

# The Sweet Spot: Leveraging the SF Soda Tax to Advance Health Equity

Presented by the Shape Up San Francisco Coalition and Northern California Grantmakers' Bay Area Health Funders Group  
June 20, 2019 @ 160 Spear St., Suite 360



## AGENDA

- 1:30 - Networking and Registration
- 2:00 - Welcome from co-hosts
- 2:15 - Opening remarks by Dr. Tomás J. Aragón
- 2:30 - Panel: **Reimagine HEAL**
- 3:30 - Small Group Discussions - **What? So What? Now What?**
- 4:10 - Next Steps
- 4:30 - Mixer\*

\* Appetizers by The Vegan Hood Chefs. The food is sponsored by Kaiser Permanente.



## MEETING GOALS

1. Create a shared understanding of healthy eating/active living (HEAL) work, and how to overcome funding and implementation barriers;
2. Gain understanding of innovative funding models, and how to creatively support capacity building for nonprofits; and
3. Identify partnership opportunities to ensure successful implementation of soda tax and support statewide soda tax policy efforts.

Shape Up SF conducted a survey of nonprofits working on healthy eating/active living (HEAL) to gain a better understanding of their organizational strengths and identify challenges they face when applying for and/or implementing HEAL grants. 28 organizations responded. The data below are some key highlights.

## WHAT DO YOU WANT FUNDERS TO KNOW?

"Multi-year grants (3-5 years) allow us to do our work better - build stronger relationships with key stakeholders and community members, adjust and strengthen program implementation, track long-term effects, and focus on programming rather than consistently being preoccupied by yearly funding shifts."

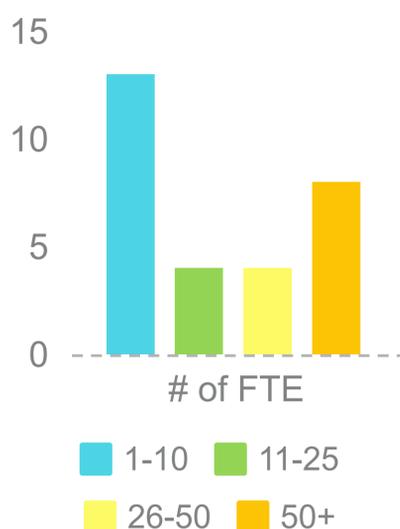
"Our organization benefited enormously from a capacity building grant when we were a very small nonprofit; we used the grant to hire a consultant to guide us through a merger, to develop our board of directors, and to upgrade our technology. Like most small organizations, we had been focusing all our time and funding on our programs; this grant forced us to focus on building the infrastructure we needed in order to grow. Without it, I'm not sure we would still be in business. Last year, we celebrated our 10th anniversary and we have an annual budget of over \$1 million."

"It would be a big help if we can be coached on how we could make our infrastructure stronger on the programming end so that we can create valuable and relevant programming for the populations we serve."

What organizational infrastructure supports are most needed to implement HEAL grants?



Nearly half of respondents have < 10 full time staff



Most respondents need staff to guide fundraising efforts



Other areas of support needed to implement HEAL grants:

- Evaluation
- Data collection and reporting
- Relationship building with policymakers
- Communications
- Evidence-based strategies
- Support navigating bureaucratic systems

## FEATURED SPEAKERS



**Tomás J. Aragón, MD, DrPH, Health Officer, City & County of SF Director, Population Health Division**  
Dr. Aragon is the health officer of the City & County of San Francisco, and director of the Population Health Division (PHD) at the San Francisco Department of Public Health. Striving to embody and promote the universal values of humility, compassion, equity and dignity, he works to convene, connect, and catalyze communities and institutions to transform narratives, policies, and systems toward a sustainable culture of equity, healing and health for all people and our planet. As health officer, he exercises leadership and legal authority to protect and promote equity and health. As PHD director, he directs public health services. He teaches population health data science (with R) at the UC Berkeley School of Public Health and he maintains a public health blog with a focus on population health equity, leadership, lean, and data science.



**Pedro Arista, Program Officer, Hirsch & Associates Philanthropic Advisors**  
Pedro has dedicated his career to strengthening the most impactful cross-sector collaborations and community-based organizations in California and across the U.S. At Hirsch & Associates, Pedro evaluates the best and brightest cross-sector initiatives working on improving equity in the Bay Area and partners with them to achieve lasting success. Prior to his current role, Pedro led the healthy eating and active living portfolio of grantmaking initiatives for the Asian & Pacific Islander American Health Forum. To improve social determinants of health, he directed more than \$3.2 million to 20 outstanding community-based organizations while boosting their effectiveness with culturally relevant capacity support. He holds an M.P.H. from San Francisco State University, where he also serves as faculty in the Department of Health Education, teaching courses on health policy and equity.



**Vanessa Bohm, Director of Family Wellness & Health Promotions Programs, CARECEN**  
Vanessa Bohm is the director of CARECEN SF's Family Wellness and Health Promotion programs. She was born and raised in the San Francisco Bay Area by immigrant parents and brings to our organization a deep commitment to working with Latino immigrants and other marginalized communities. She holds a B.A. in Psychology and an M.A. in Ethnic Studies. Through her work she has developed an expertise in youth and family support services and community health worker (promotora) models to address health disparities in the Latino community. She has used her knowledge and experience to develop staff capacity, enhance program activities, and build partnerships that more effectively advocate, support, and improve the health and wellbeing of those we serve.



**Christina Engel, Program Director, Ken Birdwell Foundation**  
Christina has dedicated her career to creating platforms for emergent leadership, community, and creativity. As Managing Director of the Ken Birdwell Foundation (KBF) - a private foundation providing long-term capacity building grants - she is tasked with building and overseeing a grantmaking system that puts local equity, transparency, and long-term sustainability at its center. Whether she's working with youth through performing arts programs or with emerging technology leaders, Christina is passionate about contributing to scalable systems designed to accelerate local leadership and self-empowerment. On the weekends, you might find her scooping the Alameda Antiques Fair, catching a local show, or relaxing in one of San Francisco's many parks. She holds degrees in Art History and Anthropology from the University of Washington.



**Rhodora Ursua, Director of Programs, Alameda Health Consortium**  
At the Alameda Health Consortium, Rhodora oversees programs focusing on oral health, HIV treatment, and whole person care, with a focus on capacity building for the Consortium's member community health centers across Alameda County. Prior to joining the Consortium, she administered community health initiatives for more than 15 years, including the implementation of local healthy eating and active living programs in New York City and Jersey City led by community health workers. During her time at a national social justice organization, she and her team helped strengthen the capacity of Asian and Pacific Islander-serving organizations doing impactful HEAL and tobacco control work funded by federal national network grants. She received her Master's degree in Public Health from the Columbia University Mailman School of Public Health with a focus on Population Health.



**Shane Valentine, Corporate & Community Impact Director, American Heart Association**  
Community Impact Schools Systems Director, American Heart Association – Bay Area Division  
Shane has been at the American Heart Association for the past 8 years when he started as a volunteer chef activist and created the Kids/Teens Cook with Heart program and piloted it at the Galileo Health Academy High School. This program is a life skill based multipart series tied to science class. It has been implemented in over 125 schools across 5 western states. Shane's current role is to work with school districts across the Bay Area, including SFUSD, to address the social determinates of health to improve health outcomes for our youth especially those in underrepresented communities. Shane has created of HS programs like the Youth Health Equity Council and Women's Health Tech Forum which are designed to engage youth in the issues of inequity, health disparities and give them the training to move towards PSE changes. Shane also is the author of the Baby Cuisine Cookbook.

The **Shape Up SF Coalition** is staffed by the Community Health Equity & Promotion Branch of the SF Department of Public Health and since 2006, has been convening this multidisciplinary collaborative to address chronic disease prevention for San Francisco's most vulnerable populations. Shape Up SF's mission is to convene partners for greater collective impact in order to create equitable and sustainable environments, systems and policies that promote healthy eating and active living where they live, work, learn and play. [www.shapeupsfcoalition.org](http://www.shapeupsfcoalition.org)

**Northern California Grantmakers (NCG)** brings philanthropy together to build healthy, thriving and just communities. They bring together foundations, nonprofit organizations, government, and business to tackle our region's most pressing social issues. They pool resources, share information, and learn from each other, making our collective impact far greater than if we were going it alone. [www.ncg.org](http://www.ncg.org)