

Sugar-Sweetened Beverage Community Advisory Board

Regular Meeting

October 12, 2020 ■ 6:30pm-8:30pm

Zoom Teleconference

Please click the link to join the teleconference: <https://us02web.zoom.us/j/83841806206>

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.

TO OBSERVE:

<https://us02web.zoom.us/j/83841806206>

Or iPhone one-tap :

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Webinar ID: 838 4180 6206

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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 13, 2020 Action
4. Update from the Parks, Recreation, and Youth Development Director about activities supported by the SSB funds and development of wellness policies that align with the measure. Informational
5. Update from Colectivo of the SSB Reduction Awareness Campaign and provide recommendations on the next steps in their marketing efforts. Discussion/Action
6. Update from the Sugar Freedom Project Informational
7. Recommendation from the ad hoc committee regarding the allocation of the remaining \$500,000 fund balance Discussion/Action
8. Board Updates Informational
 - Committee Meetings
9. Administrative Update Discussion
10. Agenda Items for the Next Board Meeting Action
11. Adjournment

Sugar-Sweetened Beverage Community Advisory Board

MINUTES TO BE APPROVED

Regular Meeting

July 13th, 2020 ■ 6:30pm-8:30pm

Zoom Teleconference

Board Members present: Justin Watkins, Pamela Alton, Raphael Brienens, Michael Hammock, Julia Liou, Laurie Lawson

City Staff present: Sharon Robinson, Neffertice Williams, Joe DeVries

1. Welcome and Call to Order

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

The meeting was called to order at 6:35pm.

Chairperson Liou announced that two members are stepping down: Tonya Love, and Donna Carey. She acknowledged and thanked them for their work and noted that the City is now looking for replacements to fill their seats.

No changes were made to the agenda.

2. Open Forum

There were no public speakers.

3. Adoption of Prior Meeting Minutes: June 8, 2020

Member Hammock made a motion to approve the minutes as drafted and Member Lawson seconded the motion and the minutes were approved unanimously.

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4. Election of Vice Chairpersons

Justin Brienes was nominated as the first Vice Chair and Laurie Lawson was nominated as the second vice chair and both were approved unanimously.

5. Update From City Administrator's Office by Joe DeVries, Director of Interdepartmental Operations, on the Fiscal Year 2020-2021 Mid-Cycle Budget Adjustment Process and Measure HH Funds

Joe DeVries reported that there were no changes from the update provided in June. He noted that Chairperson Liou did a great job representing the Board and the money that the Board wanted to remain intact did so. The Board has agreed light to move forward with its recommended allocation.

Chairperson Liou noted that several board members did also reach out to their Council Members to advocate for the allocation and thanked them for their efforts.

6. Revisit SSB Advisory Board's Funding Recommendations for Measure HH Fiscal Years 2019-2021 Budget Under Board Discretion and Funding Recommendation for Fiscal Year 2020-2021 Mid-Cycle Budget

Chairperson Liou framed this conversation as a revisit to the proposed allocation due to changes in the situation from the pandemic among other things. She proposed that \$150,000 be allocated to the Sugar Freedom Project and also \$150,000 for the Healthy Retail Initiative, leaving \$200,000 for the CDFI project.

Member Watkins stated his support for this reallocation as the Chair of the ad hoc CDFI committee. Sharon Robinson noted that in the past the Sugar Freedom Project was granted \$200,000 and that the Healthy Retail initiative is already funded to support five stores and this proposed increased allocation could expand that to ten stores.

Member Watkins asked Sharon Robinson to clarify if this new allocation aligns well with these organizations and if it still made sense to continue funding the CDFI concept (which required a minimum of \$200,000 to work). Sharon noted that the ad hoc committee could make a recommendation as to how much within that amount should go to CDFI; noting the work to determine how the CDFI proposal would work has not yet been done.

There were several public speakers on this item:

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Assata Olugbala thanked the board for its work and asked that if the Board allocates any funds to an organization, to please be sure to conduct an evaluation to determine the effectiveness of the allocation. Also, she recommends a statement of purpose for those funds when the allocation is made.

Lina Ghanen from SABA commented on the allocation, her organization has submitted a proposal to expand to five more stores and calculated this work to cost \$300,000. Second, since last year they have built their capacity and found a fiscal sponsor and is prepared to be the lead agency to carry out the work.

Prem Pariyer with the Sugar Freedom Project spoke about the projects' work and advocated for continued funding to perform its work.

Bassam Taleb who represents an East Oakland retailer that is part of SABA thanked the Board for its support and noted that the program helped his store to acquire refrigeration to carry fresh produce and the Sugar Freedom Project has provided valuable outreach as well and he hopes the Board will continue to support their work.

Dave Fallah, a co-founder of SABA and organizer with the East Oakland Healthy Retail effort. He also is hoping to see the Board support the expansion of Saba to more locations.

Abdelhadi Hussein is an owner of a store in East Oakland and also has really appreciated the support, the new refrigeration system and ability to better serve the community and hopes the Board will support the expansion.

Molly Devinney with the Sugar Freedom Project also spoke about the great experience of developing community based solutions to the issue of diabetes in the community and other emergent food needs, especially in the time of COVID19.

Andre Issler is a member of the Saba Board and also supports the continuation of this program as it changes the community for the better.

Raheemah Netoto also spoke in favor of this project.

Chairperson Liou asked staff about a proposed \$500,000 in the City's budget process to support the corner store effort and Sharon confirmed that that proposal was not included in the final adoption. Member Watkins suggested that because that \$500,000 did not get into the City budget that perhaps the Board should reconsider whether to set aside \$200,000 for CDFI and reprogram it to

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support the corner store/healthy retail initiatives. After some discussion among Board Members and Lina with Saba, it was acknowledged that the CDFI concept would require some redesign with smaller stores and the recommendation was to shift this funding away from the CDFI proposal and instead enhance the current healthy retail models as well as the Sugar Freedom project. The ad hoc subcommittee will refine this proposal for the next meeting.

7. Board Updates

- **Committee Meetings**

Chairperson Liou solicited individuals to join the ad hoc (CDFI) committee since a few members were lost as they left the Board. Member Watkins will continue to head it up.

Member Lawson reported that the Communications committee is scheduled to meet July 30th, and can report out after that meeting. Sharon noted that the recently cancelled meeting was due to some prep work that needed to be done with the contractor (Colectivo).

Member Brieness presented an overview from the OPRYD Committee about OPRYD's spending. In FY19-20 the SSB tax received was \$9 million and to date they had spent \$7,700,000 as of May. \$1 million for maintenance, \$550,000 for aquatics, \$1million for sports programs, 100k for outdoor recreation, 100K for admin, \$5 million for after school and summer programs about half of which goes to salaries.

Member Watkins asked about hearing more details about how OPRYD spent the money during COVID and it was agreed to ask the Director to present to the board at the September meeting and on a quarterly basis moving forward. Member Hammock noted that OPRYD did launch several Town Camps this summer that much of the funding was directed toward. He indicated surprise that the centers were able to open considering the pandemic.

Chairperson Liou also asked that when the Director returns that report include initiatives that embrace healthy polices that align with the SSB Board mission (not just programing).

Member Watkins noted the financial transparency committee had not met. Sharon Robinson noted that this particular committee doesn't have an immediate need to meet (until the next budget cycle). The group agreed to only reconvene that ad hoc committee as needed.

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Chairperson Liou solicited members to head up the Wellness Committee whose purpose is to help promote SSB policies that could impact City Departments. Member Watkins is the only member left since others have left the board. Member Watkins suggested folding this into the OPRYD Committee since the implementation of healthy policies for parks could just be expanded to other city departments. There was agreement to do this but a desire for someone with a public health background be on the committee. Member Watkins agreed to do so.

Chairperson Liou also asked for people to join the Research/Evaluation committee with her and Member Lawson agreed to do so.

8. Administrative Update

Sharon Robinson gave an update noting that the Mathematica scope of work is being finalized. The data management contract will move forward once some issues with ITD are worked out. The community grants first round of funding is just wrapping up and will be getting the third quarter reports in to have that info as the year closes. Also, she is working with the Mayor's Office on filing the board vacancies.

9. Agenda Items for the Next Board Meeting

The group agreed to skip an August meeting. The agenda for September will include: a report from OPRYD, a discussion on the funding criteria for the remaining \$500K, committee and administrative updates including the status of the vacant positions.

10. Adjournment

The Meeting adjourned at 8:21pm.

Reducing SSBs Awareness Campaign

Creative Concept Presentation

City of Oakland Board Meeting
October 12, 2020



3 Things in 30 Minutes

Discovery
Insights

Creative
Concepts

Discussion

Concept Voting
Next Steps



Our Activities to Date

SSB Civic Partners Discovery Workshop

Vision Statement

Audience Prioritization

Material Research

Soda Tax Campaign Audit

Creative

Executions

Media Assessment

Preferences

Opportunities

Creative Concepts

Testing

Refinement





INSIGHTS

OUR INTENTION

Crafted in collaboration with SSB
community partners



ON BEHALF OF

The people of Oakland

WE INTEND TO

**Increase access to healthy foods and
beverages**

SO THAT

**Diet related diseases stop killing our
communities prematurely**

Our Targets



Young Independents

Teens and young adults (13-25)

Gaining independence for the first time

Pride in being young, healthy and cool

Mobile

TikTok

Spotify

Instagram

Young Independents are navigating new found independence and are learning to make decisions that impact their health and wellness on their own.



Maternal Head of Household

Multigenerational responsibility

Monitors health decisions

Drives product choice for the family

Facebook

Blogs

TV

In Store

Maternal HoH are part of the “sandwich generation” so they are constantly managing the dynamic health and wellness decisions of both younger children and older parents.

How Our Target Consumes SSBs



Love and Ritual:

SSBs are the standard accompaniment for family gatherings and celebrations. They pair well with comfort foods and as a result, they've become associated with nostalgia and love.



Prestige:

There is status associated with drinking SSBs. Soda represents an equalizer as there is power in the ability to choose whatever beverage you'd like.



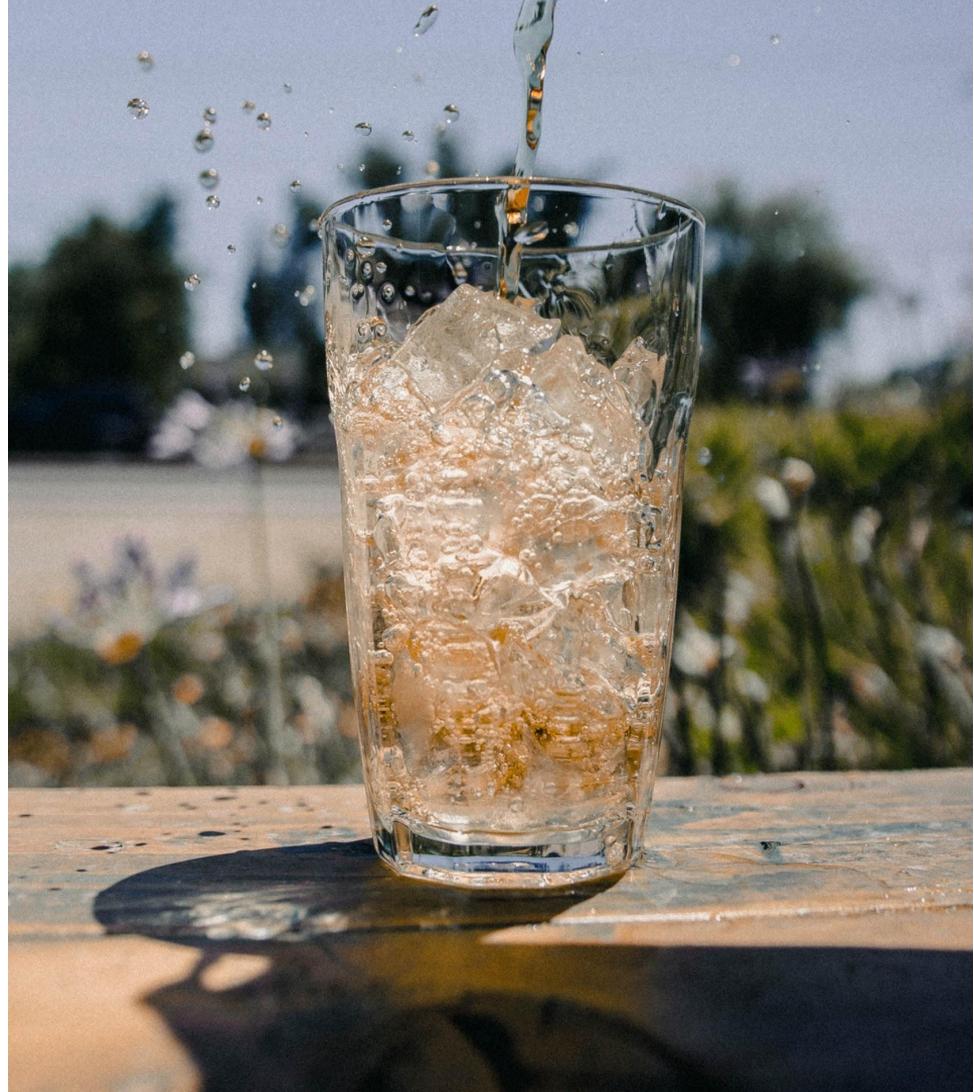
Dependence:

Soda addiction is real. Sugary drinks release dopamine, a chemical tied directly to the brain's reward system. When the reward system is engaged it becomes more likely to think of soda when thirsty.

CONSUMER

“Nothing tastes as comforting as freshly poured fountain soda with crushed ice.”

Our target audience is aware that soda is bad for them, but they are not willing to cut soda and SSBs out of their lives completely. Their convenience, consistency and associated comforts means that there will always be a place for SSBs in their lives.



OUR INSIGHT

Our target audience is aware that soda is bad for them, but they are not willing to cut soda and SSBs out of their lives completely.

OUR OPPORTUNITY

Position water / SSB alternatives as an **enhancement to your life**

A wide-angle photograph of a city skyline across a large body of water. In the foreground, a fountain with multiple jets of water is active. The water is dark blue with ripples. The city skyline includes several buildings, with a prominent tall, dark building in the center. The sky is blue with some light clouds. The sun is visible on the left side, creating a bright reflection on the water. The overall scene is peaceful and scenic.

CREATIVE CONCEPTS

What is a Creative Concept?

A creative concept is an overarching “Big Idea” that captures audience interest, influences their emotional response and inspires them to take action.

It is a unifying theme that can be used across all campaign messages, calls to action, communication channels and audiences.

How to Evaluate a Creative Concept

When evaluating creative ideas we don't ask "Do You Like It?"
Instead, we focus on "Will it work? Will it perform? Will it produce the desired result?"

When reviewing the creative concepts we will ask you to rate the following:



Stopping Power



Effectiveness



Memorable



Longevity

How We Can Approach The SSB Narrative

Each campaign will have a different lead approach, while still weaving in a number of these other approaches at different points throughout the campaign or through supporting materials.



Drivers

Each campaign will have strategic tactics associated with each driver, with a specific, targeted goal. **Elevate** tactics are all about gaining eyeballs, **Educate** tactics are about deeper engagement, and **Empower** is about sharing of information and advocacy:

1. Elevate

- Powerfully register the issue with people
- Motivate them by giving a reason to care
- Invite them in to look for more

2. Educate

- Help them understand how to improve the situation
- Share new facts and truths
- Connect people to sources and voices of authority

3. Empower

- Encourage them to become agents of change
- Give them knowledge and tools
- Enable them to share and become advocates



Concept 1:

Take Five, Revive!

Concept 1

TAKE 5, REVIVE!

Research tells us that most people know that sugary drinks are bad for them but drink them anyway not thinking too much about it. However, when given a moment to weigh consequences, they will make better choices. This idea is about capitalizing on that moment...timely reminders so they can cut down sugar and live healthier lives.

Building on the 'nudge' theory of behavior change that posits that many bite-sized changes add up to a big change, this idea invites people to take little time out for personal rejuvenation, think before making choices, and revive throughout the day the right way.

Further, "Take Five, Revive!" is a personalized call-to-action to take "ME" breaks to do things that are good for them. We want people to focus on what's good for them...their 'personal moments of zen' ...things like stretching, exercise, breathing, hydration, focus and nourishment in micro-bursts, at home or at work.



Driver 1

Elevate

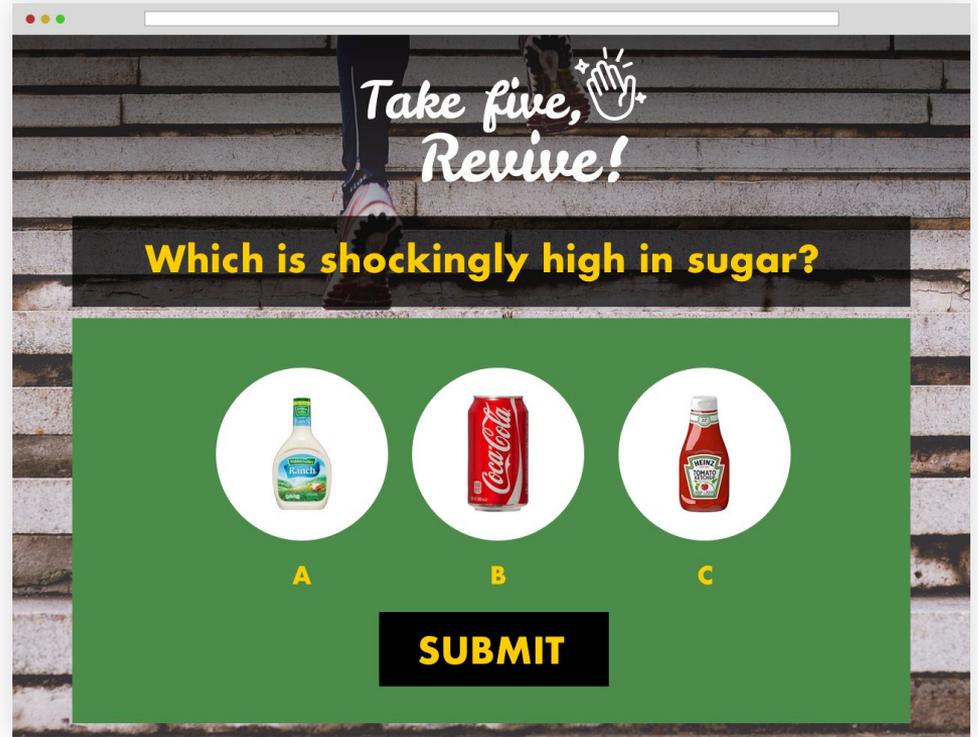
- We want community heroes, sports figures, and others to talk about how they “Take Five” to make better choices, whether on the field “Take Five, Breathe” or at home “Take Five, Eat right” to benefit their health and life.
- We want Oakland teams to lend their voice in order to make this into a real mass movement. Maybe get people to “Take Five, Stretch” before a game!
- We want promote this through community posters, billboards and flyers, and partner with water companies to hand out water bottles to people returning home from work to “Take Five, Hydrate”



Driver 2

Educate

- We want to provide content about fun alternatives to sugary drinks that can be made in under five minutes
- We want to co-opt high school teams and gyms into becoming distribution points of information about of “Take Five, Nourish” low-cost healthy meals
- We want to use video and social channels to drive Take Five engagement and ask people what are their Take Five moments?
- We want a robust linking strategy, leveraging partner sources of existing educational content about the effects of sugar on mind and body.



Driver 3

Empower

- We can geofence and do a mobile blast of celeb voicemails reminding people to 'Take Five, Revive' when they can, whether it is to eat right, make choices, or hydrate
- We can conduct 'Take Five' challenges and encourage schools to join in. Grade schools & high schools can 'Take Five, Exercise' or 'Take Five, Hydrate' challenge, giving students an app to keep track of their progress through the day
- We can use a point system to enter those who complete the program in ticket sweepstakes to sports games and a photo-op with their fav sports team member



A hand is shown holding a clear plastic water bottle with a black cap. The bottle is filled with water and has condensation droplets on its surface. The background is filled with many other similar water bottles, creating a sense of abundance. The entire scene is bathed in a strong blue light, giving it a cool, refreshing feel. The lighting is soft, highlighting the textures of the plastic and the skin of the hand.

Concept 2:

WATERVENTION

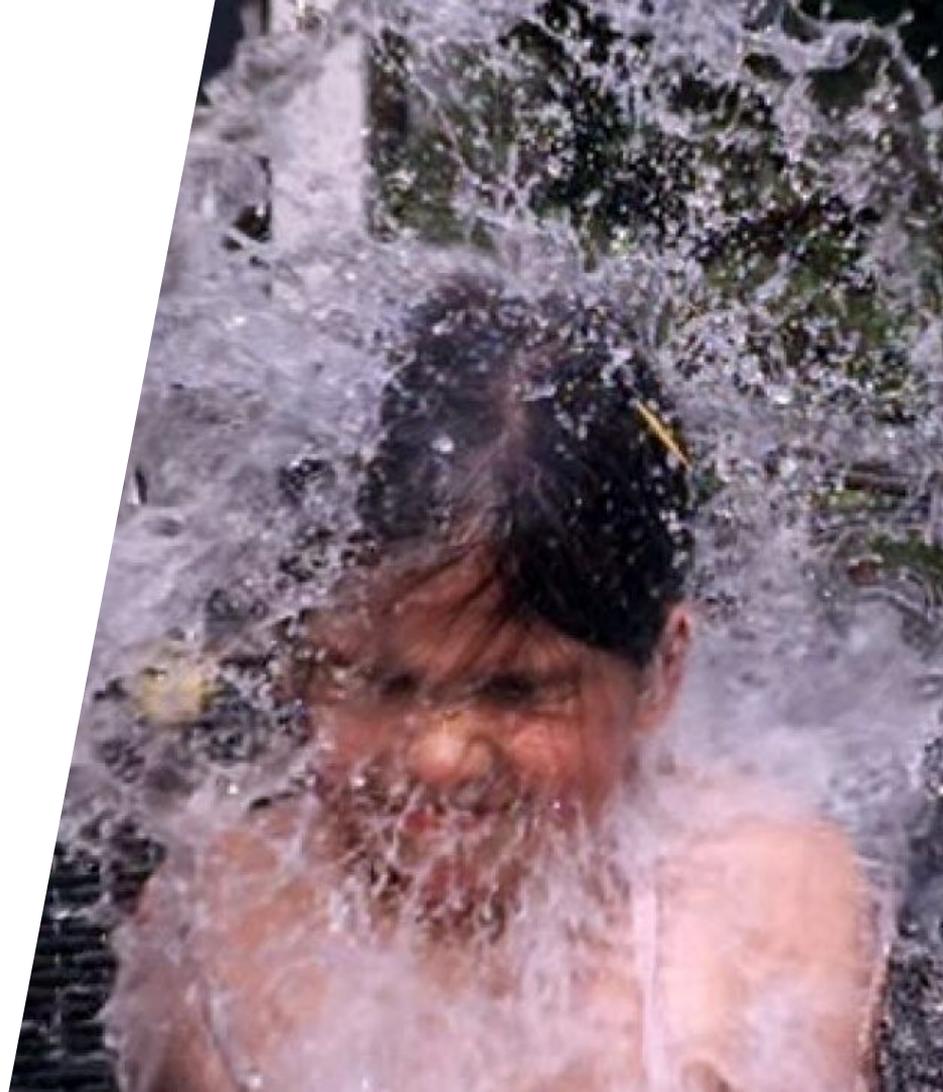
Concept 2:

WATERVENTION

Let's shake things up. People need a hard wake up call to the fact they are consuming too much sugar, they need to change their habits, and commit to making their life better by kicking excess sugar out of their life.

We need to remind them at every turn to stop scrolling through life and make a change when they are least thinking about it, through a campaign built to disrupt.

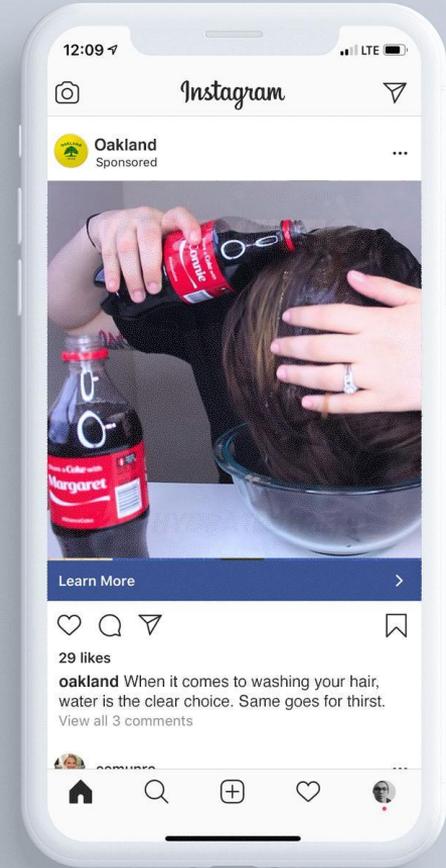
Then we will arm them with the tools to stick with it and more importantly, help others change their lives for the better.



Driver 1

Elevate

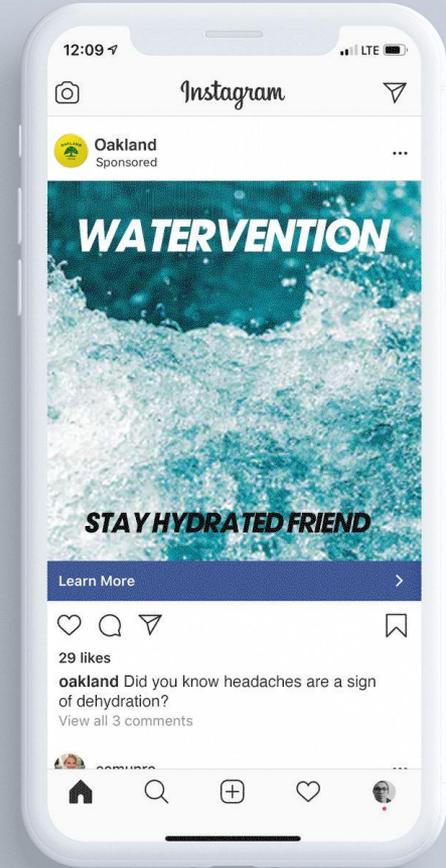
- Let's be dramatic by creating viral videos meant to showcase the need to ditch soda
- Let's create double plays and transitions from bad soda to better alternatives
- We will put guerilla reminders everywhere, keeping the notion of WaterVention all around the community through murals, public art and temporary stencils



Driver 2

Educate

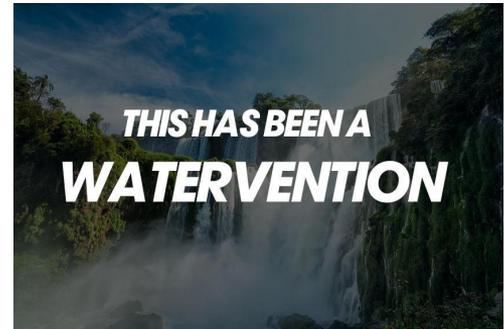
- We'll create structured messages designed to interrupt their constant scrolling activity with a timely message to drink more water
- We will teach them facts about the advantages of water over other drinks, and their cumulative impact over time
- WaterVantage: we will suggest way that drinking more water and lessening your sugar content can better serve you in the long run:
 - Better health
 - Better sex
 - Less chance for diabetes



Driver 3

Empower

- We will give people an option to add WaterVention reminders on their calendar so they are reminded to drink water
- We will allow people to send “Thirst Trap” style WaterVentions videos to their friends and family.
- We will call attention to the issues of drinking and consuming too much sugar on a daily basis through art





Concept 3:

DRINK FOR YOURSELF

Concept 3

DRINK FOR YOURSELF

Soft drink companies have used clever marketing tactics to convince you that soda and other sugary beverages are quintessential to life's experiences.

We want to alert the people of Oakland of the many dangers of sugary beverages while exposing the truth behind the marketing.

They want you to be addicted.

They infiltrate pop culture and program you to need them.

They don't want you to know how bad soda is for you.

They don't want you to think for yourself.



Driver 1

Elevate

- We'll use similar pro soda imagery that the soft drink giants use in order to call out their advertising tactics
- We'll encourage users to wake up to the truth behind the advertising
- "Ever Wonder Why Soda Is Cheaper Than Water?"
- "Ever wonder why so many childhood memories include sugary stuff?"
- "Ever wonder what a spoon full of this drug does to your body and brain?"



Driver 2

Educate

- We will follow up with education about the dangers of sugary beverages and the health risks they pose
- We will share information about the effects of sugar consumption on the brain, particularly on the dopamine release
- We will show them why childhood memories associated with sugar play a powerful role in shaping our current attitudes towards it
- We will reveal to them the matrix that sugar companies have constructed around them



Driver 3

Empower

- We'll empower citizens to make a better decisions for themselves
- We can link out to an educational website that helps them find healthier alternatives to the sugary drinks they are craving
- We will encourage them to 'Wake Up To Water'...a pledge to start their day with a tall glass of water and the impact that can have on their mood and cognitive function

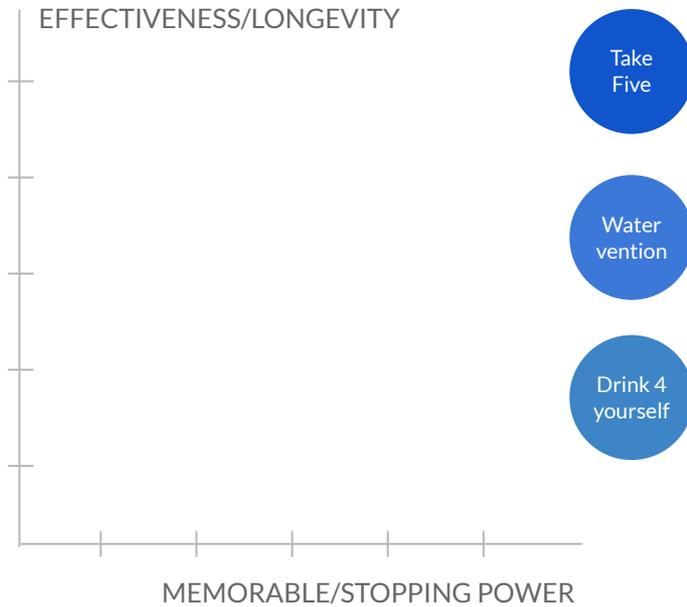


DISCUSSION

A row of various beverage bottles is lined up on a dark grey table. From left to right, the bottles include: a clear glass bottle with a red liquid, a small glass bottle with a green cap, a dark glass bottle with a blue label that says 'DAB', a dark glass bottle with a yellow label that says 'Nalgene', a clear plastic bottle with a white cap, a clear plastic bottle with a red cap and a label that says 'Glen SUPER', a clear plastic bottle with a white cap and a label that says 'Cola', and a green plastic bottle with a label that says 'Sprite'. In the background, there are blurred items, including a red and white box and a pink chair. The word 'DISCUSSION' is overlaid in a white box on the left side of the image.

Creative Concept Evaluation

Which would you place each campaign on this chart?



When evaluating creative we don't ask "Do You Like It?"

Instead, we focus on:

- Will it work?
- Will it perform?
- Will it produce the desired result?"

TAKE FIVE - REVIVE!



WATERVENTION



DRINK FOR YOURSELF



Next Steps

Concept Approval: Identification of one or more creative ideas to fully develop

- Board approval/preference
- Community market research

Partnership Identification: Identification of community and corporate partners that can help us extend the reach of our campaign

Campaign Activation: Development of campaign assets for placement across media channels





colectivo

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