

# Sugar-Sweetened Beverage Community Advisory Board

## Regular Meeting

September 13, 2021 ■ 6:30pm-8:30pm

### Zoom Teleconference

Please click the link to join the teleconference: <https://us02web.zoom.us/j/84288286924>

Pursuant to the Governor's Executive Order N-29020, all members of Sugar-Sweetened Beverage Community Advisory Board as well as City staff will join the meeting via phone/video conference and no teleconference locations are required.

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#### TO COMMENT:

1) To comment by Zoom video conference, you will be prompted to use the "Raise Your Hand" button to request to speak when Public Comment is being taken on the eligible Agenda item. You will then be unmuted, during your turn, and allowed to make public comments. After the allotted time, you will then be re-muted.

2) To comment by phone, you will be prompted to "Raise Your Hand" by pressing "\* 9" to request to speak when Public Comment is being taken on the eligible Agenda Item. You will then be unmuted, during your turn, and allowed to make public comments. After the allotted time, you will then be re-muted.

#### ADDITIONAL INSTRUCTIONS:

1) Instructions on how to join a meeting by video conference is available at: <https://support.zoom.us/hc/en-us/articles/201362193%20-%20Joining-a-Meeting#>

2) Instructions on how to join a meeting by phone are available at: <https://support.zoom.us/hc/en-us/articles/201362663%20Joining-a-meeting-by-phone>

3) Instructions on how to "Raise Your Hand" is available at: <https://support.zoom.us/hc/en-us/articles/205566129-Raising-your-hand-In-a-webinar>

#### Public Comment:

The SSB Advisory Board welcomes you to its meetings and your interest is appreciated.

· If you wish to speak before the Board, please fill out a speaker card and hand it to the staff supporting the Board.

· If you wish to speak on a matter not on the agenda, please sign up for Open Forum and wait for your name to be called.

· If you wish to speak on a matter on the agenda, please approach the Committee when called, give your name, and your comments.

Please be brief and limit your comments to the specific subject under discussion. Only matters within the SSB Board's jurisdiction may be addressed. Time limitations shall be at the discretion of the Chair.

*In compliance with Oakland's policy for people with chemical allergies, please refrain from wearing strongly scented products to meetings. In compliance with the American Disabilities Act, if you need assistance to participate in the meetings for the Sugar-Sweetened Beverages Community Advisory Board, please contact the Human Services Department at 510-238-3088. Notification 48 hours prior to the meeting will enable the City of Oakland to make reasonable arrangements to ensure accessibility. If you have questions regarding this agenda or related materials, please contact our office at the number above.*

# Sugar-Sweetened Beverage Community Advisory Board

## AGENDA

1. Welcome and Call to Order
  - Roll Call, Introductions
  - Announcements
  - Agenda Review and Adoption
2. Open Forum
3. Adoption of Prior Meeting Minutes: July 12, 2021 Action
4. Update from the City Administrator's Office on the Measure HH Revenue Status Informational
5. Presentation by the Human Services Department on its Measure HH Revenue expenditures Informational
6. Discussion and Action on the process for allocating the 2021-23 Fiscal Year allocation, including a discussion of the SSB Program Summary (Attached) Action
7. Board Updates Discussion and possible Action
  - Committee Meetings
  - Strategic partnerships
  - Wellness Committee
8. Administrative Update Informational
9. Agenda Items for the Next Board Meeting
10. Adjournment Informational  
Action

# Sugar-Sweetened Beverage Community Advisory Board

## MINUTES TO BE APPROVED

July 12, 2021 ■ 6:30pm-8:30pm

**Zoom Teleconference**

## AGENDA

### 1. Welcome and Call to Order

- Roll Call, Introductions
- Announcements
- Agenda Review and Adoption

The meeting was called to order at 6:37 pm.

Members Present: Liou, Hammock, Breines, Wong, Alston, Atkins, and Watkins.

### 2. Open Forum

There were no open forum speakers

### 3. Adoption of Prior Meeting Minutes: June 14, 2021

The June minutes were approved unanimously.

### 4. Update from the City Administrator's Office on the Measure HH Revenue Status

Joe DeVries provided the revenue update which showed a projection closing out the fiscal year as expected in the low \$8 million range.

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## 5. Presentation by Oakland Parks, Recreation, and Youth Development about current Measure HH expenditures by the department and their alignment with the guiding principles of the measure

OPRYD Director Nicolas Williams presented along with his Administrative Services Manager Neil Valle. The programming supported by Measure HH Revenue includes swimming programs at all open pools with an emphasis on teaching young people to swim, the Summer Town Camp, and after school programming. The department uses the funds to cover staffing costs and in most instances to provide scholarships for youth who cannot otherwise participate in programming—75% of youth need a scholarship to see that the programs are funded successfully. Director Williams also highlighted how the department connects students to services to reduce health disparities (including county programs), and how the department supports healthy eating choices in partnership with the human Services Department through the Summer Lunch Program.

Neil Valle followed with a detailed breakdown of Measure HH revenue and how OPRYD is allocating it. He answered questions about the pattern of expenditures noting that it ramps up in the summer when Town Camp occurs and then declines in the winter.

Board members had several questions and comments around OPRYD capacity to meet the needs of Oakland youth during the pandemic, how dollars are allocated in an equitable manner, how many youth are served, and whether OPRYD tracks the neighborhoods from where their participants originate.

## 6. Discussion and Action on the process for allocating the 2021-23 Fiscal Year allocation

The board used the below summary from the AD HOC meeting that occurred:

### ***Sugar Sweetened Beverage Community Advisory Board Funding Allocation Ad Hoc Committee Recommendations:***

*Overview: The City Council's adopted budget for FY21-23 has been adopted and set aside a portion of the funding to be recommended for allocation to community efforts by the SSB Board as follows:*

- *\$1 million in year one and \$2 million in year two for community programs for a total of \$3 million over two years.*
- *\$500,000 each year toward gift card programs for low-income families to purchase fresh produce*

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*The Ad hoc committee met with HSD and CAO staff to discuss the best way to move forward and came up with options for the Board to consider.*

## **\$3 Million for community groups over two years:**

*Prior funding was allocated to two sets of organizations for one year of funding. One set of groups was recommended by the SSB Board and a second set received funding at the direction of the City Council. The first set was recommended to receive an additional year of funding at a reduced amount (75%) by this Board and authorized by City Council in July 2020. Due to budget constraints, and other obstacles, that funding was delayed but is underway right now. Because those groups were provided a second year of funding during their first year of operation and amid a pandemic, there has not been a thorough evaluation of the work of these grantees but an evaluation process is being launched presently.*

*Short of a full evaluation, the ad hoc committee asked that staff bring a preliminary report to the Board in September that details the grantees work and how well they met their deliverables to inform future decision-making.*

*The Ad hoc committee is proposing two options for the Board to consider:*

### **Option 1: Allow the current contracts to run their course and sunset. During that time, staff can develop an RFP for a two-year funding cycle for a new round of grants.**

*The advantages are that this allows time for evaluation of the current programs and development of a new RFP that may have different priorities based on the current conditions. Another advantage is that it interrupts the current cycle in which additional funds are being provided to organizations without a full evaluation of their programs. An advantage to grantees is they will know that they have two years of funding to perform their work which makes it easier to hire staff, implement programs, etc.*

*The disadvantage is that allocating the funds will take longer as a good RFP process will take 9 months to implement. The other disadvantage is that any grantee who is relying on new funding to keep going will need to seek that funding elsewhere. Last, there is often criticism when local government has money that it is not expending when the community needs are high.*

### **Option 2: Extend the currently contracted grantees for another one-year term while developing a one-year RFP for the following year.**

*The advantage is these organizations will be able to continue their work uninterrupted and funding will be distributed more quickly during a time of high need.*

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*The disadvantage is the funding will again be allocated without a thorough evaluation and the difficult cycle of extending grants for one-year, in which funding is running out at the same time the Board is considering extensions, will be perpetuated.*

***In either option***, the staff recommendation is that the City hire a consultant to develop the RFP using salary savings and professional services funding to ensure the RFP development is performed in a timely manner. This prevents the RFP from being delayed by the City's process for replacing the SSB Board's staff member.

*The ad hoc committee is seeking the Board's motion to provide a recommendation to staff of whether option 1 or 2 along with support (or not) of bringing on a consultant to develop the RFQ.*

## ***\$500,000 gift card program:***

*There are two vendors already engaged in a gift card distribution program and a third that partners in the distribution/education process. It would be efficient and convenient to extend or negotiate contracts with these two organizations.*

*However, there is need for an evaluation of the two programs to: a) ensure the cards are being distributed equitably to those in the greatest need, and b) evaluate the total number of cards being distributed versus other program costs. For example, the programs also provide access for corner stores to wholesale priced produce, refrigeration equipment to house the produce, and other leadership development activity that furthers the mission of the Board. The City Council direction did not suggest those other program items could be funded so this evaluation of each program is needed.*

*The Board could make a motion recommending that staff explore an extension of these contracts after an evaluation of their current performance.*

**Regarding the \$500K for food gift cards, a motion was made to recommend that staff perform a quick evaluation of the programs and then extend the contracts/award funding to the existing providers that distributed gift cards.**

**Regarding bringing on a consultant to develop the RFP for the broader allocation, a motion was made to recommend that staff bring on a consultant using salary savings and the motion passed unanimously.**

**Regarding the broader allocation and whether to launch a one year versus two year RFP, the board tabled any decision to September to get more information on the prior funded programs. The Board also agreed to have the ad hoc reconvene with staff in preparation for September.**

## **7. Board Updates**

- **Committee Meetings**

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- Strategic partnerships
- Wellness Committee

There were no significant reports from committees but it was agreed to hear updates in September.

## 8. Administrative Update

No updates.

## 9. Agenda Items for the Next Board Meeting

The Board will hear the regular items, a presentation from HSD on its use of Measure HH Revenue, and will continue its discussion about the new allocation.

## 10. Adjournment

The meeting adjourned at 8:50.

# SUGAR SWEETENED BEVERAGE COMMUNITY GRANTS SUMMARIES

## Overview

SSB Community grants programs supported SSB goals in four areas: Health Education and Prevention, Healthy Neighborhoods and Places, Health Care Prevention & Mitigation, and Policy and Advocacy.

<b>Tier 1</b>	The 14 first round of programs totaling \$1.96 million were awarded for the contract term July 1, 2019 through June 30, 2020, and renewed for a second year July 1, 2020 – June 30, 2021 in the amount of \$1.5 million.
<b>Tier 2</b>	An additional set of 10 programs was authorized by City Council for a term ending October 30, 2020 totaling \$1.7 million.

Information on participant demographics, age, and residence was reported by the agencies in quarterly reports. Data reported on participation and reach through virtual programming necessitated by the pandemic can be considered unreliable and may be incomplete. The first year of funding was also dramatically interrupted by the pandemic. The issues with participant data reporting for SSB community programs may be assessed in the future evaluation process.

The Tier 1 second year is most complete due to the use of City Data Services for quarterly reporting entry. Agencies that reported the participants reached through their efforts provide an indication of whether funds reached intended populations.

- Of participants who stated race/ethnicity, these programs reported 44% African American, 23% Hispanic or Latinx, 10% Caucasian, Asian (specific ethnicity unknown) 9%, Chinese 2%, Filipino, Japanese, Korean, Vietnamese, Middle East/North Africa, American Indian and Alaska Native, Native Hawaiian, Pacific Islander, all < 1%, Two or more races 3%, Some other race 2%.
- Of agencies who reported participant residence, these programs reported Council Districts D 1 2%, D 2 3%, D3 2%, D4 4%, D5 36%, D6 16%, and D7 34%.

Agencies also reported on activities accomplished. Many reported achieving goals through the transition to virtual programming, transforming entire programs through development of curricula, workshops, on-line contests, and use of social media for outreach, partnership with other community organizations to reach populations, and increased focus on food access and education through distributions of healthy boxes and materials such as Oral Health Kits. Only one organization, SOS – Service Opportunity for Seniors continued its program of delivery of meals and education to seniors in their homes with modified safety protocol due to COVID.

**Tier 1: Alameda County Public Health Department Office of Dental Health**  
**Area: Health Care Prevention and Mitigation**  
**Program Name: Preventive Dental Services for Children at WIC**  
**FY 2019-2020 AWARD \$150,000**  
**FY 2020-2021 AWARD \$114,198**

<i>Summary</i>	<b>ACPHD Office of Dental Health was funded to provide preventive dental services (screening, fluoride varnish application, and oral health education) in-person to Women, Infant, Children (WIC) families with children 0-5. Due to the inability to provide in-person services the SOW was modified to was on building partnerships with additional organizations that serve families and providing oral health kits, and educational materials to these organizations to distribute to their clients, and providing training for staff on oral health.</b>
<i>Desired Outcomes</i>	By June 30, 2021 at least 700 families, adults, and children, will have the capacity to engage in daily oral health practices and reduce their consumption of sugar-sweetened beverages. By June 30, 2021 at least 3 organizations and 5 medical providers will have integrated oral health and education on the importance of reducing sugar-sweetened beverages into their regular work practices.
<i>Accomplishments</i>	Program reported success working with partners who have put measures in place to reach their clients during the pandemic. Virtual Oral Health Trainings provided for 22 staff at Lao Family Community Development, Inc. and 33 staff of Alameda County WIC Program. Both trainings were well received. Through the various partners, oral hygiene kits and educational materials were distributed to 168 young children, 127 youth, 318 adults and 45 seniors. WIC staff distributed 1000 oral hygiene kits with educational materials, reaching 100 adults and 960 young children. "Healthy Teeth at Every Age" booklets and other resources were provided to one additional CDPH medical provider clinic.
<i>Demographics</i>	Of 5406 participants, 20% were African American, 24% were Latinx, 15% were Asian and 4% were two or more races. 28% preferred not to say. 36% were between 0 and 5 years of age, 59% were 21-54 years of age.
<i>Highlights, Successes, Challenges</i>	The major highlight of this quarter was the opportunity to support Lao Family Community Development, Inc. to integrate oral health and education on the importance of reduction sugar sweetened beverages into their regular work practices. Lao Family serves a very diverse population through their various programs including Cal Works, Adult Employment, Refugee Employment, Crime Victim Assistant, Re-Entry, Youth, and Senior. Lao Family staff embraced the training in which we provided. 100% of staff completing the evaluation of the training stated that the information and resources shared were helpful and they intend to share resource with their clients. This partnership allowed the Office of Dental Health to extend reach to ethnically diverse communities that have a higher need for oral health services. Lao Family is now referring clients in need of assistance in making a dental appointment and establishing a dental home to our Office of Dental Health.

**Tier 1: Alameda County Public Health Department Nutrition Services**  
**Area: Prevention through Education and Promotion**  
**Program Name: Rethink Your Drink Oakland**  
**FY 2019-2020 AWARD \$234,156**  
**FY 2020-2021 AWARD \$177,315**

<i>Summary</i>	<b>ACPHD Rethink Your Drink Oakland program engaged youth in culinary arts, nutrition, urban agriculture, and food justice education and leadership development through a partnership with Planting Justice. The program sought to engage Oakland residents in cross training of nutrition, the harmful effects of SSB and the health benefits of water consumption and to co-implement events alongside ACPHD staff with Rethink Your Drink Education via events, workshops, social media and promotional materials.</b>
<i>Desired Outcomes</i>	Reported a total of 35 youth participants completed their food justice intensive internship this year. All the youth were from priority neighborhoods, primarily East Oakland, and also from West Oakland and the Fruitvale and San Antonio neighborhoods, where the health disparities are the greatest (worst). Your Drink Oakland program engaged 17 unduplicated youth in intensive culinary arts, nutrition, urban agriculture and food justice education and leadership development. 750 Oakland residents engaged in Rethink Your Drink Virtual Health Fair. 1400 participants were reached in the Middle School Setting, 15,000 in Elementary School Settings, 900 in the Parks and Rec Setting were reached with Rethink Your Drink education. 815 Older Adults in Oakland participated in the Older Adult Focused Rethink Your Drink Education and 1,600 participants were reached with Adult Focused Rethink Your Drink Education. The program exceeded goals with the Community Focused Rethink Your Drink Education with 1,400 participants of the projected 225 (622%), Kale Smoothie Pop-Up Outreach with a total 7,600 participants of the projected 300 (2,533%) and Education and Social Media Challenge and Promotion 7,500 participants of projected 5,000 (150%).
<i>Demographics</i>	Not captured.
<i>Highlights, Successes, Challenges</i>	Through partnership with Planting Justice, 37 prizes of \$500 each were awarded to youth who created social media content that promoted healthy living messages such as eat well, drink water, and move more. PJ staff and youth interns completed the educational outreach and smoothie distributions, as well as grew and harvested organic produce (including fruit trees), culminating in the fresh green smoothies getting into the hands and bodies of those in Oakland who need this kind of nutrition and nourishment. The SSB tax revenue funds were reinvested into Oakland youth to help change and shape their social media environment and influences. We also held a Rethink Your Drink messaging campaign for the entire month of May, with City of Oakland and County of Alameda both publicly passing resolutions to declare May 9th through 15th 'Rethink Your Drink Week of Action'! Over 20 community-based organizations helped promote during the month, which resulted in mass communications going out through OUSD channels and other partners. Those reached are all Latinx or African American, and many were homeless individuals. Reflecting on the total for the year: 16,000 fresh green smoothies distributed to 8,300 unique, unduplicated residents of Oakland.

**Tier 1: Bay Area Community Resources, Inc.**  
**Area: Policy and Advocacy**  
**Program Name: Healthy Options at Point of Sale (HOPS)**  
**FY 2019-2020 AWARD \$128,013**  
**FY 2020-2021 AWARD \$97,708**

<i>Summary</i>	<b>Bay Area Community Resources planned to train and engage 8 community advocates (OAT) in a community action research project to determine the prevalence and impact of sugar sweetened beverages and other sugary products at checkout. Community advocates (OAT) will interview and analyze data from 4 retailers. The OAT will develop information and finalize one digital and one physical tool to highlight research findings. Through community presentations and participation in community events, OAT will begin a public awareness campaign to bring attention to the issues of sugar sweetened beverages and products in checkout lanes, and begin advocating for changes to the retail environment to support a healthy lifestyle.</b>
<i>Desired Outcomes</i>	The program ran successfully at full capacity with an Oakland Advocacy Team of 8 through remote virtual meetings. All presentations were conducted via Zoom, petition signatures were gathered online, and all programing continued to be fully remote during the pandemic. BACR supplied all members of the Oakland Advocacy Team with all technology and supplies needed for the program free of cost to them. While a late start put things behind schedule in accomplishing deliverables, regular meetings with CSPI continue to guide the work. CSPI reviewed materials and provided data analysis of retailer interview and other data as needed.
<i>Accomplishments</i>	BACR was a bit short on community outreach deliverable of 250 and only reached 201 residents, due to limiting outreach to be all online or by phone to adjust to COVID-19 precautions. BACR reached its goal of Pre-Assessment, Training, and Post-Assessment with 8 advocates in the community action research project as planned. Data from 5 retailers was analyzed and the retailers interviewed as part of the community action research project. A total of 127 digital petition signatures were captured. 1059 followers were reached through Social Media with a public awareness campaign.
<i>Demographics</i>	38% of participants were Hispanic/Latinx, 38% were Asian (specific ethnicity unknown), 13% were Middle Eastern/North African, and 13% preferred not to say. 38% of participants were from District 1, 13% were from District 3, 13% from District 5, and 25% from District 6. 13% Preferred not to say.
<i>Highlights, Successes, Challenges</i>	A late start at the start of the year put Bay Area Community Resources behind schedule, despite that, most deliverables were met. The entire Oakland Advocacy Team had access to the necessary technology for the program by offering any supplies free of cost. The OAT have consistently guided the program through weekly discussions. The program was still successfully running at full capacity with an Oakland Advocacy Team of 8 through remote virtual meetings. No additional services have been provided.

**Tier 1: East Bay United Soccer Club  
 Area: Healthy Neighborhoods and Places  
 Program Name: EBU Healthy Oakland Initiative  
 FY 2019-2020 AWARD \$148,842  
 FY 2020-2021 AWARD \$113,330**

<i>Summary</i>	<b><i>Provide scholarships for players from targeted neighborhoods. Conduct a “Drink Water Not Sugar” public health media campaign. Provide soccer school classes and training, information and education sessions for families and coaches.</i></b>
<i>Desired Outcomes</i>	East Bay United Soccer relaunched its Soccer School Program in June of 2020 followed by the Recreational Soccer Program in September 2020. Relaunching in stages, to implement COVID safety protocols, EBU restarted early education classes for second graders. Supporting OPRYD Town Camp Program, and partnering with a coalition of local, national, and international youth soccer organizations to develop curriculum and provide training and materials support to the OPRYD staff. By including the OPRYD staff, those coaches then impacted Oakland youth at every OPR Rec Center all summer long. Those additional youth are not included in our numbers since most of that programming will take place after June 30 <sup>th</sup> .
<i>Accomplishments</i>	East Bay United Soccer provided a total of 164 clients with scholarships. A total of 39 youth participated in the Fall EBU Rec Soccer Program, 104 participated in the Winter/Spring EBU Rec Soccer program. The EBU Juniors Soccer School had a total of 6 trainees in the Winter, and 25 in the Spring classes, 40 were reached with the Drink Water Not Sugar public health media campaign.
<i>Demographics</i>	Of 316 participants 37% were Hispanic or Latinx, 18% were African American, 18% were two or more races, 11% were Caucasian, and 13% preferred not to say.
<i>Highlights, Successes, Challenges</i>	The biggest challenge during this period continued to be delays in payment from the City of Oakland. Running these programs without reimbursement put significant financial strain on our organization and prevented us from fully launching the #DrinkWaterNotSugar public awareness campaign. Another challenge was maintaining adequate staffing levels. Increased safety protocols required additional staffing, plus some coaches were not comfortable working during on-field sessions yet. Our Executive Director, Coach Drew, was invited to present at the US Soccer Foundation's 'Urban Soccer Symposium.' The presentation focused on the Sugar-Sweetened Beverage Community Grant and the EBU Healthy Oakland Initiative as a powerful example of collaborative models for youth and community development. It was an opportunity to share ideas about how programs like the SSB Community Grant can help support minority and women-led community organizations. We received matching donations from almost 100 different community members. These donations were collected online via two campaigns using the Giving Fuel online platform. \$10,602.97 was raised via 'Coach Drew's Fund for Youth' which was administered by Youth Education for Success, a California 501(c)(3) non-profit organization. That check represents funds from 77 online donations. An additional \$2,885 was collected from 16 online transactions.

**Tier 1: Fresh Approach**  
**Area: Prevention through Education and Promotion**  
**Program Name: Veggie Rx Program for Healthy Food and Beverages**  
**FY 2019-2020 AWARD \$58,378**  
**FY 2020-2021 AWARD \$45,490**

<i>Summary</i>	<b>Fresh Approach planned to facilitate access to affordable and culturally appropriate healthy foods in East Oakland communities by expanding FA's nutrition and cooking program by conducting education workshops with cooking demonstrations of healthy recipes as well as distributing Veggie Rx vouchers to participants.</b>
<i>Desired Outcomes</i>	Fresh Approach conducted Veggie Rx Nutrition education workshops, reaching a total of 57 clients throughout the grant period. 95 clients were reached with Cooking Demonstrations for Healthier Beverage Options. 196 clients were reached with the Cooking Demonstrations for Healthy Recipes. And 6,640 Veggie Rx Vouchers were provided which were redeemable with any of the fruit and vegetable vendors at the Akoma Market.
<i>Accomplishments</i>	Fresh Approach was able to provide virtual programming to replace the in-person nutrition education classes by meeting with partner agency Project Access to discuss the needs and interests of community members. Fresh Approach expanded the outreach to include not just residents of the original apartment complex, but a wider network of partners and other housing sites in Oakland. Several participants reported that even if it had been safe to meet in-person, they preferred meeting virtually. The flexibility of the virtual setting and reducing the potential barriers and time commitment of traveling to a class location made the class even more accessible.
<i>Demographics</i>	Of 39 participants, 28% were African American, 21% were Asian (specific ethnicity unknown), 13% were Hispanic or Latinx, 10% were Chinese, 5% were Filipino, 5% were Japanese, and 18% preferred not to say. 13% served were from District 2, 8% served were from District 3. 8% served were from District 4, 13% from District 5, 10% from District 6, and 28% from District 7, and 23% preferred not to say.
<i>Highlights, Successes, Challenges</i>	The main challenges that the Veggie Rx program encountered were finding platforms to promote the classes, and that technology can be a barrier getting people signed up for the class. Fresh Approach partnered with the Oakland Public Library to host two of the four series over the grant term. The nutrition education workshops reached slightly fewer overall clients than expected due to some challenges recruiting participants into the program. Fresh Approach expected to hold one additional series of classes for Oakland residents in July. They projected to be within 90% of the goal and hoped to get to 100% by the time the series launches. Different options were offered for class registration, including an online registration form, email, and phone support, and to connect to the virtual classroom. Veggie Rx used Zoom for live classes with an option to call into the classroom via phone.

**Tier 1: The Tides Center HOPE Collaborative**  
**Area: Prevention through Education and Promotion**  
**Program Name: Youth Action to Reduce Sugar-Sweetened Beverage Consumption**  
**FY 2019-2020 AWARD \$150,000**  
**FY 2020-2021 AWARD \$114,198**

<i>Summary</i>	<b><i>Hope Collaborative will employ young adults and provide community activities promoting healthy food choices. Food and marketing materials will be purchased, developed, and utilized to promote these activities.</i></b>
<i>Desired Outcomes</i>	HOPE Collaborative hosted a live stream Cook—Along bringing the community together virtually and provided meals for folks experiencing food insecurity amidst the ongoing effects of COVID 19. Youth Action Board Members designed a Cook-Along event that allowed HOPE Collaborative to share an afternoon and meal without community while staying safe. To welcome the coming summer, preparation of a vegetarian barbeque-inspired meal, including BBQ jackfruit sliders, baked beans, and watermelon-mango gazpacho. Also, a recipe of spa water infused with watermelon and mint to round out the meal and make sure all fruit was used. HOPE supplied forty participating families with cooking kits that included enough to feed four people. For every kit dispersed the program donated a prepared meal, courtesy of Cocina Del Corazon, to the town fridges in Oakland. “As we cooked our meals together on screen while in our separate kitchens, participants asked questions, told stories, shared tips and fun facts, and learned a few culinary tricks.” 10 participants received prizes including Hydroflasks, picnic baskets, a cooler, and an air fryer.
<i>Accomplishments</i>	Program reported it met all goals and hired a new Youth Engagement Manager who supported the YAB programming through the end of the month.
<i>Demographics</i>	99% of the participants prefer not to report.
<i>Highlights, Successes, Challenges</i>	Youth Leaders held space for YAB Peers as part of the transition to online programming, a lot of existing roles had to shift. Through online engagement, Youth Leaders have now gotten more exposure in curriculum planning, workshop facilitation, and event coordination. Every month Youth Leaders were responsible for facilitating one workshop that is led by them. This grant term, a cookbook project was started including recipes from family members of the youth and completing interviews which were captured and helped the youth gain tangible skills and connect with family in new ways.

**Tier 1: La Clinica**  
**Area: Prevention through Education and Promotion**  
**Program Name: H2O Oakland Program**  
**FY 2019-2020 AWARD \$90,575**  
**FY 2020-2021 AWARD \$69,926**

<i>Summary</i>	<b>La Clinica was able to meet goals established in the scope of work by pivoting the H2O Oakland curriculum to be fully virtual in English and Spanish. The program reached 212/213 mostly D5 youth of the proposed 250. Through partnership with United Promise Academy, students in the 6th to 8th grade P.E. class received nutrition education, connection to social media and La Clinica school-based health services, and participated in promotional events.</b>
<i>Desired Outcomes</i>	La Clinica modified its culturally appropriate food and fitness 5-part workshop series curriculum to a virtual platform and implemented a new 5-part workshop series for 250 youth at Urban Promise Academy (UPA) for 250 youth by June 30, 2021. They will monitor and evaluate the 5-part series, deliver a 1-part SSB workshop to 20 Peer Health Educators, and connect youth to school-based health services and provide comprehensive health education to 250 OUSD students.
<i>Accomplishments</i>	Program reportedly exceeded goals for providing teachers with online modules and pre- and post-test surveys. It reached 85% of the goal of delivering the food and fitness 5-part series to 250 students, and 33% of the goal of connecting 250 students to SBHCS. The program exceeded the goal of reaching 20 Peer Health Educators.
<i>Demographics</i>	Of 213 youth, 79% were Latino, 3% were AA, 14% two or more races, 1% Asian, 1% other race, and 1% preferred not to say. 95% were between 11 and 15 years of age and 5% were between 16 and 20 years of age. 81% of youth lived in District 5 and 6% lived in D6 or 7.
<i>Highlights, Successes, Challenges</i>	The Health Educator successfully transitioned the 5-part nutrition lessons to a virtual platform in English and Spanish and promotional events. 98% of students gave the lessons at least a 3/5. Social media was used as key tool in increasing engagement in nutrition. Youth centered content “Foodie Fridays” and the UPA Art Contest related to the program increased @laclinicaasbhc Instagram following (use of social media) to 406 followers. Outreach was used to connect families to resources such as La Clinica’s Adolescent Screening Visits (ASV). A key challenge/barrier was internet connection during class with some students having unstable internet connection.

**Tier 1: Mandela Partners**  
**Area: Healthy Neighborhoods and Places**  
**Program Name: Mandela Hubs for Health**  
**FY 2019-2020 AWARD \$149,858**  
**FY 2020-2021 AWARD \$114,092**

<i>Summary</i>	<b>Mandela Hubs for Health planned to establish 5 new subsidized CSA pick up locations sites at or near previously operated Community Produce Stand sites, and distribute local, sustainably-grown, and subsidized produce to priority communities in East and West Oakland.</b>
<i>Desired Outcomes</i>	Mandela Hubs for Health delivered free CSA produce boxes through community partners including Abundant Life Church, East Bay Agency for Children (EBAC) at RISE! Community School, Oakland High, Hoover Elementary, Sammy’s Community Kitchen, Beloved Birth Black Centering, The Crucible, Western Service Workers Association and Lincoln Families Resource Center. An average of 250-300 boxes were delivered weekly. Mandela Partners also hosted a Community Produce Stand at Akoma Market East Oakland in collaboration with Black Cultural Zone, providing access to affordable fruits and vegetables at the market alongside fellow SSB recipients Fresh Approach which focused on Health and Wellness activities. Virtual workshops covering Nutrition Education/Cooking and Gardening were hosted by Mandela Partners.
<i>Accomplishments</i>	Mandela Hubs for Health successfully met grant deliverables and objectives for the grant term. Through this program 56,000 pounds of produce was distributed to new and existing produce stand sites. 60% of the school parent cohort reported increased consumption of fruits and vegetables and 1,125 residents were reached though community designed health and wellness events. An average of 250-300 CSA produce boxes were delivered weekly. A total of 355 CSA boxes with produce sourced from 29 BIPOC farmers were distributed weekly through December 18th, 2020 and up to 400 CSA boxes weekly through June 2021 were distributed with renewed funding from the SSB community grant program.
<i>Demographics</i>	No demographic information was collected by Mandela Partners. 100% of participants preferred not to say.
<i>Highlights, Successes, Challenges</i>	There were no major challenges aside from occasional COVID exposure concerns while working out in the field. Mandela Partners successfully met grant deliverables and objectives for the grant term. With the support of unrestricted funding from other sources, Mandela Partners reported it was able to launch a much-needed free food program and SSB funds allowed it to maintain the necessary staffing and materials/supplies to run both the free and sliding-scale CSA.

**Tier 1: Native American Health Center  
Area: Health Care Prevention and Mitigation  
Program Name: Healthy Oakland Families  
FY 2019-2020 AWARD \$140,594  
FY 2020-2021 AWARD \$107,144**

<i>Summary</i>	<b>Native American Health Center proposed to increase knowledge about the benefits of healthy teeth, physical activities, &amp; healthy eating among Oakland youth and families. Increase the number of dental screenings nutrition assessments, BMI screenings, and referrals to Dental, Medical, and other NAHC services. Increase the number of Oakland direct service providers trained on strategies to decrease sugar-sweetened beverage consumption.</b>
<i>Desired Outcomes</i>	NAHC engaged 246 youth in two virtual sessions of Healthy Active Families curriculum. 124 unduplicated clients were engaged in One-on-One telephonic Nutrition Education Intervention Sessions with Youth. 31 clients were engaged in Nutrition Education and Information with Food Drop-Off. 38 clients benefitted from the Food Drop-Off Program. 79 Service Providers received training on strategies to decrease SSB consumption. 60 clients benefitted from Follow-up Care.
<i>Accomplishments</i>	Program exceeded goals for virtual sessions of Healthy Active Families curriculum by 175% for the first session and 232% for the second session. One-on-one telephonic Nutrition Education Intervention Sessions with Youth met goals at 107% as well as the Food Drop-off Program. Service Providers Training of school staff met goals at 100% while staff goals were met at 690%. Follow-Up Care and the Poster contests both met goals at 100%.
<i>Demographics</i>	57% of participants preferred not to disclose their race/ethnicity demographics. 26% were Latinx, 3% were African American, 3% Caucasian, 2% Asian, 3% American Indian, 1% Pacific Islander, and 3% were two or more races. 1% of participants were from District 2 and District 4, 42% from District 5, 4% from District 6, and 28% from District 7. The other 25% preferred not to say.
<i>Highlights, Successes, Challenges</i>	Program staff quickly mobilized and transitioned many program services, such as Nutrition Groups and Nutrition Visits, to virtual groups/visits. All 6 lessons of the Healthy and Active Curriculum were converted to video. Virtual Nutrition Groups were facilitated live through Zoom by the Program Coordinator II to make the lessons fun and engaging for students. Pre-recorded lessons proved to be of great value as they can still be accessible to teachers and students outside of group time. As a result, NAHC continued meeting program goals, and has also supported the socioemotional health of many students. Providing a fun and engaging space for youth has given them the ability to interact and socialize with their peers at a time when many were isolated at home, with very little to no interaction with their peers. Another success from the grant was the continuation of food distribution program to patients and families experiencing food insecurities. 250 Oakland families were provided with healthy and fresh groceries. Additionally, at the end of Q4 the program was able to start transitioning back to in-person nutrition education workshops.

**Tier 1: Oakland Lacrosse Club**  
**Area: Healthy Neighborhoods and Places**  
**Program Name: H East Oakland Lacrosse Outreach and Team Experience**  
**FY 2019-2020 AWARD \$75,000**  
**FY 2020-2021 AWARD \$57,948**

<i>Summary</i>	<b>Oakland Lacrosse Club proposed to provide a combination of virtual programming, social distance lacrosse clinics in compliance with Alameda County safety and health regulations, and support for OPRYD to run lacrosse clinics for youth in Districts 5, 6, and 7.</b>
<i>Desired Outcomes</i>	In person POD Play was designed and implemented in Quarter 1 to meet the need for the outdoor and social aspect of health and wellbeing. In accordance with Health and Safety guidelines from CDPH and Alameda County Summer 2020 POD Play was implemented at 5 parks, for 6 weeks, for a total of 35 clinics with over 40 participants. Over 225 healthy snacks (packaged, and/or fruit with skins like bananas and oranges) were provided to every participant during every POD Play. Participants were required to wash their hands before removing their masks and eat more than 6’ away from one another. Virtual Activities included 6 weeks of Wellness Enrichment on Tuesdays engaging 42 unique participants and 6 weeks of Academic Enrichment on Thursdays engaging 59 unique participants. Restorative Justice [via RJOY] Circles engaged 35 total individuals, across 4 circles including Middle School, High School, Parents and Coaches. Oakland Lacrosse secured several partners including AIM High, OYPRD, and provided technical assistance, curriculum, and equipment to all 18 OYPRD Town Camps.
<i>Accomplishments</i>	Oakland Lacrosse reported it met programming goals at 93% for its Weekly Social Distance Lacrosse Lessons and exceeded goals with 220% engagement in Fall In Virtual Programming, 140% in Virtual Wellness Workshops, 298% for Intro Lacrosse across school sites and Pars & Rec sites, 313% in Competitive Spring Youth Lacrosse Experience, 2,033% engagement in Wellness Education Program, 157% in the Nutrition Class: How to Fuel an Athlete. Town Camp and Equipment loan at 748% of goals and 250% participation for Weekly Wellness classes.
<i>Demographics</i>	Of 134 participants willing to supply demographic information, 39% were African American, 19% were two or more races, 18% were Hispanic/Latinx, 14% Asian and 10% Caucasian. 559 participants reported their district information. 32% of participants were from District 5, 30% were from District 6, and 38% from District 7.
<i>Highlights, Successes, Challenges</i>	Oakland Lacrosse was able to meet or exceed all program goals. Burnout from so much screen time and barriers to technology impacted some of the virtual programming. Oakland Lacrosse Club provided access to technology, and Safeway and Target gift cards as direct support to families in need. Traditional Summer Programs shifted dramatically: camps and community play days were cancelled and academic enrichment programming shifted to online. However, building on what was learned from Spring 2020, safe play for youth and virtual programming proved to open a lot of new opportunities, reaching more youth locally and providing more diverse services.

**Tier 1: Planting Justice**  
**Area: Healthy Neighborhoods and Places**  
**Program Name: Sustainable Agriculture for a Healthier Oakland**  
**FY 2019-2020 AWARD \$150,000**  
**FY 2020-2021 AWARD \$114,198**

<i>Summary</i>	<b><i>Planting Justice proposed to provide Oakland residents with outreach and informational activities about alternatives to sugar-sweetened beverages and through the Emergency Food Distribution program distribute CSA produce boxes and green smoothies, along with recipes and information on healthy eating alternatives. Planting Justice’s Education Program will develop at least 12 online curricula modules that transition PJ’s in-person, hands-on educational programs to a virtual platform to offer community educational and training activities about sustainable agriculture and gardening, food justice issues, nutrition, and culinary arts.</i></b>
<i>Desired Outcomes</i>	Planting Justice distributed Green Smoothies and Community Supported Agriculture produce boxes filled with fruit, vegetables, recipes, and educational information in Sobrante Park and Deep East Oakland and developed 12 online curriculum modules to create a virtual training platform in sustainable agriculture, food justice, nutrition, and culinary arts.
<i>Accomplishments</i>	Program goals for Green Smoothies and CSA Box distribution were exceeded at 307%, serving a total of 6,145 clients for the grant term. 250 Clients were engaged with the 12 Online Curricula Modules exceeding program goals at 130%.
<i>Demographics</i>	Not captured.
<i>Highlights, Successes, Challenges</i>	Planting Justice was able to distribute living nutrition via green smoothies and organic produce directly to thousands of low-income Oakland residents safely. PPE, delicious smoothies, educational information on how to boost health and immune systems via reducing sugar intake and increasing antioxidant intake through herbs, fruits, and vegetables were offered. Distributed recipes, engaged in education, and communicated with each person about why it is important to offer mutual support, bring healthy nutrition directly to people on the street, and work to shift a food system that makes organic healing foods inaccessible. Program participants joined PJ at the Nursery in Sobrante Park to participate in hands-on educational programming in urban agriculture, organic gardening, plant propagation, and in harvesting from the gardens for smoothie and produce distribution. Challenges were mostly COVID related, requiring extra work to ensure all participants honored mask wearing and physical distance requirements, and supporting staff and families struggling during COVID.

**Tier 1: Roots Community Health Center**  
**Area: Healthy Neighborhoods and Places**  
**Program Name: East Oakland Food Matters**  
**FY 2019-2020 AWARD \$250,000**  
**FY 2020-2021 AWARD \$189,198**

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<i>Summary</i>	<b>Roots Community Health Center proposed to increase knowledge of and access to healthy foods in East Oakland neighborhood stores. Increase the availability of fresh, local produce in East Oakland through Community-Driven Initiatives such as pop-up markets and healthy box delivery. Promote behavior change through knowledge of budget-friendly healthy recipes through cooking classes that will serve 260 individuals/families.</b>
<i>Desired Outcomes</i>	Roots Community Health Center delivered Healthy Boxes through partnership with Healthy Black Families organization. Another success included the restart of Pop Up Markets in quarter 4 allowing the program to serve the community at a greater capacity. Through both activities, Roots was able to distribute fresh produce, canned goods, meats, common toiletries and provide vaccines to the East Oakland Community. COVID supplies such as masks, hand sanitizer, and gloves were also provided during Pop Up Market events as a response to changing community needs.
<i>Accomplishments</i>	Roots Healthy Box Delivery project performed at 43% reaching a total of 43 households of the 100 households goal. In all other areas, program goals were exceeded with 131% program goals met for Healthy Market Hunt, and 182% program goals for Pop-Up Markets. Cooking Classes did not take place.
<i>Demographics</i>	Of 672 unduplicated participants 33% African American, 39% Hispanic/Latinx. 2% Caucasian, 3% Asian, 21% prefer not to say. 1% District 1, 5% District 2, 4% District 3, 4% District 4, 13% District 5, 16% District 6, and 47% District 7. 12% preferred not to say.
<i>Highlights, Successes, Challenges</i>	Roots Community Health Center reported doing relatively well considering the barriers of COVID with reaching the targeted audience in the East Oakland community and that participants engaged were appreciative of the services SSB funds provided. A challenge was campaigning and outreach of the Pop-Up Market service. They used social media platforms and word of mouth as an outreach method but many community members remained unaware of available services. As a result, some events did not reach the amount of people desired. Although, over time the number of Healthy Box Deliveries increased, it still fell short of goals due to outreach limitations. Overall, program goals were eventually met and participant numbers increased quarter to quarter in all SSB related services through the contract term.

**Tier 1: Service Opportunity for Seniors**  
**Area: Prevention through Education and Promotion**  
**Program Name: Health Improvements for Homebound Seniors**  
**FY 2019-2020 AWARD \$92,879**  
**FY 2020-2021 AWARD \$71,357**

<i>Summary</i>	<b>Service Opportunity for Seniors proposed to provide 1,000 Oakland meal recipients with a water bottle. Distribute 1,000 Rethink your Drink brochures to Oakland meal recipients On-site in person education sessions to serve 60 people. Provide supplemental snacks and fresh produce for 600 meal recipients with diabetes.</b>
<i>Desired Outcomes</i>	Service Opportunity for Seniors served low income Oakland seniors with daily meals and safety check visits throughout the grant period. Newly enrolled clients were provided with shelf sustainable meals and water bottles. Seniors were provided with hydration education tips on the backs of their menus each month. Seniors also received an 8-page educational newsletter.
<i>Accomplishments</i>	Program exceeded goals for every single activity. Meal Deliveries & Wellness Checks at 323% serving a total of 4,517 clients. Overall 327,043 meals were delivered meeting program goals at 157%. 618 water bottles were provided, which was 124% of program goals. Supplemental educational newsletter pages were distributed and a total of 529 new clients received hydration and /or diabetes prevention education, 106% reaching of program goals.
<i>Demographics</i>	Of the 4,442 participants who disclosed (4 preferred not to say), 66% of participants were African American, 7% Hispanic/Latinx, 17% Caucasian, 2% Asian, 4% Chinese, 1% Korean, 1% Vietnamese, 1% American Indian or Alaska Native, and 2% some other race.
<i>Highlights, Successes, Challenges</i>	Service Opportunity for Seniors meals delivery did not transition to virtual services but were modified to protect the health and safety of clients. Delivery drivers hung the meals on the doorknob or placed in a location that is easily seen and accessible by the client. Drivers knocked on the door and stepped back beyond six feet while they waited to see that the client is in receipt of their meal. The delivery drivers spoke with the clients as part of a wellness check while wearing a mask and maintaining social distance. They could also usually get a visual on the client’s appearance and possibly a view inside the home, even if from a distance. The SOS Meals on Wheels staff were all vaccinated. SOS will determine how and when to make a safe transition back to allowing delivery drivers and Client Services staff to enter homes for increased socialization and assessment of living conditions. SSB funding allowed the program to address the challenge of skyrocketing demand for Meals on Wheels since the onset of the pandemic, reflected in serving 1,600 Oakland older adults towards a goal of 1,400 for fiscal year 2020-2021.

**Tier 1: Youth Employment Partnership, Inc.**  
**Area: Prevention through Education and Promotion**  
**Program Name: Peer-to-Peer Nutrition**  
**FY 2019-2020 AWARD \$150,000**  
**FY 2020-2021 AWARD \$114,198**

<i>Summary</i>	<b>Youth Employment Partnership, Inc. (YEP) will introduce participants to YEP and employability soft skills development. Through programming, youth leaders will gain experience teaching peers. Peers are informed about health &amp; nutrition and develop cooking skills. Lead youth deepen understanding of issues through teaching and build confidence in health advocacy.</b>
<i>Desired Outcomes</i>	Youth Employment Partnership, Inc. proposed to engage 16 clients in a 5-Day Orientation and Onboarding & Job Readiness Training, Weekly Developmental Training, Health Nutrition Classes, and a Health Nutrition Internship. 90 Additional clients will engage in a 5-Day Peer-Taught Health & Nutrition Class.
<i>Accomplishments</i>	The grant term for Youth Employment Partnership ends September 30, 2021. To date, goals have been met at 69%, having served 11 of the projected 16 clients with the 5- Day Orientation and Onboarding & Job Readiness Training, Weekly developmental Training, Health Nutrition Classes and a Health Nutrition Internship. The Peer-Taught Health and Nutrition Class reached 19 of the projected 90 clients, or 21%.
<i>Demographics</i>	Of the 21 clients demographics were collected for 62% were African American, 14% were Hispanic/Latinx, 5% were Asian, and the other 19% were two or more races. 14% of participants residences were in District 1, 5% in District 2, 14% in District 3, 38% in District 5, 14% in District 6, and 14% in District 7.
<i>Highlights, Successes, Challenges</i>	YEP struggled in the beginning to gain traction with programming due to COVID restrictions and contract delays. Despite a slow start YTD total enrollment of 11 Youth Leaders have completed much of their training. Many outcomes were scheduled to occur in the final cohort due to a contract extension to October.

# SSB - TIER 2

## **Tier 2: 18 Reasons**

**Area: Prevention through Education and Promotion**

**Program Name: Cooking Matters**

**FY 2019-2021 AWARD \$75,000**

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<i>Summary</i>	<b>18 Reasons offered a 6-Week Cooking and Nutrition Class to low-income adults, children, and families throughout the Bay Area for free. The program also planned to offer a one-time grocery store tour called Cooking Matters at the store to teach participants how to shop for healthy food on a limited budget.</b>
<i>Desired Outcomes</i>	18 Reasons launched a full schedule of online programming and successfully reached their target audience. Interactive Zoom classes met expectations and allowed for an increase in the number of participants. YouTube Live classes also proved successful ultimately reaching more than twice as many participants as planned.
<i>Accomplishments</i>	Program exceeded goals by pivoting to virtual/online classes and reaching double the participants with 6-week Cooking and Nutrition Classes. Over 600 unique participants were engaged.
<i>Demographics</i>	17% of those served were African American, 33% were Hispanic/Latinx, 8% Caucasian, 8% Asian, 8% Middle eastern/North African, 8% American Indian and Alaska Native, *% Native Hawaiian/Pacific Islander, 4% were some other race, and 4% were two or more races. 8% participants resided in District 1, 8% in District 2, 17% in District 3, 8% in District 4, 25% in District 5, 17% in District 6 and 17% in District 7.
<i>Highlights, Successes, Challenges</i>	The main challenge faced initially was that partner organizations were not ready to partner to delivery services. At the beginning of the pandemic, many partners were struggling to navigate new service delivery models, with most organizations learning how to move programs online. The most reliable partners proved to be school sites since schools have worked to ensure that all students and families have access to technology. Students are already familiar with Zoom, which helps classes run smoothly. Weekly YouTube Live broadcasts can easily be viewed on a mobile device, which most families have access to even if they don't have a laptop. Families provided feedback about the format, length, and content of lessons, which has been incorporated into program design. For example, families asked for shorter classes and demonstrations.

**Tier 2: Alameda County Community Food Bank**

**Area: Health Education**

**Program Name: Healthy Living**

**FY 2019-2021 AWARD \$200,000**

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<i>Summary</i>	<b>Alameda County Community Food Bank proposed to execute a series of family and kid-friendly holiday themed nutrition virtual classes focused on making healthy seasonal choices while involving kids in the kitchen, and marketed these pilot classes to staff colleagues. These classes will serve as learning opportunities for nutrition staff as well as clients while all involved are educated about new methods.</b>
<i>Desired Outcomes</i>	Alameda County Community Food Bank planned to conduct a series consisting of 5 classes covering nutrition education topics including: Rethink Your Drink, Eating the Rainbow, Portion Control, Whole Grains and Label reading, and Shopping on a Budget. Participants received the education and incentives for participating such as food items related to the recipe for the class, water bottles, and the chance to enter a raffle for a fitness tracker. The classes took place in virtual settings via Zoom. The Diabetes Prevention Program aimed to make it easier for people with prediabetes or at risk for type 2 diabetes to participate in evidence-based, free, and high-quality lifestyle change programs. It was never conducted due to an inability to find a successful virtual model.
<i>Accomplishments</i>	Since the shelter in place in Alameda County began in March 2020 and remained throughout the grant period, the program had to operate differently than originally envisioned. The nutrition team continued to experience re-deployments into October/November 2020 to support the drive-thru distributions that were operating as part of emergency response in partnership with Alameda County EOC. There was a series of family and kid friendly nutrition education efforts in the form of more than 5,000 flyers included with shelf-stable food boxes and virtual seminars via ZOOM in both English and Spanish.
<i>Demographics</i>	Not captured.
<i>Highlights, Successes, Challenges</i>	Challenges in accomplishing Alameda County Community Food Banks' education goals included the necessary re-deployment of the nutrition team to immediate needs projects in response to the increased need for food in the community and the recent transition of the Community Nutrition Educator to another department. As the nutrition staff worked to bring digital education to clients and communities, new difficulties were faced conducting outreach with clients. Previous strategy depended on being able to interface directly with clients or that agencies had direct interactions with clients. The new remote landscape and safety measures presented difficulties in finding and retaining the attention of clients online. Understanding the technology platforms available and selecting one the community would be most comfortable with proved challenging since access to clients has been limited while working from home.

**Tier 2: Alameda Health Consortium**  
**Area: Prevention through Education and Promotion/Health Care Prevention and Mitigation**  
**Program Name: Diabetes Prevention and Oral Health Initiative**  
**FY 2019-2021 AWARD \$250,000**

<i>Summary</i>	<b><i>Alameda Health Consortium’s goal with the Diabetes Prevention and Oral Health Initiative was to reduce diabetes, dental caries, and related health disparities for Oakland residents by integrating diabetes prevention and control and oral health assessment, prevention and education in primary care and dental care settings. Dental staff at 6 dental sites at 3 federally qualified health centers (Asian Health Services, West Oakland Health, and La Clinica de La Raza) will be trained in diabetes screening/education protocols, assess dental patients’ diabetes risk, conduct diabetes screening for those at risk, and provide diabetes management support and referrals for dental patients with elevated hemoglobin.</i></b>
<i>Desired Outcomes</i>	Clinical workflows and protocols to integrate diabetes screening at 6 dental sites were created for 3 partner community health centers. 15 dental staff at West Oakland Health (WOH) were trained in utilizing the diabetes testing equipment, and conducting diabetes risk assessment, screening, and education with dental patients at risk for diabetes and those previously diagnosed with diabetes.
<i>Accomplishments</i>	In quarter 1, 36 patients in this program were tested for diabetes of whom 3 patients were found to have uncontrolled diabetes. These 3 patients were provided basic education in diabetes management and referred to their PCP. No activity was reported for this program past the first quarter.
<i>Demographics</i>	Not captured.
<i>Highlights, Successes, Challenges</i>	At Asian Health Services (AHS), purchasing the right equipment was a challenge since the wrong machine was shipped and had to be returned. Eventually the correct equipment arrived. Translating the diabetes screening form into different Asian languages for patients was also a challenge. Thus far translation of the screening tool into Vietnamese has been completed and Chinese and Korean translations are underway and will be incorporated into their Electronic Health Record (EHR) system. While awaiting final translation of the screening tool into Chinese and Korean AHS will rely on bilingual staff to verbally translate the screening tool to patients. Scheduling staff training has been a challenge due to the holidays, so the training was planned for January. At WOH, the process for entering lab orders in the EHR was found to be initially challenging for the dental assistants since they are required to venture into a module of the electronic health record that was new for them, and required 12 additional clicks or entries to enter the order and results. Continued training and monitoring by clinic management helped resolve this challenge.

**Tier 2: Asian Health Services**  
**Area: Healthy Neighborhoods and Places**  
**Program Name: Moving at Madison Park Wraparound Health Program**  
**FY 2019-2021 AWARD \$75,000**

<i>Summary</i>	<b><i>Asian Health Services’ Moving at Madison Park Wraparound Health Program addressed the negative effects of sugar-sweetened beverages (SSB) consumption through community engagement, clinical, and youth-focused strategies encouraging physical activity and proper nutrition.</i></b>
<i>Desired Outcomes</i>	AHS provided culturally and linguistically appropriate health and nutrition education about the consumption of SSBs at its weekly Teen Clinic program and across its Youth Program. AHS held quarterly culturally appropriate cooking and nutrition workshops and engaged API youth in preventive health education through social media postings across all AHS’ platforms (AHS’ website, Twitter, Facebook). AHS conducted SSB screenings during patient intake at AHS’ Pediatric and Family Care Center of Excellence. AHS’ clinicians provided culturally appropriate nutrition education and offered nutrition referrals for patients at-risk for SSB consumption or obesity. AHS mitigated the effects of SSB through Group Visits which provide a peer-supportive environment for patients at risk for SSB consumption, diabetes, and obesity and engaged adult patients through a Group Visit cohort focused on physical activity. AHS partnered with Asian Prisoner Support Committee and distributed free bicycles to community members in an effort to engage them in physical activity.
<i>Accomplishments</i>	Overall, AHS achieved target goals for programming. Although many in-person activities previously planned were postponed out of an abundance of caution for predominantly senior attendees, majority of the originally proposed deliverables and objectives for the term of the grant were met.
<i>Demographics</i>	9,468 participants were Asian (specific ethnicity unknown).
<i>Highlights, Successes, Challenges</i>	AHS rapidly adapted to the COVID-19 pandemic and was able to continue prioritizing this grant and SSB mitigation activities throughout calendar year 2020. To the extent possible, and in a manner that ensured public health and safety, AHS continued its work to share the harms of SSB consumption and promoted healthy alternatives such as water. Although the First Wednesdays at Madison Park event was paused due to public safety protocols, AHS was able to prioritize the park to launch a COVID-19 testing site. More than 300 individuals a day cycled through the park and were able to get tested for COVID-19, and subsequently receive pertinent health information about healthy nutrition and SSBs. In addition, the public health pandemic catalyzed AHS’ shift toward digital outreach. Over the course of the grant term, AHS built a robust online following, enabling the program to share SSB health information to hard-to-reach limited English-speaking individuals. Despite the unprecedented challenges, AHS exceeded the originally proposed number of total individuals reached through this grant.

**Tier 2: Eden I&R**  
**Area: Prevention through Education and Promotion**  
**Program Name: 211 as an intervention to Reduce Consumption of SSBs**  
**FY 2019-2021 AWARD \$75,000**

<i>Summary</i>	<b>Eden I&amp;R planned to record messages promoting water consumption, educating on the impacts of sugar-sweetened beverages and suggesting healthy alternatives, in several languages, to play for callers to hear while they wait to speak with a 211 Phone Resource Specialist. This will reach 7,000 unduplicated Oakland callers, who represent over 50% of the calls that come in to 211 Alameda County. Additionally, 211 will conduct outreach throughout Oakland, and conduct a marketing campaign to educate vulnerable residents and partner agencies.</b>
<i>Desired Outcomes</i>	Eden I&R conducted presentations about the evidence-based impacts of sugar-sweetened beverages. These were all conducted virtually in response to Covid-19. Presentations reached both the Board of Directors and the general public and tied in with important trainings on disaster preparedness. The audiences were very interested and had great discussions about how drinking water can improve health. Eden I & R increased the number of healthy, resilient Oakland residents, reducing health disparities, by offering Oakland residents with referrals for agencies that can help with healthy eating, nutrition education, and through wellness calls and text messages. A recording in English and Spanish for 211 callers to hear while they wait to speak with a Phone Resource Specialist was also included in programming. The message promoted drinking water as a healthy choice. Additionally, posts about healthy alternatives to SSB on agency Facebook & Twitter and emails to contacts in the database promoting water consumption. In November, Diabetes Awareness Month was highlighted as part of messaging.
<i>Accomplishments</i>	Eden I & R educated a total of 14,912 callers with referrals to agency help with healthy eating, nutrition education, wellness; promoted water consumption over the phone, social media, and email; conducted virtual trainings.
<i>Demographics</i>	Demographics were captured for unique clients. Of the 1533 clients, 41% were African American, 10% were Hispanic/Latinx, 7% were Caucasian, 1% were Asian, 3% were two or more races, and 37% preferred not to say.
<i>Highlights, Successes, Challenges</i>	Eden I&R's biggest challenge was moving all 211 staff to remote work so that referrals during Covid-19 pandemic would continue uninterrupted. Follow-up calls with callers to get their feedback on 211 and feedback is incorporated into the service. Progress was made toward every activity, however some were not as frequent as planned or had a smaller reach. This was primarily due to the shortfalls in the 2nd and 3rd quarter of the project, as responding to the initial days of the Covid-19 pandemic became a priority. As a disaster-response agency, all the focus at a period was messaging on Covid-19 pandemic, following crisis communications best practices. As time has moved on and most learned to live with a new normal, SSB messaging resumed and Eden I&R finished the year strong.

**Tier 2: Mandela Partners**  
**Area: Healthy Neighborhoods and Places**  
**Program Name: East Oakland Healthy Retail**  
**FY 2019-2021 AWARD \$200,000**

<i>Summary</i>	<b>Mandela Partners will bring healthy retail programming to 5 stores east of High Street, with a focus on District 6 neighborhoods, with the support of its community organizing partner, the Saba Grocers Initiative, a project of the Yemeni-American Association. Storeowners will receive technical assistance, training, and funding to purchase equipment; receive produce and healthy food deliveries, and make interior and exterior improvements to the stores.</b>
<i>Desired Outcomes</i>	Mandela Partners implemented TA plans developed with all five stores, including the following services: Produce procurement, The Saba Grocers Initiative facilitated follow up training with all five store owners, provided by successful Yemeni grocery store owners operating in the SF Bay Area on produce maintenance, handling, procurement, pricing, negotiation, display and marketing. The Sugar Freedom Project continued to provide: one-on-one support to residents who are shifting their diets to a more healthy one, coupons for residents to purchase produce from the five corner stores enrolled in this project, and engagement with residents in the rebranding of stores by coordinating murals. Store Branding: The Saba Grocers Initiative completed the store branding process for Royal Food Supermarket, Arrwa Market and 4M. Equipment purchases: Mandela Partners oversaw the following store improvement projects: 1. Installation of a freezer at Arrwa Market, 2. Design and installation of a new sign and new counter space for healthy snacks and produce at Q&S, 3. Design and installation of a new awning at Royal Food Supermarket and installation of 2 new refrigeration units, 4. Design and installation of a new sign at 4M, 5. New lighting and interior painting at Jalisco Market. Merchandising: Q&S has committed to allocating a majority of upgraded counter space for fruits, vegetables, and healthy snacks such as nuts, dried fruits, granola bars, energy bars, and low-fat/low-sugar snack options.
<i>Accomplishments</i>	5 stores were engaged with technical assistance, produce procurement, store branding and equipment purchases to facilitate healthier food options for the customers in those communities. Mandela Partners' in-house food hub, Mandela Produce Distribution, was provided sustainable produce deliveries at no cost for 2 weeks, and at a 50% cost for another 2 weeks. Store owners transitioned into purchasing their own produce by the 5th week.
<i>Demographics</i>	Not captured.
<i>Highlights, Successes, Challenges</i>	Post-assessments indicated that new equipment, in-store improvements, and façade improvements have made a positive impact on the store owners and their customer base. Produce sales at all stores have been relatively consistent but continued TA engagement will be necessary to ensure that store owners are maintaining their produce departments and implementing merchandising recommendations provided by the project team.

**Tier 2: Mercy Retirement and Care Center**  
**Area: Healthy Neighborhoods and Places**  
**Program Name: Mercy Brown Bag Program**  
**FY 2019-2021 AWARD \$150,000**

<i>Summary</i>	<b><i>Mercy Brown Bag Program (MBBP) provides free, nutritious groceries to elders all throughout the City of Oakland. These staples, including whole grain breads, fresh produce, lean proteins, low-sodium canned goods help to deter Oakland's vulnerable senior population from consuming sugar-sweetened beverages and remain healthy and independent in their homes. MBBP provides a host of wrap-around services, including Cal Fresh outreach, nutrition education, farmer's market vouchers, ESL classes, volunteer opportunities, socialization, exercise.</i></b>
<i>Desired Outcomes</i>	Due to social distancing and shelter in place guidelines, our procedures changed but the core of our program remained intact - providing free, healthy food to elders in need, a service which has only become more critical during the COVID-19 global pandemic. Mercy Brown Bag Program's operations with the necessary modification fell in line with what was envisioned. 13 new sites in Oakland were added and partnerships developed allowing services to thrive. These include a contract with Bay Cities Produce, Inc. who provided 2,000 14-pound boxes of fresh produce per week until the end of December, thanks to a USDA Farmers to Families Food Grant. Mercy also partnered with Cristo Rey De La Sal High School to use their gymnasium for the sorting and bagging of groceries. Uber Eats delivered groceries to Oakland sites, totaling 89 different senior housing locations. Another ripple effect of these distributions is the increased rides for Uber Eats and Door Dash drivers. Contributions from Uber Eats, who spent about \$1000 a week to employ these drivers, and United Way who paid for the Door Dash routes. This was a great way to build up the community during this pandemic.
<i>Accomplishments</i>	Of the 775 adults projected to be served 1082 total were served, providing groceries to low-income older adults in Oakland, free of charge.
<i>Demographics</i>	Not captured.
<i>Highlights, Successes, Challenges</i>	Challenges to modifying the program from a grocery pick-up to grocery drop-off included securing enough adult volunteers on a daily basis, coordinating delivery while also overseeing background checks as an additional layer of protection, meeting the increased demand for food, and securing a consistently available space for volunteers to individually sort and bag groceries. In addition, with food banks across the country and food pantries across the county demanding the same products for their influx of clients, food sourcing was a significant challenge. The program had to outsource to market-rate vendors in addition to sourcing from our regular supplier, the Alameda County Community Food Bank, causing an increase in food costs. Numerous calls came in from elders and their families thanking the program for the services provided.

**Tier 2: Service Opportunity for Seniors  
Area: Healthy Neighborhoods and Places  
Program Name: Oakland Meals on Wheels  
FY 2019-2021 AWARD \$200,000**

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<i>Summary</i>	<b><i>The project will increase access to food and decrease risks associated with isolation. Low income and functionally impaired senior residents of Oakland who are vulnerable to hunger, malnutrition and social isolation will be provided with a nutritious home delivered meal and safety check visit. The project will serve 700 unduplicated Oakland seniors daily for a total of 309 days and a total of 1,215 unduplicated served during the 15-month project period. This will require at least 495 hour of service per quarter for a total of 2,472 hours of service delivered over the project period. It is projected that the highest percentage of consumers will reside in East Oakland.</i></b>
<i>Desired Outcomes</i>	The Meals on Wheel Program exceeded goals. Changes instituted to address the changing need in response to COVID 19 included a “knock and drop” version of meal delivery services, and maintaining social distancing while speaking with clients from their doorstep as a part of the wellness check.
<i>Accomplishments</i>	SOS exceeded the 15-month goal of serving 1,200 unduplicated seniors to serving a total of 1,796 unduplicated seniors a total of 347,883 meals.
<i>Demographics</i>	Of the seniors served through the Meals on Wheels program 65% were African American, 7% were Hispanic/Latinx, 18% were Caucasian, 1% were Asian (specific ethnicity unknown), 4% were Chinese, 1% Filipino, 1% Japanese, 1% Korean, 1% Vietnamese, 1% Middle East/North African, and 2% were some other race. District demographic information was not captured.
<i>Highlights, Successes, Challenges</i>	Service Opportunity for Seniors meals delivery did not transition to virtual services but instead were modified to protect the health and safety of clients. Delivery drivers hung the meals on the doorknob or placed in a location that is easily seen and accessible by the client. Drivers knocked on the door and stepped back beyond six feet while they waited to see that the client is in receipt of their meal. The delivery drivers spoke with the clients as part of a wellness check while wearing a mask and maintaining social distance. They could also usually get a visual on the client’s appearance and possibly a view inside the home, even if from a distance.

**Tier 2: Spectrum Community Services, Inc.**  
**Area: Healthy Neighborhoods and Places**  
**Program Name: Oakland Senior Meals Project**  
**FY 2019-2021 AWARD \$149,791**

<i>Summary</i>	<b><i>Spectrum Community Services provides fresh nutritious meals compliant with the Title III C regulations. The meals provide a minimum of 1/3 of the dietary reference intakes. Meals are delivered Monday through Friday to partner dining sites throughout the City of Oakland.</i></b>
<i>Desired Outcomes</i>	Spectrum’s Senior Nutrition Program impacts the Oakland Community by providing seniors with a place to go where they can receive freshly prepared, nutritious meals, while also participating in socialization to help prevent the isolation that can often be seen with seniors. While in-person education presentations were put on hold due to shelter in place orders during the grant period, Spectrum continued to provide education in print with the monthly menu. Printed materials providing education on Sodium and on how it impacts the health of seniors and tips on how to reduce sodium intake were distributed. Spectrum also provided education on washing and food safety.
<i>Accomplishments</i>	Spectrum reportedly served 154 unduplicated seniors 9,018 meals. Self-reported survey results completed by diners help show the impact our program has had in greater detail. Findings note that the majority of diners rate the food quality as very good to excellent, and the meals provided access to an affordable and nutritious food source otherwise unavailable to them. Positive impacts were seen in response to diners recommending the program to others, as well as reporting their fellow participants as friendly. The implications of these results show an improvement in their social interactions which has shown to help seniors continue to live independent lives.
<i>Demographics</i>	23% of program participants were African American, 6% were Caucasian, 34% Asian, 1% were American Indian and Alaska Native, and 35% were some other race.
<i>Highlights, Successes, Challenges</i>	During this grant period Spectrum finalized memorandums of understanding between several Oakland partner sites, to clarify and define the responsibilities in serving the city of Oakland and its residents. This includes following state and county mandates on food handling practices, an education plan for the seniors, and training plan for on-site staff, as well as outlining the monitoring and reporting processes. While there was no service interruption in Oakland during the first half of the grant period, one partner site was forced to postpone service and other sites transitioned to partnering with Meals on Wheels. Spectrum discontinued the SSB Project portion of programming midway through the grant period.

**Tier 2: Urban Strategies Council**  
**Area: Healthy Neighborhoods and Places**  
**Program Name: Steps to a Healthier Life**  
**FY 2019-2021 AWARD \$238,205**

<i>Summary</i>	<b><i>The Steps to a Healthier Life Program attacks sugar-sweetened beverages on multiple fronts. Mainly, by encouraging our neighbors to shop in our store and planting seeds of knowledge through online and printed promotional materials. Also, by engaging in neighborly dialogue through canvassing, and combined nutritional education and cooking class.</i></b>
<i>Desired Outcomes</i>	Urban Strategies Council’s Steps to a Healthier Life program promoted increasing alternatives to sugar-sweetened or sugar free beverages offerings. The program included canvassing and community organizing knocking on doors and engaging with neighbors and giving away discount cards as incentives to participate in cooking demos. Nutrition and Education classes and Cooking Demonstrations were conducted virtually teaching participants how to cook health meals. Curriculum and meal planning and professional development was also an integral part of this grant.
<i>Accomplishments</i>	The highlight of services over the course of the grant term were the cooking videos created by class instructors, who themselves are community members, showing participants how to make healthy meals, smoothies, and juices at home. Although the original plan was to teach cooking classes in person, Urban Strategies Council’s pivot to use social media platforms to broadcast the program allowed for a much wider audience. Additionally, Mandela Grocery Cooperative increased the alternative sugar sweetened or sugar free beverages to 115 SKUs, which now make up almost 70% of drink offerings. As a result, healthier drink options were more readily accessible to the residents of West Oakland. Virtual cooking demonstrations reached over 4,500 participants quarterly. There was effective coordination and planning between six people to execute all activities.
<i>Demographics</i>	Not captured.
<i>Highlights, Successes, Challenges</i>	Challenges the program encountered included shifts in program staff due to health issues and concerns related to the pandemic, which ultimately lead to submitting reports late and not receiving program reimbursement funds for Q2, Q3, or Q4 in a timely fashion. The lack of funds limited the program’s ability to complete the video and the coloring book in the original timeframe, although significant work had been done on each project. Additional challenges faced include limitations to canvassing and cooking classes while observing COVID-19 protocols. Participant attention spans proved to be shorter for virtual classes than in person; as a result class times were reduced. We faced technical challenges because some participants lacked equipment or knowledge necessary to join virtual class. Therefore, the bulk of our cooking classes were at-home cooking demonstrations held on social media platforms.

**Tier 2: Young Men’s Christian Association of the East Bay**  
**Area: Prevention through Education and Promotion**  
**Program Name: YMCA Growing Stronger Together Reducing Consumption of SSBs**  
**FY2019-2021 AWARD \$150,000**

<i>Summary</i>	<b><i>The YMCA Growing Stronger Together program focuses on impacting Oakland children and families, who are historically at higher risk for health conditions impacted by poor health and nutrition. This is done by providing nutrition and wellness education and physical activities to children and their families. In addition to providing direct education, this project aims to provide resources and services that address barriers to accessing healthy foods and beverages, including incentives that promote water consumption and decrease consumption of sugar-sweetened beverages.</i></b>
<i>Desired Outcomes</i>	Distribution of Parent Nutrition Newsletters to staff and families via virtual communication platforms and by posting at centers. Promotion and implementation of Zoom Parent Nutrition Committee and Nutrition Topic meetings using incentives geared towards water promotion, healthy nutrition, and physical activity. Tools and resources specifically provided for families to support confidence and capacity in practicing healthy habits with their children and families while at home/limited budgets etc. Follow-up materials in English and Spanish also distributed at concurring YMCA meal distributions, including reusable water bottles for adults and children. Promotion and implementation of Zoom family/child nutrition education through music and movement with Healthy Me/Saludable Soy.
<i>Accomplishments</i>	Overall, program reported it exceeded the projected number of activities outlined for this funding year including frequency of: Parent Nutrition Newsletters, Parent Nutrition Topic meetings at Foothill, and Healthy Me Music and Movement Family Events.
<i>Demographics</i>	A limited number of participants provided demographics. Of the 188 who did, 45% were African American, 41% were Hispanic/Latinx, 2% were Asian, 2% were Caucasian, 5% were two or more races, and 4% preferred not say. 30% participants were from District 3, 39% were from District 5, 11% were from District 6, and 20% were from District 7.
<i>Highlights, Successes, Challenges</i>	Program challenges include decreased program enrollment and attendance due to Covid-19 and shelter-in-place orders, and families being non-responsive after regular contact attempts from center/Family Services staff. Family Services staff worked to ensure collection of the most up-to-date contact information for families in the program information database (ChildPlus). Measures to support remote programming included hardware distributed to families who were identified as having the highest need. Verbal promotion of nutrition activity events accompanied with physical copies of event/activity flyers at meal distributions when applicable. Outreach for events and services keeping varying levels of language and digital literacy in mind (staff support with registering for events online, including photos of flyers in email body instead of pdf. attachments, verbal communication etc.).