
 4. Culturally appropriate, multilingual
 5. Partner with arts commission – engage youth to design something, community service project
 - b. Investing in **evaluation**
 - c. **Require Privately-owned Public Open Space to include hydration stations.** Maintained by private developer? How are "new developments" defined? This policy proposal needs more development.
 - d. **Provide mobile potable options for public events.**
 - i. Provide compostable drinking vessels
 - ii. Provide reusable water bottles

AWARENESS, EDUCATION AND PROMOTION

1. **Large multi media campaigns, multilingual**



- Targeting locations where chronic disease disparities are greater
- Unified messages, consistent/evergreen messages
- Reaching multimedia platforms (billboard; bus shelters; internet and scan codes; paper and other low-tech outreach)
- Measurement of impact. Existing frameworks, as in Open Truth and Sugar Packs eval.
- Recurring, tiered, multi-stage approach (e.g. relaunch annually)
- Engage athletes, cultural figures as ambassadors
- 2. Signage of testing at water sites that is multi-lingual**
- 3. Mobilize and invest in community-based health ed.**
 - a. Merchants and signage – incorporate into healthy retail efforts: replace SSB ads with water ads
 - Maps of available water refillable stations. An app that facilitates reporting of unsafe/unclean water or station concerns to 311
 - Train WIC staff and other MCAH providers/ staff to outreach for free PUC testing of taps for WIC families
 - b. Engage SFUSD
 - Education campaign
 - Engage youth outreach workers in water campaign. SSB tax to support SFUSD YOWs. YOWs currently only funded to work with tobacco.
 - c. Education and workforce development for residents of impacted communities (including re-entry workforce) to:
 - Serve as promotoras, ambassadors, navigators
 - Maintain hydration stations
 - Apply CAM model in community-based settings (training youth)
 - Employment/economic development pipeline at all levels—water-testing, education, outreach, maintenance, etc.; including developing opportunities for entering the PUC, DPW, DPH, UCSF workforce
 - Employing community members, building capacity, providing sustainable employment-living wage from high-impacted communities, seniors, youth to engage in this work
 - d. Trauma informed approach with messaging (e.g. Flint example)
 - Address systemic racism, perhaps including the example of Flint and/or why so many black people don't swim (pool and beach segregation)
 - Spiritual component, reconnect people spiritually and emotionally to water

KEY CONCEPTS TO CONSIDER AND INCORPORATE WHENEVER FEASIBLE

- Healing needed in specific communities (Bayview – lots of research conducted), build trust, relationship, partnership between researchers and community
- Building loop to report back to community; dissemination
- Needs of community employment for all levels of activities → building healthy communities, reducing health disparities
- Criteria considerations to increase accountability (e.g. grant applications for investments of these funds, as in SSB Tax Funds)



- Making process accessible
- Paradigm shift for funders to rethink project approach, partner with communities
 - Where to hire researchers?
 - Lack of funding for this work.
- Workforce development for every facet of the work
- Community investment/partnership
- Evaluation
- Education, promotion
- Safe, potable, multilingual, beautiful stations
- Star ratings for low literacy populations
- Making sure all voices/communities are involved in this process (Shape Up Coalition, strategic planning)
- Ensure representation/ participation of all high-impacted communities, including Native, indigenous communities, seniors, API (Hmong, Vietnamese, Filipino, Samoan ...)

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

POLICY, SYSTEMS AND ENVIRONMENTAL CHANGES (everyone ranked this section)

1. Water testing in schools
2. Educate policy makers and advocate for funding and other resources to make tap water safe and accessible
 - Advocate for SSB tax revenue to support equitable access to safe tap water
3. Provide water refill stations in low-income communities along with free/low-cost water bottles at various events.
4. Increase public water bottle filling stations in the public realm - water fountains, bottle fill stations, etc.
5. Require hydration stations in Privately Owned Public Open Space

AWARENESS, EDUCATION AND PROMOTION (some ranked this section)

Potential Activities to Increase Access to/Consumption of Water



1. Educate on the benefits of consuming water over other sugary drinks.
2. Large media campaigns around the importance of drinking water with culturally relevant messaging.
3. Educate vulnerable populations about: Water systems, Testing opportunities, Safe water bottles

ASSESSMENT, EVALUATION AND TECHNICAL ASSISTANCE (only two ranked this section)

1. Determining the needs of the community (CNA)