



Reducing Consumption of Sugar-Sweetened Beverages

Evaluation and Profiles of 2022-2024 Programs and Services Supported by Sugar-Sweetened Beverage Tax Funding

December 26, 2024

Olivia Gronseth, Mindy Hu, Gillian Giudice, Carla Chavez, Lauryn Cravens, Cindy Alvarez, and Jade Christey

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Executive Summary

The rise in consumption of sugar-sweetened beverages (SSBs) in recent decades coincides with the rise in diet-related chronic diseases and childhood and adult obesity. To reduce the consumption of SSBs and improve health outcomes, policymakers in municipalities across the United States have proposed taxing SSBs. Oakland, California, passed Measure HH (SSB tax), effective July 1, 2017. This measure set a tax of 1 cent per fluid ounce on SSBs distributed in Oakland and established a Community Advisory Board to recommend to the City Council how to allocate the revenues generated by the tax. Through the Reducing Consumption of SSBs Community Grants Program (SSB Community Grants), Oakland City Council has allocated funding from the SSB tax to local organizations. This funding supports efforts to reduce the consumption of SSBs and promote nutrition education, healthy eating, and physical activity, particularly among those disproportionately impacted by the negative health consequences of sugar consumption. The most recent RFP identified three funding areas:

- 1. Healthy neighborhoods and places**, which reflect investments in neighborhood initiatives to increase access to healthy and affordable food and promote active living
- 2. Prevention and mitigation**, which reflect investments that engage medical and dental health providers to reduce and prevent the negative health outcomes of sugar consumption
- 3. Policy and advocacy**, which reflect investments in community-led engagement and organizing to change food, beverage, and built environment policies and practices to support healthy lifestyles

City Council has also allocated SSB tax funds to the Oakland Unified School District (OUSD) and several City departments to promote nutrition education, healthy eating, and physical activity through funding mechanisms apart from the SSB Community Grants (non-grantees). The city also allocated funds to study this grant program and contracted with Mathematica to research the implementation of these grants. Information for this report came from data provided by grantees, non-grantees, program participants, and staff administering the grant program. Specific sources included grantee background documents, progress reports, and interviews; interviews with participants from five SSB tax-funded programs; and interviews and supplemental data from non-grantees and grant administrators. These data cover fiscal years (FYs) 2022 through 2024.

SSB Community Grants logic model and key findings

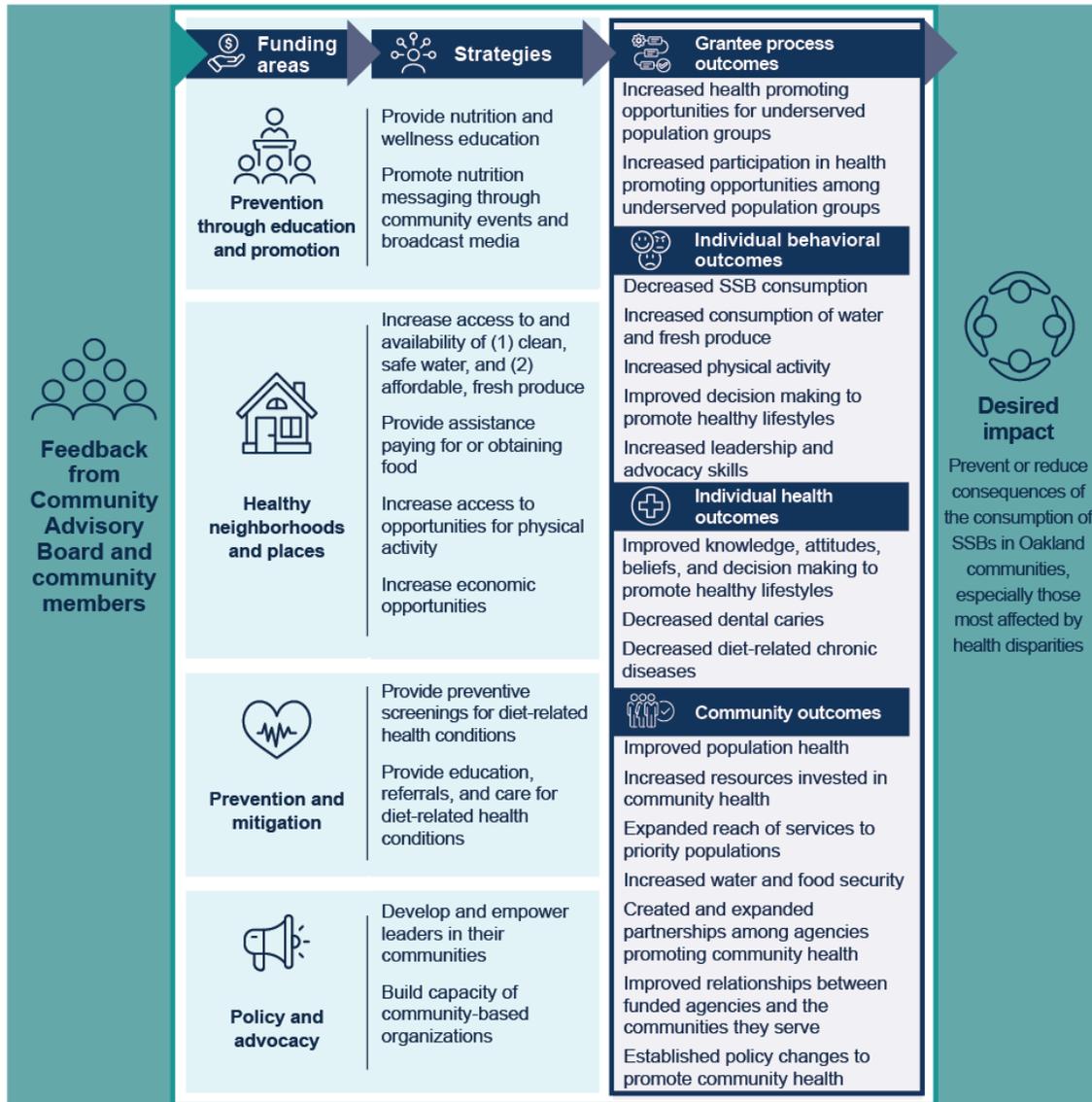
SSB Community Grants logic model

Mathematica developed a logic model in partnership with the City of Oakland and the Oakland SSB Community Advisory Board (Figure ES.1). The model depicts the process through which investments from SSB tax funding seek to prevent and reduce negative health consequences from SSB consumption, especially in communities most affected by health disparities.

In the 2022–2024 round of SSB Community Grants, the City and the Board awarded agencies that implemented programs in three of the funding areas shown in the logic model: healthy neighborhoods and places (19 grantees), prevention and mitigation (3 grantees), and policy and advocacy (4 grantees). Of these grantees, one worked in both the healthy neighborhoods and places and the policy and advocacy funding areas. Grantees in each funding area conducted program activities within a defined set of

strategies, with the intention that these activities would lead to process outcomes for the grantees, behavioral and health outcomes for individual community members, and broader health and policy outcomes within the community. The logic model posits that grants will ultimately lead to the desired impact of preventing or reducing the consequences of the consumption of SSB in Oakland communities, especially those most affected by health disparities.

Figure ES.1. Logic model of SSB tax-funded programs and services



Program successes

Grantees described several successes made possible by SSB Community Grants.



Grantees said that SSB tax funds enabled them to begin, expand, or strengthen program offerings in several ways. For example, a couple grantees used SSB tax funding to expand sports program offerings for youth. Several others noted that the funds helped them establish

and sustain partnerships with specialized organizations, such as food banks or commercial kitchens, that provided crucial support for program activities.



Grantees also described successes in meaningfully engaging participants in their programs.

Several grantees said that their SSB tax-supported programs met or surpassed their goals for the number of participants reached. Another grantee noted that youth in its sports program reenrolled year after year, demonstrating strong engagement and retention rates. Beyond engaging more participants, several grantees also said that the SSB tax funds helped improve the quality of some participants' engagement. For example, a few grantees reported that their programs provided not just healthy food and water but also opportunities for participants to socialize: they believed that these opportunities improved another dimension of wellness.



Grantees also described positive participant reactions to their programs.

For example, one grantee that regularly delivered nutrition education and fruit-infused water at community events said that community members enjoyed and requested more of the water as the events progressed. Several other grantees reported that their nutrition education and cooking classes were well received by youth and families and helped introduce new foods, flavors, and culturally relevant recipes to participants. Grantees believed that this exposure created more awareness of and interest in healthy alternatives to SSBs.

Facilitators and barriers to implementation

Grantees described the factors that helped them successfully implement their program activities and that were challenges to implementation.



Many grantees said that staff were committed to communities' well-being and key to program success.

Grantees explained that staff worked creatively to adapt program activities, such as cooking and nutrition classes, to be engaging and culturally relevant for participants. A few grantees who worked with volunteers to carry out larger-scale activities said that volunteers were similarly enthusiastic and dedicated.



Several grantees said that having access to dedicated space for specialized activities helped make their programs successful and that access to these spaces was made possible through strong partnerships and SSB tax funding.

For example, several grantees relied on athletic fields to conduct youth sports program activities or on commercial kitchens to host cooking classes. Partnerships with organizations that had access to these spaces enabled grantees to use them as well.



Several grantees said that it was challenging to experience delays in receiving SSB tax funds after they had been notified of their award and to face uncertainty about the amount of funds they would receive.

In response, some grantees made adaptations, for example, by delaying activities until funds were received; scaling back the number of activities offered or the number of participants engaged; or identifying other, supplemental sources of funding.



A few grantees also said that the lingering effects of the COVID-19 pandemic had a negative impact on program participation.

For example, a few grantees who worked with

young children and their families said that program participation remained low several years after the COVID-19 pandemic began because families were hesitant to enroll young children in group activities. At least one other grantee said that some families who had previously participated in their programs had moved out of Oakland because of the rising cost of living that had been exacerbated during COVID-19.

Participant experiences

Participants in SSB tax-funded programs shared how the program engaged participants, their experiences in the program, and their perspectives on whether the program was effective at meeting the stated goal of reducing SSB consumption.

Modes for engaging participants

Participants shared that community networks were useful for engaging them in SSB tax-funded programs. For example, at the Mercy Retirement and Care Center, people who had received other services through the agency often spread the word in their communities about the opportunity to participate in the agency’s SSB tax-funded programming. In addition, parents of students in the Yonus Davis Foundation’s youth football and mentoring program learned about the opportunity to participate in the foundation’s nutritional and physical activity programming through their children’s involvement in other sports programs.

Word of mouth also played an important role in making participants aware of SSB tax-funded programs and their benefits. For example, parents of participants in the Kids Cooking for Life and the Oakland Soccer Club programs cited strong personal connections as motivators for joining the program. They appreciated the programs’ emphases on engaging children through practical life skills.

Participant experiences in SSB tax-funded programs

The following feedback from participants is organized around the funding areas and related program strategies reflected in the logic model for the FY 2022–2024 funding period.

Participants in the healthy neighborhoods and places funding area expressed high satisfaction with their SSB tax-funded programs and believed that the programs improved their health by increasing their access to healthy foods, exercise, and positive messaging about nutrition.

For example, participants in the Mercy Retirement and Care Center and the Mercy Brown Bag said that their health benefitted from



[My children] would never listen to me when it comes to drinking water. Now they’re like, “Mom, I have to drink water.”

food delivery, and participants in the Acta Non Verba and City Slicker Farms program said that access to fresh produce and gardening opportunities

improved both their physical and mental health. Parents of participants in the Kids Cooking for Life program appreciated the cooking education and demonstrations that programs provided. Similarly, parents of participants in youth sports programs noted that in addition to more opportunity for physical activity, the programs reinforced positive messages about choosing water over SSBs. Participants in the Human



Every month I will be eating fresh vegetables, which I think is the only thing that’s keeping my health going actually.

Services Department’s Senior Center programs also described how the benefits went beyond physical health because the programs’ opportunities for physical activity, socialization, and memory games also improved their mental health.

Participants in the policy and advocacy funding area also expressed positive experiences in the program and described feeling empowered to make a meaningful impact on their communities.

For example, a participant in the In Advance Sugar Freedom Project said that neighbors shared their hopes for better access to healthy foods, fueling the desire to raise their collective voice to improve the neighborhood. Another participant in the Bay Area Community Resources’ Healthy Options at Point of Sale program reflected how their experience made them feel deeply connected to the community and excited to contribute to it.



Participant perspectives on program effectiveness at reducing SSB consumption

Participant views varied on the effectiveness of grantees’ programs in reducing SSB consumption, but most participants who were interviewed said that program activities promoted healthier behaviors overall. A few said the programs had a direct impact on reducing their personal SSB consumption, and some added that participating in these programs had led to healthy shifts in their broader lifestyle habits.

Recommendations

Grantees and non-grantees suggested several ways that the City of Oakland might improve future SSB tax investments to benefit the community.

Grantees suggested that receiving funds in a more timely manner would help them have a greater impact on their communities. A few asked that the City sign and complete contracts earlier in the grant cycle, rather than providing funding that at times felt “retroactive.” The delays required some grantees to find other funding sources during the intended contract period to run their planned programs.

A few grantees encouraged the City to allocate more funding to SSB work. They noted the deep, positive impact of funded programs and services on community members and encouraged a continued focus on allocating funds to the populations most impacted by the negative health impacts of SSBs. The Community Advisory Board might consider working closely with community members to develop recommendations for allocating and using SSB tax funds.

Grantees and non-grantees encouraged the City to facilitate more opportunities for SSB tax-funded recipients to connect and extend the reach of programs. Some believed there were missed opportunities for collaboration, such as among funding recipients who were serving similar parts of the population, and suggested more in-person convenings or community events for funded agencies.

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I. Introduction

A. Background

The rise in consumption of sugar-sweetened beverages (SSBs) in recent decades coincides with the rise in diet-related chronic diseases, as well as childhood and adult obesity. To reduce consumption of SSBs and improve health outcomes, policymakers in municipalities across the U.S. have proposed taxes on SSBs. Oakland passed Measure HH (SSB tax), effective July 1, 2017, which set a tax of 1 cent per fluid ounce on the distribution of SSBs in Oakland and established a Community Advisory Board to make recommendations to the City Council on how to allocate the revenues generated by the tax. The Community Advisory Board is committed to “achieving the highest level of health and well-being for Oakland children and families, particularly those who are most affected by the impacts of SSBs.”¹

Through the Reducing Consumption of SSBs Community Grants Program (SSB Community Grants), Oakland City Council has allocated multiple rounds of funding from the SSB tax to local organizations to support efforts to reduce consumption of SSBs and promote nutrition education, healthy eating, and physical activity. The overarching goal of these investments is to address the health impacts of SSBs, particularly for those disproportionately impacted by the negative health consequences of sugar consumption. Thus, the most recent request for proposals (RFPs) prioritized neighborhoods in Oakland that are disproportionately impacted by sugar consumption, including West Oakland, East Oakland, San Antonio, and Fruitvale. It also prioritized services for specific communities that face disproportionate impacts, including pregnant women, infants, children, youth, and their families; households with limited resources; groups with higher-than-average population indicators for diabetes, obesity, and tooth decay; those at greater risk of health impacts of SSBs; and those disproportionately targeted by the beverage industry. The RFP identified three funding areas:

1. **Healthy neighborhoods and places**, which reflect investments in neighborhood initiatives to increase access to healthy and affordable food and promote active living.
2. **Prevention and mitigation**, which reflect investments that engage medical and dental health providers to reduce and prevent the impacts of sugar on negative health outcomes.
3. **Policy and advocacy**, which reflect investments in community-led engagement and organizing to change food, beverage, and built environment policies and practices to support healthy lifestyles.

City Council has also allocated SSB tax funds to the Oakland Unified School District (OUSD) and several City departments to promote nutrition education, healthy eating, and physical activity through funding mechanisms apart from the SSB Community Grants (non-grantees). This report describes the programs and services both grantees and non-grantees provided with funding from the SSB tax between fiscal years (FY) 2022 and FY 2024. Two non-grantee programs that did not receive funding during this time span are also described in this report. This is because they received funding for FY 2021 but were omitted from the previous evaluation report that described programs and services between FYs 2019 and 2021.

¹ Sugar-Sweetened Beverage Community Advisory Board. Regular meeting. March 11, 2019.

B. Data sources

Information for this report came from data provided by grantees, non-grantees, and staff administering the grant program (Table I.1). The study team also interviewed staff from nearly all grantees and non-grantees that received funding during FY 2022–2024 and eight participants from five SSB tax-funded programs.

As defined in their contracts, agencies receiving SSB Community Grants were required to submit two progress reports each year describing their program activities, the number of unduplicated participants reached through program activities, the demographic characteristics of program participants (that is, age, race and ethnicity, and gender), and the City Council district participants lived in. Non-grantees that received funds from the SSB tax were not required to submit these same progress reports. The study team therefore requested that non-grantees submit supplemental information similar to what the grantees provided. However, most non-grantees were not able to provide detailed data about participant reach or demographics.

In addition to submitting reports, staff from nearly all grantees and non-grantees participated in interviews with the study team to confirm and clarify program goals, activities, and accomplishments; participant data including the number of participants reached, demographic characteristics, and the City Council district participants lived in; and feedback on challenges, successes, and opportunities for SSB tax-funded programs and services. As needed, the study team emailed grantee and non-grantee staff after interviews to ask further clarifying questions or for supplemental data. The study team collected all data for this report between May and September 2024. We describe limitations of the data sources in Appendix A.

Table I.1. Data sources for the profiles of SSB tax-funded programs and services, FY 2022–2024

	Funding amounts	Program background and goals	Program implementation	Demographic and geographic data
Funded proposals for FY 2022–24 SSB grants term	X			
Grantee background documents (for example, proposals and contracts)		X		
Grantee biennial progress reports			X	X
Interviews with grantee and non-grantee staff		X	X	X
Supplemental data from grantees, non-grantees, or grant administrators	X	X	X	X

FY = fiscal year; SSB = sugar-sweetened beverage.

C. Overview of the report

The rest of this report is organized into the following sections:

Section II introduces the SSB Community Grants logic model and describes the work of grantees across funding areas. It also presents the overarching findings across funded programs and services, including a summary of the goals for the SSB tax-funded programs, key themes and findings, and a summary of selected participants' experiences in the programs.

Section III includes profiles of the services and programs and is presented in two subsections. III.A. profiles SSB Community Grant recipients, while III.B. profiles non-grantee recipients of SSB tax funds. Each profile describes the goals, programs, achievements, and participants reached using SSB tax funds from July 2022 through June 2024, as well as challenges, resources, and next steps as described by agencies during interviews. In addition, two non-grantees that did not receive funding during this time span but did receive funding for FY 2021 are also described in this report, given they were omitted from the previous evaluation report that described programs and services between FYs 2019 and 2021.

Section IV includes recommendations from grantees and non-grantees about the future of SSB tax investments, as well as potential improvements grantees identified for administering SSB Community Grants

Section V concludes with a summary.

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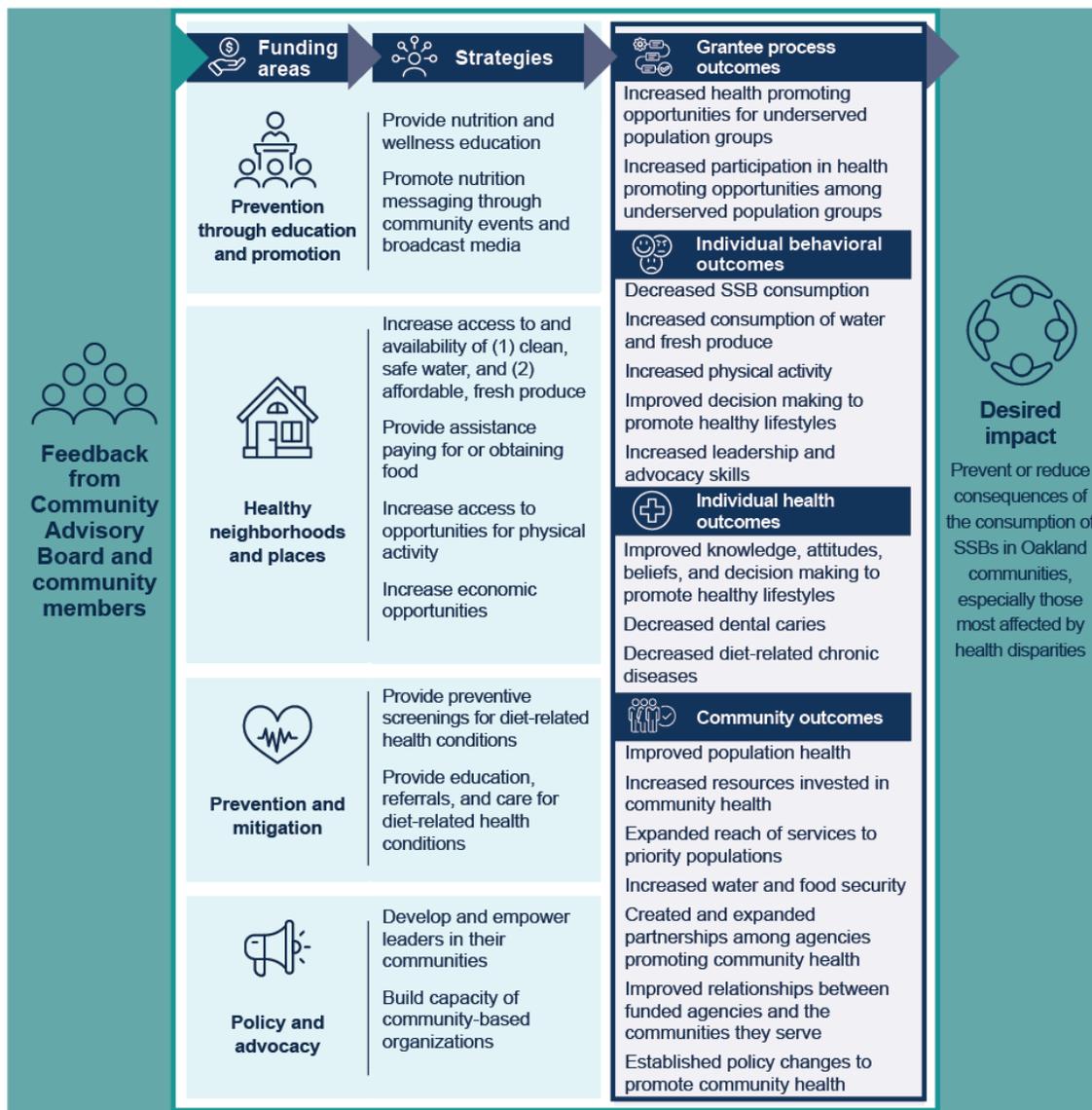
II. Community Grants Logic Model and Key Findings Across Programs and Services

This chapter describes the SSB Community Grants logic model, followed by key findings about program successes, program facilitators and barriers, and participant experiences with SSB tax-funded programs.

A. SSB Community Grants logic model

The logic model shown in Figure I.1 depicts the process through which investments from SSB tax funding seek to prevent and reduce negative health consequences from SSB consumption, especially in communities most affected by health disparities. Mathematica developed the logic model in partnership with the City of Oakland and the Oakland SSB Community Advisory Board.

Figure I.1. Logic model of SSB tax-funded programs and services



SSB = sugar-sweetened beverage.

In the 2022–2024 round of SSB Community Grants, the City and the Board awarded agencies implementing programs in three of the funding areas shown in the logic model: healthy neighborhoods and places, prevention and mitigation, and policy and advocacy. Prevention through education and promotion, which was a funding area in the 2019–2021 round of SSB Community Grants, was discontinued in the most recent round but remains in the logic model to provide a more comprehensive description of potential investments from SSB tax funding and their impacts over time. The logic model shows that grantees in each funding area conducted program activities within a defined set of strategies, with the intention of leading to process outcomes for the grantees themselves, behavioral and health outcomes for individual community members, and broader health and policy outcomes within the community. The logic model posits that grantee-, individual-, and community-level outcomes will ultimately lead to the desired impact of preventing or reducing consequences of the consumption of SSB in Oakland communities, especially those most affected by health disparities.

Table I.2 shows the grantees in each funding area and their funding amount. We categorized the grantees into funding areas based on their program strategies as shown in the logic model, and for a few grantees this differs from the funding area in which they applied for the grant.

Table I.2. Grantees and funding amounts, by logic model funding area

Agency name	Approved funding amount for FY 2022–2024 grant period
Funding area: Healthy neighborhoods and places	
Acta Non Verba	\$145,000
Black Cultural Zone	\$145,000
Community Kitchens	\$145,000
East Oakland Youth Development Center	\$100,000
Friends of Peralta Hacienda Historical Park*	\$145,000
Health Initiatives for Youth	\$95,000
Kids Cooking for Life	\$40,000
Mercy Retirement and Care Center	\$135,000
Oakland Lacrosse Club	\$100,000
Oakland Soccer Club	\$50,000
Planting Justice	\$95,000
Roots Community Health Center	\$245,000
Safe Passages	\$105,000
Soccer Without Borders	\$50,000
SOS: Meals on Wheels	\$155,000
YMCA East Bay	\$95,000
Yonus Davis Foundation	\$75,000
Youth Employment Partnership	\$95,000
Funding area: Prevention and mitigation	
Asian Health Services	\$95,000
LifeLong Medical Care	\$105,000
Native American Health Center	\$95,000

Agency name	Approved funding amount for FY 2022–2024 grant period
Funding area: Policy and advocacy	
Bay Area Community Resources	\$145,000
Friends of Peralta Hacienda Historical Park*	\$145,000
InAdvance	\$170,000
Public Health Institute	\$195,000
Funding area: Prevention through Education and Promotion	
HOPE Collaborative**	\$120,000

* Grantee worked within two funding areas.

** Although the Prevention through Education and Promotion funding area was not officially included in the FY 2022-20224 grant period, HOPE Collaborative’s work best reflects this funding area.

FY = fiscal year; SOS = Service Opportunity for Seniors; YMCA = Young Men’s Christian Association.

In addition to SSB Community Grant recipients, five non-grantees also received SSB tax funds for FY 2022–2024. These non-grantees were not required to select a funding area but typically used SSB tax funds to sustain or expand existing programs using strategies that are described in the prevention through education and promotion and healthy neighborhoods and places funding areas.

B. Program successes

Grantees described several types of successes that were made possible by SSB Community Grants funding, including successes in how the program was administered, how programs engaged participants, and how participants reacted positively to program activities.

First, grantees described several ways that SSB Community Grants funds enabled them to begin, expand, or strengthen program offerings. A couple of grantees said that grant funds helped them to expand sports program offerings for youth, either as part of school physical education programs for all students and as after-school programs for interested youth. A few other grantees reported that the grant funds helped them establish and sustain partnerships with specialized organizations, like food banks or commercial kitchens, to provide needed services. Several grantees described new activities that grant funds made possible, like providing vouchers for skate sessions as a form of physical activity.

Grantees also described successes gaining meaningful engagement of participants. Several grantees said that the program met or surpassed goals for the number of participants reached, as shown in figures in the individual grantee profiles in Section III. One healthy neighborhoods grantee reported that more individuals and families received their food distributions than the grantee had initially expected, due in part to community members’ word-of-mouth promotion of the services. A few grantees who worked with seniors reported that their programs provided not just healthy foods and water, but also valuable opportunities for socialization, such as through group classes or the delivery of food items. Several grantees added that the participants who joined in program activities were highly engaged. For example, a grantee in the prevention and mitigation funding area reported few cancels or no-shows for appointments, while a grantee in the policy funding area reported a high number of participants returning for multiple leadership training sessions. Another grantee in the healthy neighborhoods funding area explained that youth in its sports program reenrolled year after year, demonstrating strong retention rates as well as continued engagement and satisfaction.

Finally, grantees described positive participant reactions to their programs. One grantee that showed up regularly at community events to provide fruit-infused water said that community members enjoyed and requested more of the water as the events progressed, and that over time, community members looked for and expected to find water at such events. Several other grantees reported that their nutrition education and cooking classes were well received by youth and families and helped introduce new foods, flavors, and culturally relevant recipes to participants; they added that this exposure created more awareness of and interest in healthy alternatives to SSBs. For example, one grantee reported that students in its program enjoyed trying new foods, such as blueberries, raspberries, and celery sticks with hummus, and that teaching students to cook a complete meal enabled them to share the meal with their families. As a marker of success, a few grantees that conducted participant surveys reported high levels of satisfaction with their programs. Finally, one grantee said that participating in their athletic program led to future opportunities for some participants—namely, scholarships for high school sports programs.

C. Facilitators and barriers to implementing programs

Grantees mentioned several factors that made it easier to reach participants and conduct their program activities, while also noting a few barriers to implementing their programs in exact alignment with their funding applications and goals.

Many grantees said that staff were key to program success. Several grantees shared that staff were the backbone of their program activities, bringing a deep understanding of the communities in which they worked and a genuine concern for participants' well-being and success. A few grantees said that staff worked creatively to adapt program activities, such as cooking and nutrition classes, to be engaging and culturally relevant for participants. In addition, several programs found it useful to enlist volunteers and youth leaders from among their participants to help carry out larger-scale program activities and reported that volunteers were generally enthusiastic and invaluable to the program's success.

Several agencies said that having dedicated space for specialized activities helped make their programs successful and that access to these spaces was made possible through strong partnerships and SSB tax funding. For example, several grantees' activities would not have been possible without sports fields, commercial kitchens, or conference rooms in a library or other public settings that SSB tax funds paid for. Partnerships with organizations that had these spaces available made it possible for some grantees to conduct their program activities as planned. However, a few grantees expressed challenges in securing these specialized spaces, such as when a partnership fell through or a facility experienced damage that made it unusable. For a couple of grantees, this challenge of losing a space required grantees to either delay an activity while looking for a new space or cancel an activity altogether.

Several grantees said that delays in receiving SSB tax funds after they had been notified of their award, as well as uncertainty about the amount of funds they would be receiving, made it challenging to carry out program activities as planned. Most grantees reported that they carried out program activities despite these uncertainties, although a few made adaptations. For example, a few grantees delayed activities until funds were received, whereas others scaled back the number of activities or the number of participants to accommodate a funding amount that was lower than the amount they had applied for. A few relied on other sources of funding to conduct program activities while waiting to

receive SSB tax funds. At the time of interviews for this evaluation in summer 2024, two grantees and one non-grantee had yet to receive any funding.

Staff overseeing the grants program elaborated that administration of the SSB Community Grants program shifted to a new department within the City near the start of the funding period. This transition introduced multiple challenges and thus delays in getting contracts approved and disbursing funds to grantees. The administration of the grants program subsequently returned to its previous department.

Although participant engagement was generally high, a few grantees found that some participants were less able to meaningfully engage in programs in the aftermath of the COVID-19 pandemic.

For example, some grantees who worked with youth found that program participation remained low several years after the COVID-19 pandemic began, as a result of families being hesitant to enroll young children in group activities. At least one grantee noted that families who had previously participated in their programs moved out of Oakland due to cost-of-living challenges that have been exacerbated since COVID-19. These cost-of-living challenges also put a strain on some families' resources, making it difficult to purchase nutritious foods. Finally, one grantee and one non-grantee noted that it was increasingly challenging to find qualified staff to lead program activities and attributed this shortage of candidates with certain areas of expertise, such as lifeguards, to the aftermath of COVID-19.

D. Participant experiences

The following section describes the ways in which grantees engaged participants in their SSB tax-funded programs, participant experiences in the programs, and participant perspectives on whether the program was effective at meeting the stated goal of reducing SSB consumption. This section is based on feedback that participants provided during interviews with the evaluation team and on participant comments as described in grantees' progress reports.

1. Modes for engaging participants

A consistent theme across programs was that participants learned about the initiatives through personal or community networks, reflecting a strong reliance on word-of-mouth and direct outreach.

Community networks promoted participants' engagement in SSB tax-funded programs. For example, at Mercy Retirement and Care Center, people who had received other services through the agency, such as food delivery and transportation support during the COVID-19 pandemic, spread the word in their communities about the opportunity to participate in the agency's SSB tax-funded programming. Parents of students in the Yonus Davis Foundation's youth football and mentoring program learned about the opportunity to participate in the Yonus Davis Foundation's nutritional and physical activity programming through their children's involvement in other sports programs. The program's focus on both physical activity and mental health support appealed to families seeking more comprehensive development opportunities for their children, especially in the wake of increased mental health concerns during COVID-19. Similarly, senior participants in the SSB tax-funded programs provided by the Human Services Department learned about the stability and strength training program through the North Oakland Senior Center's listings of available programs, a community resource that directed people to resources for addressing specific health concerns such as balance issues.

Participants also learned about SSB-funded programming through personal networks. Participants from Kids Cooking for Life and the Oakland Soccer Club similarly cited strong personal connections as motivators for joining the programs. The emphasis on engaging children through practical life skills, such as cooking and soccer, resonated with families seeking meaningful extracurricular activities. The shared motivator across all programs was a desire to provide children with hands-on, community-based experiences that not only addressed physical needs (like access to healthy food and exercise) but also offered educational and emotional support.

2. Participant experiences in the program

The following feedback from participants is organized around the funding areas reflected in the FY 2022–2024 funding period and their related strategies. The findings reflect available data from interviews with participants and grantee progress reports, and therefore not all of the funding areas and strategies in the logic model are represented in this section.



Funding area: Healthy neighborhoods and places

Strategy: Increase access to and availability of clean, safe water and affordable, fresh produce

Every month I will be eating fresh vegetables, which I think is the only thing that's keeping my health going actually.



Program participants shared how increased access to fresh produce through direct distribution, garden programs, and cooking programs affected them. Participants of Mercy Retirement and Care Center and the Mercy Brown Bag program shared how receiving deliveries with fresh produce helps their health. A program participant said, “This is a very good program for me. I’m always sure that every month I will be eating fresh vegetables, which I think is the only thing that’s keeping my health going actually.” One participant shared that home deliveries make nutritious meals available to her because she has mobility issues and does not have access to transportation. However, she lamented that the deliveries are only once per month, which presents a

challenge for her to obtain groceries when she runs out. A waitlist for the Brown Bag program and frequent discussion among participants about the program highlight its popularity and value.

Participants in the Acta Non Verba and City Slicker Farmers program gained access to fresh vegetables through their own gardening in the program and said that their mental health improved as a result. One participant explained, “The joy that I have when I see something in my garden grow, the peace of mind that I have in being able to grow something is organic...you feel and see the beauty of it all. It combats stress and helps my mental health.” From their experience during the COVID-19 pandemic, one participant reflected, “I made it through the pandemic with a smile on my face, a happy heart, fresh food and fruit. I have found a meditation spot. I have found a healing spot.”

In another example, the Kids Cooking for Life program brought culturally affirming cooking experiences to students. The program provided each student with fresh ingredients and basic tools needed to prepare a recipe from start to finish, while learning about the health consequences of poor dietary choices. A teacher shared that, “One year they taught a lesson about cocoa and chocolate...where it comes from...I didn't even know that the cocoa bean is a fruit. They look at the cultures in my classroom and make the

food tapping into the cultures of the classroom, which is beautiful and so life affirming.” She recommended this program to other people: “Don't just tell the kids to eat vegetables, bring them in, let them cook and taste them... We want to change the behavior, and a cooking class changes behavior. I have so many kids who didn't know what a vegetable was, who'd never seen certain vegetables... [The program] is life changing.”

Strategy: Increase access to opportunities for physical activity

For youth participants, sports programs provided not only opportunities for physical activity, but also mentorship and health education. Parents of the Yonus Davis Foundation shared that their children reaped the benefits of being on a flag football team, learning new skills and enjoying exercise, but through the program there are additional benefits like mentorship, tutoring for children through the teen tech center, college tours, and a focus on mental health. Parents we spoke to highlighted how important it is for their children to be surrounded by positive role models. “We’re dealing with a lot of children where a lot of their friends and some of the children are at risk... They are around good people, good men, kids are receiving good mentors and good role models, good firsthand lessons, and not just about football. Football makes it fun and is the medium to be able to teach these kids.”



In addition to access to physical activities, participants shared that the programming in this area has taught them the importance of nutritious meals and drinking water. One parent of a participant shared, “[The program] was teaching them about healthy ways of eating, drinking water, and that really helped [my children] because they would never listen to me when it comes to drinking water...now they’re like, ‘Mom, I have to drink water,’ and they eat a lot of broccoli now and I really love that because they would never touch broccoli.”

One of the coaches from the Oakland Soccer Club program also described how he provides healthy snack options for the children, like bananas, apples, and other fruits, and offers them to the children at soccer practice. He also shared that he speaks with children about healthy habits and choices telling them, “You are what you eat.” He explains that their soccer performance will be at peak level if they eat healthy foods.

For senior participants in the Human Services Department’s Senior Center programs, participants benefitted both from opportunities to maintain their physical fitness as well as mental fitness. One said, “I feel strong, my legs feel strong, I live on a hill and part of my garden is on a hill. Prior to taking the class, I had a few falls...but since taking the class, I don’t have that issue anymore. If I trip or fall over something, I’m able to balance myself where I don’t fall and hurt or injure myself.” Beyond physical activity, the program engages participants mentally, which is especially important for seniors with memory issues. For example, participants described one game in the program in which they pick a topic and identify an example for every alphabet letter. They then go around the room and repeat what the other participants said in reverse.



Funding area: Policy and advocacy

Strategy: Develop and empower leaders in their communities

I felt like I was involved with my community in a way I know will benefit us in the near future, instead of sometime in the possible future.



One participant in the Bay Area Community Resources' Health Options at Point of Sale (HOPS) program described how they felt excited and empowered to make a meaningful impact on their community. This program sought to develop young leaders through community action research and advocacy to make system-level changes. The participant shared, "HOPS pushed me to do things I thought I was over with, like community outreaching, tabling, and postcard campaigning. But this time, I felt like I was involved with my community in a way I know will benefit us in the near future, instead of sometime in the possible future. I deeply appreciated the experience 'cause I missed the sense of community I once had but have now regained. [The program] also allowed me to work through my own personal

limiting ideas and use past experiences I pushed down to help me engage with my community more. Overall, it was an experience I'm glad I had and needed not only for a sense of belonging and contribution to my community, but also to help me grow past my personal problems with community engagement and advocacy."

In another example, In Advance's Sugar Freedom Project uses community organizing as an approach to bring together Oakland residents by hiring community members with lived experience and conducting community-led outreach. One community organizer shared, "I always wished I could have healthy food options to cook for my family in my neighborhood...our role is to talk to people and ask them what they would like to [have] soda tax invested in...many of the people I talked to also want access to healthy food in their neighborhoods [and it] made me feel like I was not the only person noticing what is missing in my neighborhood. If we don't know how things work, then we can't raise our voices."

3. Participant perspectives on program effectiveness at reducing SSB consumption

Participants' views on the effectiveness of grantees' programs in reducing SSB consumption varied, but most participants who completed interviews felt that the program activities promoted healthier behaviors overall.

Some participants noted that programs had a direct effect on SSB consumption. For example, at the Mercy Retirement and Care Center, which focuses on providing fruits and vegetables grocery delivery, there was little direct engagement with the topic of SSBs. However, one participant's recommendation to offer sugar-free drinks suggests an opportunity for programs focused on food security to also address the topic of SSB consumption explicitly.

A few participants said that participating in the SSB-funded programs led to broader shifts in healthy lifestyle habits. Participants in the Yonus Davis Foundation and the Oakland Soccer Club said that they saw a deliberate focus on reducing SSB consumption through the program's structured water-promotion initiatives. Participants in both programs appreciated the focus on providing water in place of

sugary drinks and the modeling and reinforcement of healthy habits. In the Yonus Davis Foundation, for example, partnering with Oakland Drinks Water not only ensured access to healthier drink options but also visibly impacted the children’s behavior, as they consistently chose water over other beverages. In the Oakland Soccer Club, participants noted that coaches actively encouraged hydration with water and healthy snacks during practice and were confident that this would shape healthier long-term habits among youth.

At Kids Cooking for Life, the program’s approach to teaching the benefits of water over soda through hands-on activities, like making “spa water” by infusing water with fruits to add flavoring to the water, captured children’s attention and effectively engaged them in learning about healthier choices. Participants noted that children grasped the message about the negative effects of soda, illustrating how experiential learning can foster a deeper understanding of healthy habits.

Across programs, although the specific mechanisms varied, participants consistently acknowledged that the initiatives effectively promoted healthier lifestyles, either by directly addressing SSB consumption or through a broader emphasis on nutrition and well-being. The programs that focused on youth, in particular, seemed to understand the importance of establishing healthy habits early on and used a combination of education, mentorship, and practical activities to shift behavior toward healthier choices. This suggests that the programs were not only meeting their goals but also creating lasting behavioral changes that could help reduce SSB consumption in the long term.

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III. Agency Profiles

A. Grantee agencies

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Youth Urban Farm Project

Acta Non Verba

Participants served

766

Grant period

July 2022—June 2024

Total funding amount

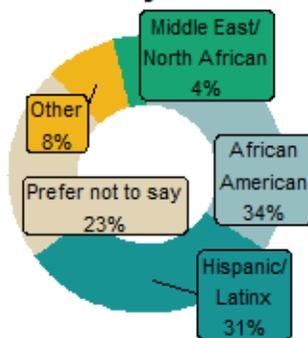
\$145,000

SUMMARY

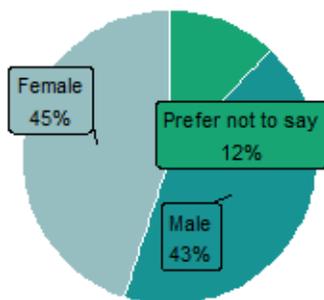
Through the Youth Urban Farm Project, Acta Non Verba used SSB grant funds to support and expand existing programs offered through Camp Acta Non Verba, such as nutrition education, swim lessons, cooking and nutrition classes, physical activity classes, and hands-on farm education for youth and families in the Elmhurst neighborhood of East Oakland. SSB grant funds also helped Acta Non Verba provide weekly fresh produce delivery of community supported agriculture (CSA) shares and hosted Wellness Workshops to provide holistic health education and services. During this grant, Acta Non Verba merged with City Slicker Farms, which may present opportunities to expand programming into West Oakland in the future.

PARTICIPANT CHARACTERISTICS

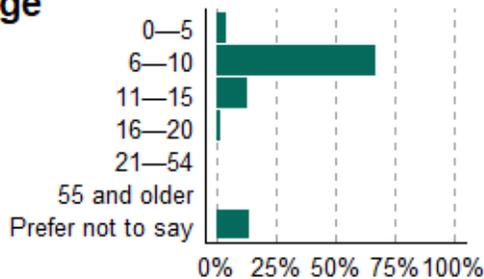
Race/Ethnicity



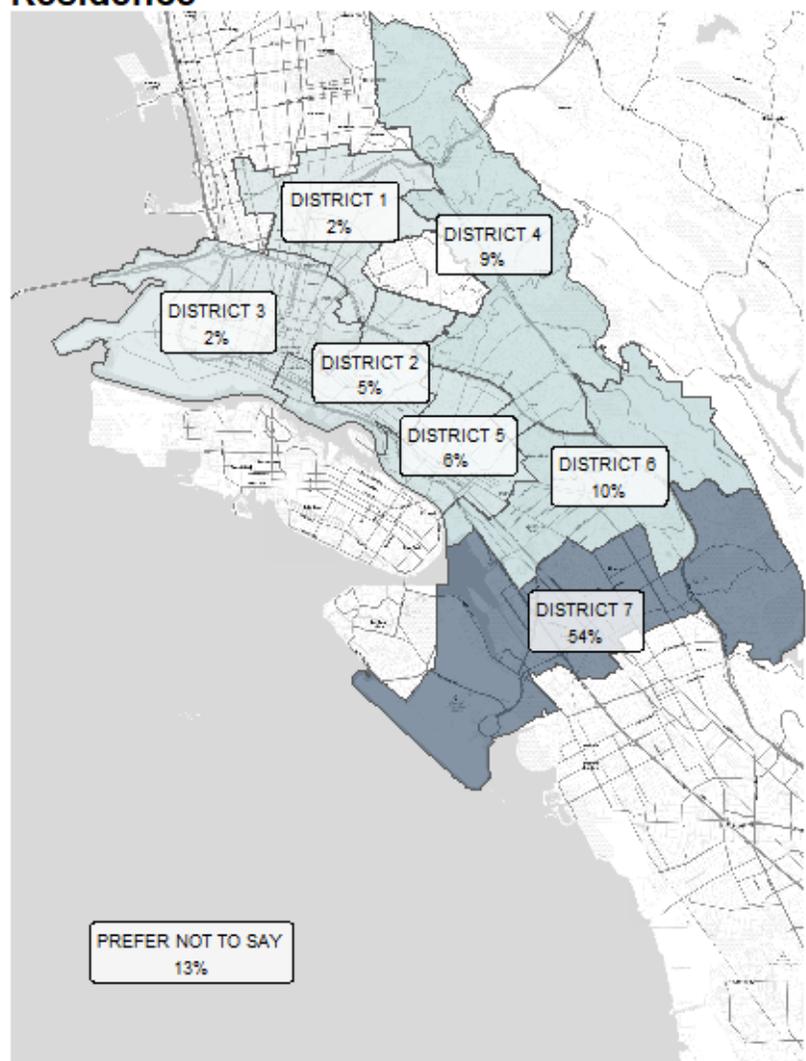
Gender



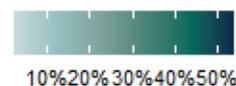
Age



Residence



% Participants

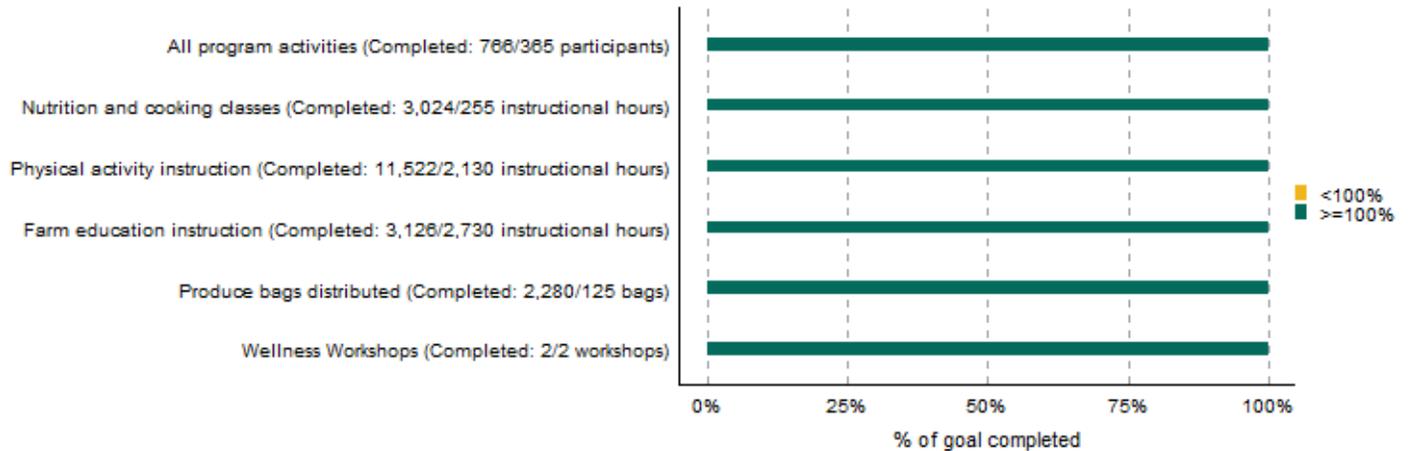


Note: Participant characteristics reflect 766 total participants served. Demographic data come from grantee progress reports and an interview with the grantee and do not include participants in City Slicker Farms activities. Age and gender data are estimates, as these data were not collected for adult participants.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Hosted activities as part of Camp Acta Non Verba, including swim lessons, cooking and nutrition classes, physical activity classes, and hands-on farm education.
- Provided weekly fresh produce delivery of CSA food bags.
- Hosted Wellness Workshops to provide holistic health education and services.



Note: Participant data come from grantee progress reports and an interview with the grantee. Participant count includes 676 youth participants and 90 additional participants receiving free CSA bags. Instructional hours are calculated as number of participants per hour multiplied by number of hours they received. These data do not include City Slicker Farms programs, which were conducted and reported separately from Acta Non Verba prior to the merger.

Partnerships

- Trefethen Aquatic Center hosted swim lessons early in the grant period.
- Encinal Swim Center hosted swim lessons in 2023 and 2024.
- Kids Cooking for Life provided cooking and nutrition classes for campers during the summer.
- Oakland Unified School District supported the Camp Acta Non Verba activities.
- Essential Food and Medicine co-facilitated some sessions of the Wellness Workshops.
- Oakland Housing Authority, Alameda Community Sailing Center, Urban Cowgirl, and Project Access provided additional support for SSB-funded programs.

Resources

- Dedicated staff provided leadership and ensured that activities were aligned with program goals.
- Instructors in the youth farm education activities had a sense of commitment and community, despite extensive onboarding requirements.

Challenges

- Funding was a challenge during the busy camp season, when the number of staff increased and funding, which is paid on invoice, was not available in time for payroll.
- Ensuring that participant registration forms were completed and correct required much follow-up, and data from these forms were not easy to report.

GRANT PROGRAM SUCCESSES

- The farming education, cooking classes, and physical activity classes served more participants than originally planned.
- Acta Non Verba reported that children enjoyed the nutrition classes and had fun eating vegetables.
- Physical activity classes introduced children to new types of fun physical activities. Parents and campers shared positive reviews of the Acta Non Verba summer camp at the end of the program, and they especially appreciated the variety of activities available and having a safe space away from screens. Parents and campers shared positive reviews of the Acta Non Verba summer camp at the end of the program, and especially appreciated the variety of activities available and having a safe space away from screens.

NEXT STEPS AND SUSTAINABILITY

- Merging with City Slicker Farms presents an opportunity to expand from East to West Oakland and involve youth in activities across the city.

Mobile Oral Health Services

Asian Health Services

Participants served

2,909

Grant period

July 2022—June 2024

Total funding amount

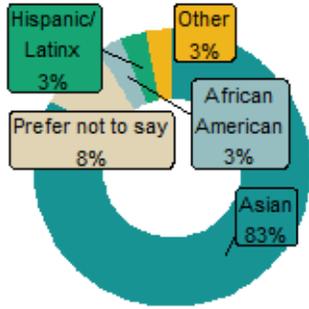
\$95,000

SUMMARY

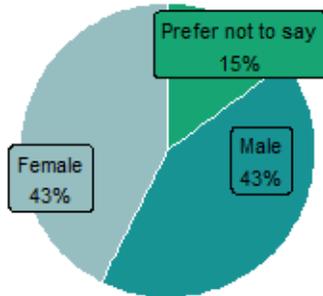
Asian Health Services (AHS) used Sugar Sweetened Beverage (SSB) grant funding to bring dental services and education focused on reducing SSB consumption to Asian and Pacific Islander (API) community members who might not get regular dental care, serving Oakland Chinatown and its surrounding neighborhoods. This was primarily done by providing oral health treatment, screenings, and education on SSB impacts for low-income API children by mobile van and at Oakland Unified School District (OUSD) school sites; referring mobile van patients to specialty in-clinic services for follow-up dental care when needed; and providing oral health services and screenings for children in Oakland Head Start. AHS was unable to renew a partnership that would have enabled them to provide services to seniors, so instead it expanded its activities focused on children and youth.

PARTICIPANT CHARACTERISTICS

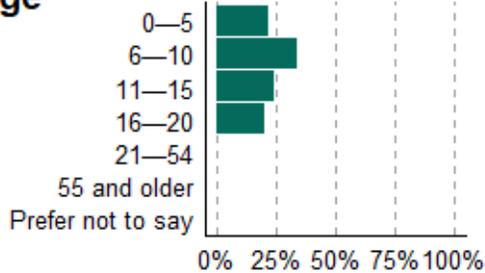
Race/Ethnicity



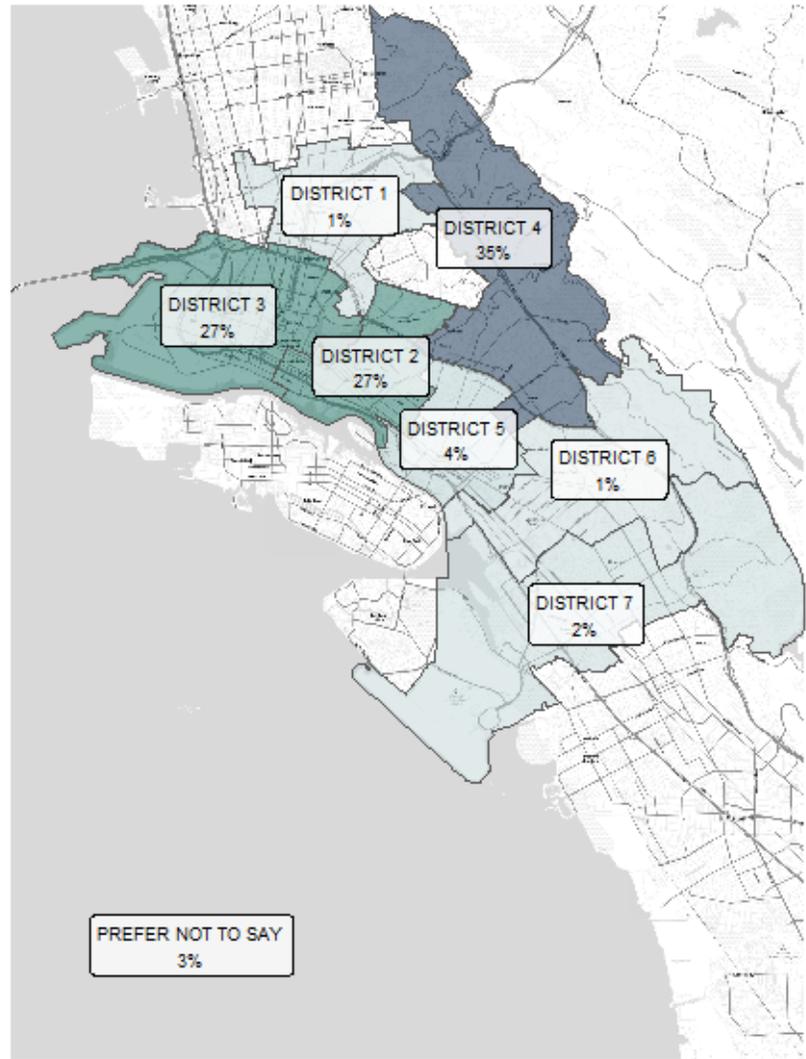
Gender



Age



Residence



% Participants

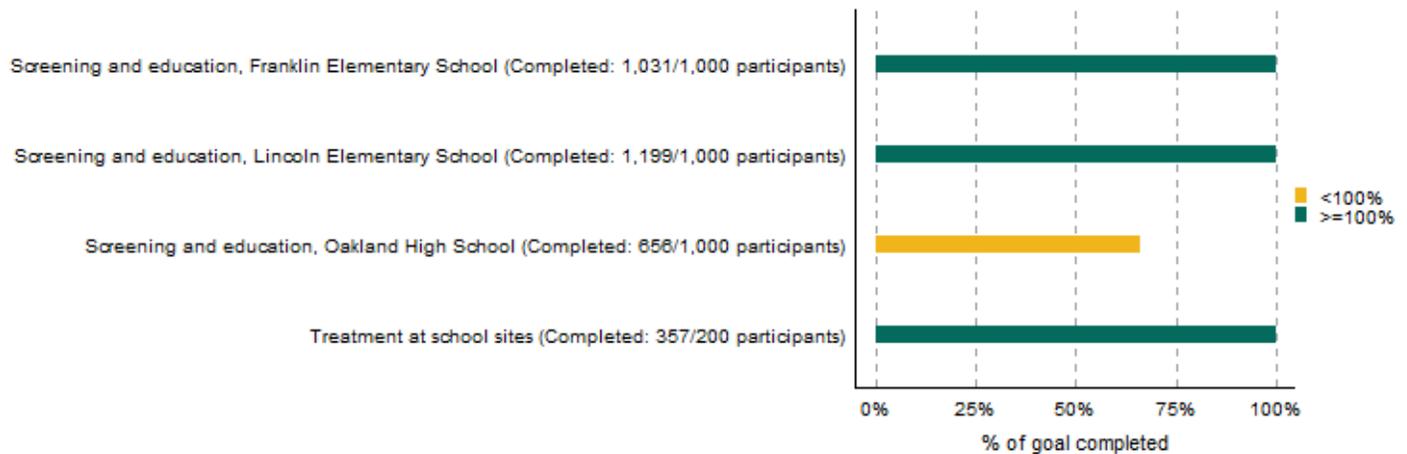
10% 20% 30%

Note: Participant characteristics reflect 2,909 total participants served. Demographic data come from grantee progress reports.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Provided oral health treatment, screenings, and education on SSB impacts for low-income API children at OUSD schools.
- Referred mobile van patients with urgent needs to AHS for follow-up care.
- Provided oral health services and screening for children in Oakland Head Start.



Note: Participant data were reported in an interview with the grantee. Treatment at school sites is not included in the total participant count because some participants may have been duplicated in other program rows.

Partnerships

- AHS has had a long-standing partnership with OUSD, which facilitated their ability to provide SSB grant-supported programming to students at OUSD schools.
- Oakland Head Start began a new partnership with AHS in 2022. This partnership replaced one that was previously planned with an agency serving seniors, because that other agency was uncomfortable with AHS returning to their site after the COVID-19 pandemic.

Resources

- AHS was able to readily extract data for grant reporting from their electronic health records.
- Having a streamlined data system, in which patient data entered into the Dental Health Record was then transferred over to the grantee's electronic health record, made it easier for AHS to track and report on participant data.
- The community grant helped provide dental care materials that AHS needed for programming to occur.

Challenges

- AHS needed to identify providers and assistants who were qualified and willing to work specifically with children and in mobile van settings.
- The mobile van has very little space as compared to the clinic, so administrative staff needed to identify staff who were willing to work in this type of setting.

GRANT PROGRAM SUCCESSES

- As a partner, Oakland Head Start has been pleased with the success of this program and its ability to increase children's access to dental care, and it has sought ways to help the program reach more children and families.
- There have been very few canceled appointments and no-shows, and the teachers have been a large help with providing reminders to students.

NEXT STEPS AND SUSTAINABILITY

- AHS would like to recruit more staff to be able to offer more school-based service dates to serve more students. However, this would require more funding in the future.

Healthy Options at Point of Sale (HOPS)

Bay Area Community Resources

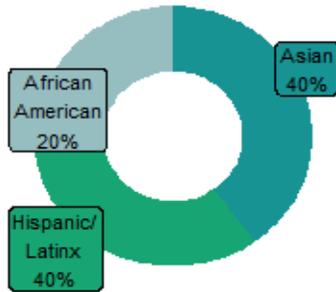
Participants served	Grant period	Total funding amount
5	July 2022—June 2024	\$145,000

SUMMARY

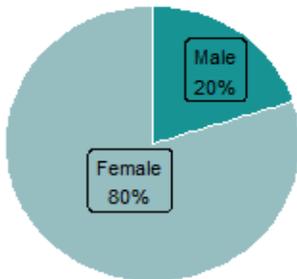
Bay Area Community Resources, Inc., used SSB grant funding to conduct its Healthy Options at Point of Sale (HOPS) program to advance a citywide Healthy Checkout nutrition policy, with the goal of reducing exposure to sugary drinks and food products and their marketing at stores throughout Oakland where parents shop with children. The “Changes at Checkout” campaign itself, which could only occur after the ordinance had come before the council, had not occurred as of summer 2024 due to a budget deficit that delayed the progression of the ordinance. Instead, the grantee used SSB grant funds to prepare for the campaign by hiring and training a youth Oakland Advocacy Team (OAT). In preparation for the campaign, OAT conducted community outreach through social media and in-person activities to educate the community about the proposed ordinance. Uncertainty around the amount and timing of receiving SSB grant funds presented additional challenges that led the grantee to adapt their programming.

PARTICIPANT CHARACTERISTICS

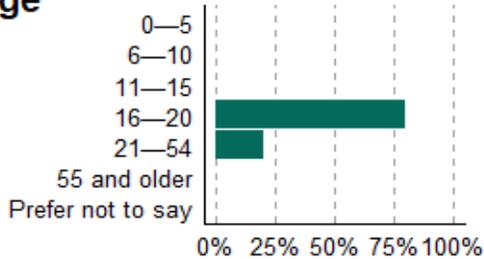
Race/Ethnicity



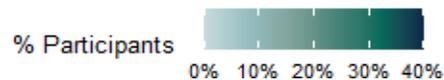
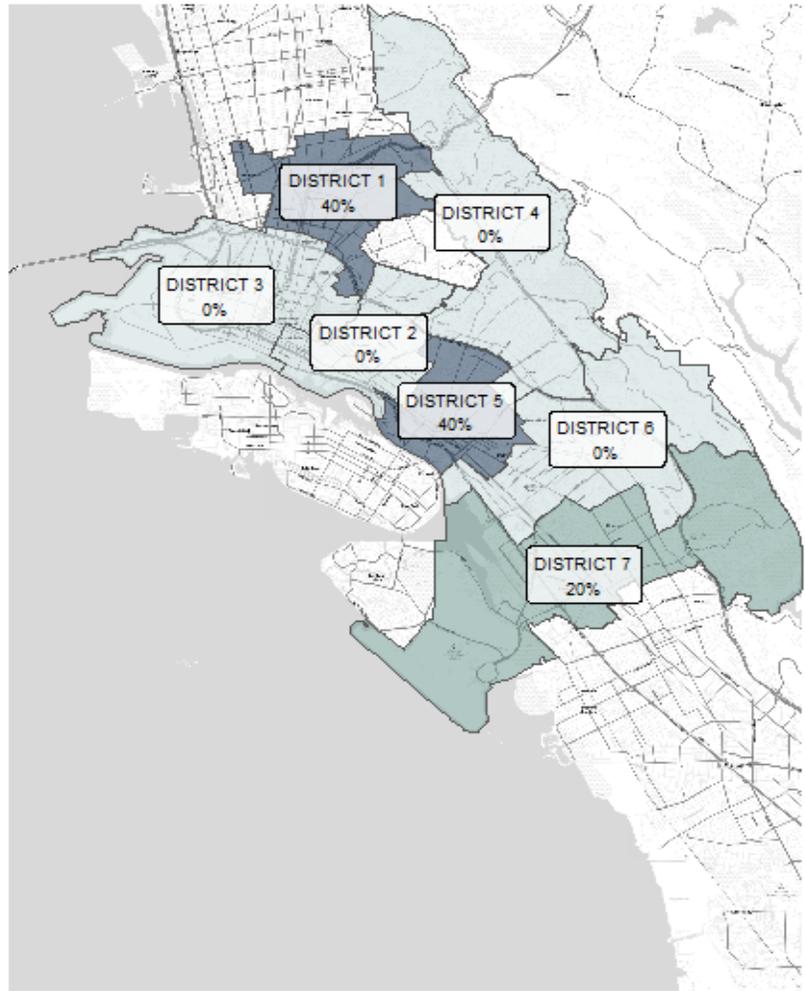
Gender



Age



Residence



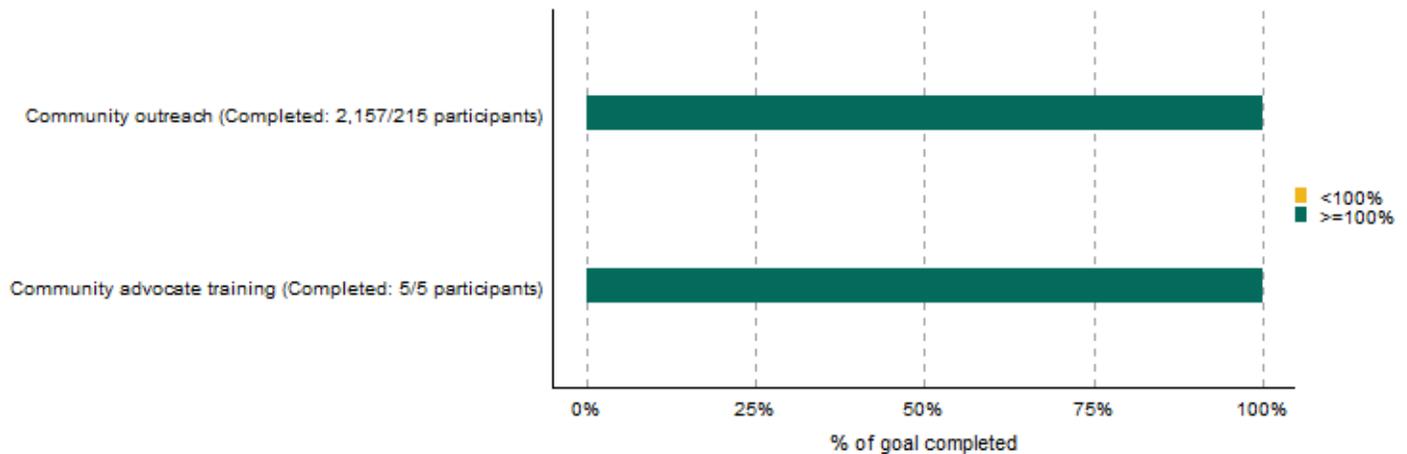
Note: Participant characteristics reflect 5 total participants served. Demographic data come from an interview with the grantee and represent community advocates.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

Conducted community engagement through social media and in-person engagement, such as tabling at community events, to educate community members about the Healthy Checkout Ordinance.

Trained and engaged five community advocates in a community action research and advocacy project.



Note: Participant data were reported by the grantee in an interview and are not available in grantee progress reports. Community outreach data do not include community members reached through billboard impressions.

Partnerships

The grantee partnered with Mandela Partners, Saba Grocers, the Oakland Food Policy Council, the East Oakland Collective, Oakland Youth Commission, and the Sugar Freedom Project for this HOPS campaign.

Beyond the HOPS campaign, the youth advocates have partnered with eight Oakland community organizations including East Oakland Collective, People's Kitchen, and Homies Empowerment to create lasting relationships through mutual aid.

Resources

- The program coordinator has a strong foundation in youth leadership, commitment to health equity, a background that youth can relate to, and a willingness to train young people and recognize the lived experience the young people bring to the work.
- The ability of the grantee to pay the youth advocates for their time has been important for showing the advocates that they are valued and making sure that they can continue to do this policy work.

Challenges

- The grantee reported that given the budget deficit, the Healthy Checkout Ordinance has not come before City Council. Work leading up to the ordinance passing has been completed, but they have not been able to complete activities planned to support retailers after the ordinance passed.

GRANT PROGRAM SUCCESSES

- The grantee shared that young people have been able to build community engagement and advocacy skills to understand that their voices are powerful and have the ability to make system-level changes. Staff shared that OATs have met with policymakers and have done a great job at moving forward despite City budget challenges.

NEXT STEPS AND SUSTAINABILITY

- The grantee shared that they are expecting the Healthy Checkout policy to pass and are looking forward to supporting the retailers who will implement it. Its youth participants plan on lending their expertise to small Black, Indigenous and Persons of Color (BIPOC)-led organizations and hope to partner with them to assist in conducting community research, community-based advocacy, and policy

Liberation Park @ Eastmont and On-The-Road

Black Cultural Zone Community Development Corporation

Grant period

July 2022—June 2024

Total funding amount

\$145,000

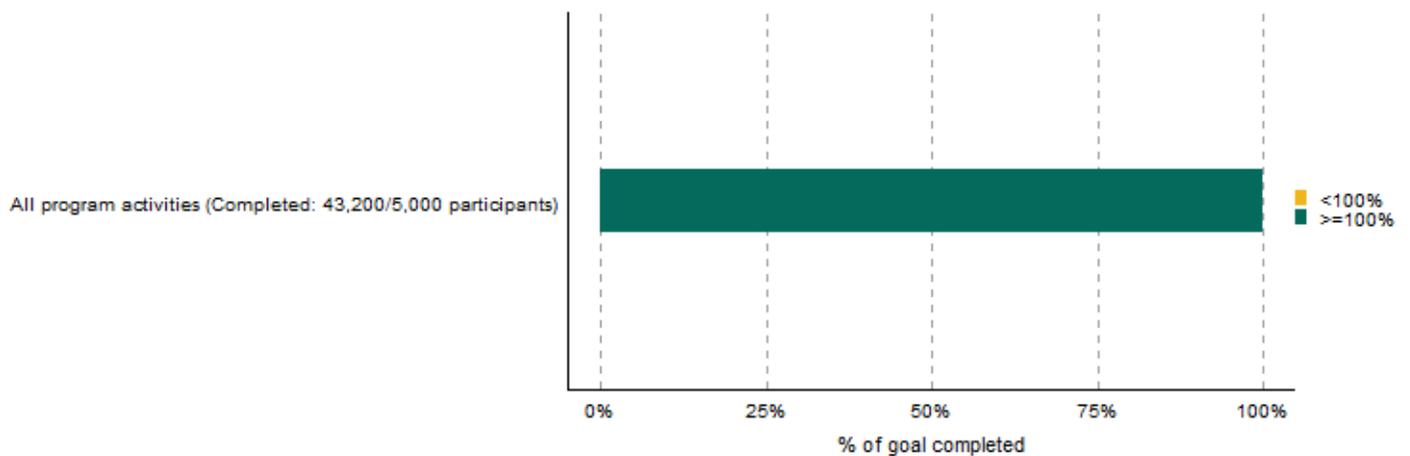
SUMMARY

The Black Cultural Zone Community Development Corporation sought to use SSB grant funding to increase community members' awareness and understanding of healthy food options and recipes and to increase access to healthy foods and beverages by providing healthy cooking and nutrition opportunities, supporting access to a skatepark for physical activity, and hosting a series of community events at Liberation Park at which healthy beverage options and education were provided. This program sought to reach community members within a 10-block radius of Liberation Park and those from Legacy Black Neighborhoods in West, East, North, and Central Oakland.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Featured healthy recipes for culturally relevant foods in the community through cooking demonstrations.
- Provided neighborhood messengers with seeds, planters, and dirt/compost to build a community of backyard vegetable, herb, flower, and fruit gardens.
- Featured healthy free and retail beverage options for large crowds at Liberation Park events, such as Movie Nights, Akoma Market, Outdoor Play Day, Community Skate, and Fo' Show Friday.
- Hosted healthy food and beverage options at community meals during the 5th Friday, Saturday Community Dinner, and Breakfast at Liberation Park events.
- Provided vouchers for membership and skate sessions and served free water for Slammin' Community Skate.



Note: Participant data come from grantee progress reports and an interview with the grantee. Participant count data are estimated for Liberation Park activities because it is not feasible to collect information from everyone who visits the table. Age, gender, and race and ethnicity data are not collected at Liberation Park community events because it is not feasible to collect information from everyone who visits the table. Participants are not required to report residence data.

Partnerships

- The Oakland Frontline Healers Dream Team and African American Resource Circle have helped to facilitate events.
- Additional vendors, such as local farmers and local chefs, help to facilitate activities and provide healthy meals at grant-supported events.

Resources

- Allocating funds for equipment, such as tents and coolers for tabling events, and for activities, such as skate vouchers, helped to make the program successful.

Challenges

- Liberation Park, where many program activities are hosted, is closed for several months during the winter.
- Cooking demonstrations were highly popular in the community, and funding for that activity ran out after the first year.
- It is challenging to collect data on participant reach and experience at large-scale Liberation Park events.

GRANT PROGRAM SUCCESSES

- By providing free, fruit-infused water at Liberation Park community events, community members are becoming more interested in water as a healthy SSB alternative. People now want and expect the water at events.
- Cooking demonstrations provided information on healthy recipes and free samples and reached more participants than planned in the first year of the grant.

NEXT STEPS AND SUSTAINABILITY

- Some community members do not have reliable water in their homes; if funding was available, this grantee would expand the program to help community members gain access to clean drinking water by, for example, helping community members pay water bills.

Mobile Oasis

Community Kitchens

Participants served

13,590

Grant period

July 2022—June 2024

Total funding amount

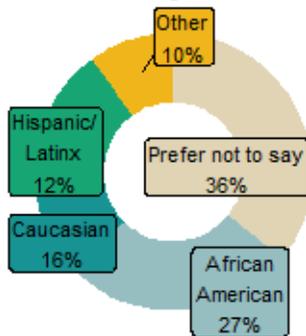
\$145,000

SUMMARY

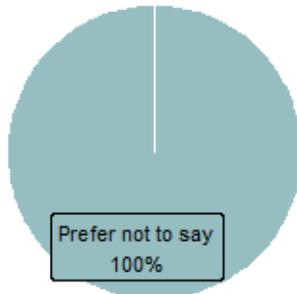
Community Kitchens strives to build foodways that lead to greater food justice and food access by providing publicly accessible Town Fridges with fresh and prepared food on a self-serve basis in food deserts and high-poverty neighborhoods throughout Oakland (Eastmont, Fruitvale, West Oakland, and Chinatown). This program supported Town Fridges starting in August 2022.

PARTICIPANT CHARACTERISTICS

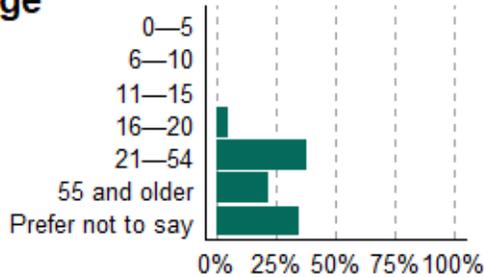
Race/Ethnicity



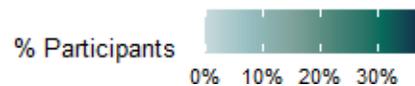
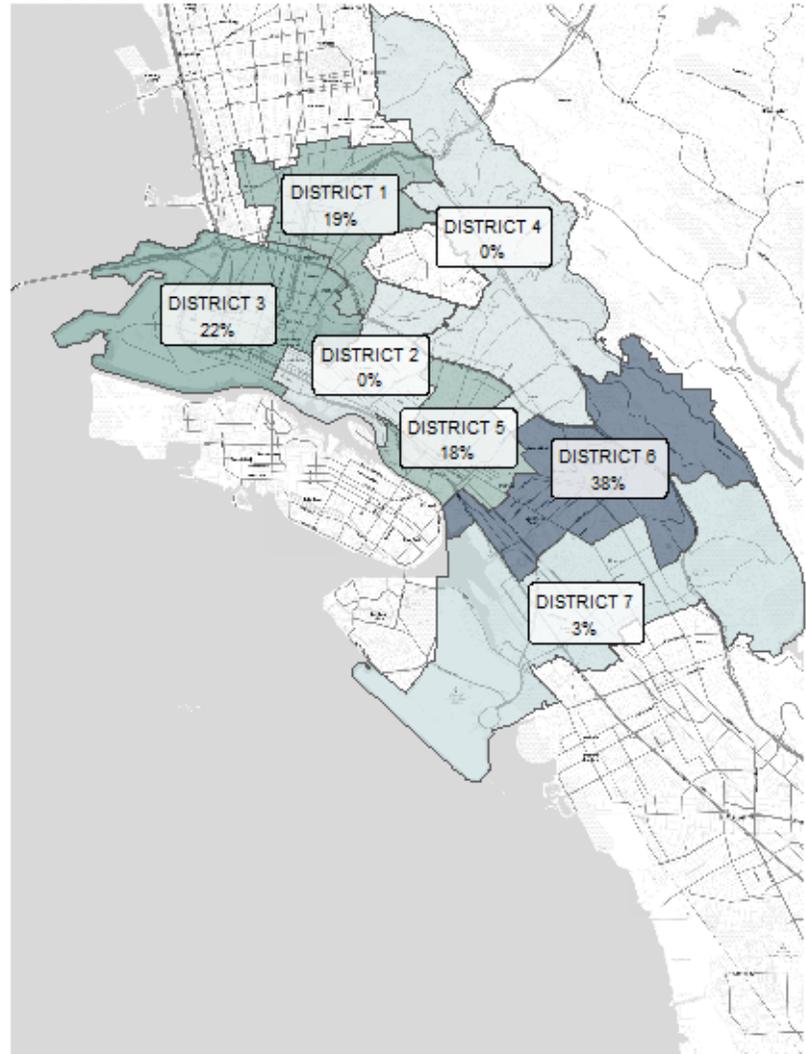
Gender



Age



Residence

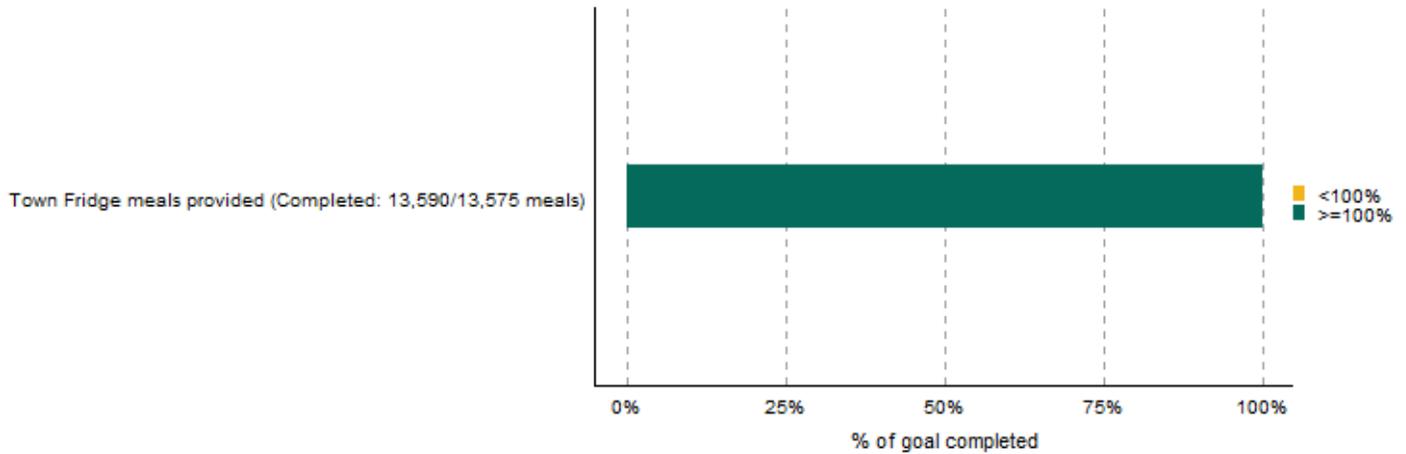


Note: Participant characteristics reflect 13,590 total participants served. Demographic data come from grantee progress reports. Race and ethnicity, age, and gender data are “Prefer not to say” for all participants between July and December 2022. Participants could also choose not to report demographic data once collection began.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Stocked and managed Town Fridges with meals provided by local restaurants across Oakland.
- Participated in the Freedom Farm Community Gardens activities twice.
- Participated in the Oakland Drinks Water community health fair one time.



Note: Data come from grantee progress reports.

Partnerships

- Local restaurants cooked and provided the meals for the Town Fridges and were compensated for each meal.
- Other organizations, such as Homie's Empowerment and City Slickers Farms, owned and maintained the Town Fridges.

Resources

- The grantee's mobile bus was used to deliver meals and water to Town Fridges.
- Delivery drivers helped implement program activities to stock and manage Town Fridges, although additional non-SSB grant funding was used to pay for their services.
- The text message platform allowed participants to sign up for services and share feedback on the program activities, which helped the grantee track participant interest and understand participant experience.

Challenges

- The small staff had difficulty managing a high volume of text requests for additional food.
- Town Fridges broke down, forcing staff to find alternative locations to take meals to.
- Not receiving grant funds in a timely manner caused staff to put the program on hold temporarily before payments could be made to restaurants providing meals.

GRANT PROGRAM SUCCESSES

- Meals were gone quickly from the Town Fridges, and there was no food waste.
- The program allowed participants to access the Town Fridges easily.
- Providing food in food-insecure locations enabled the program to reach those in high need.

NEXT STEPS AND SUSTAINABILITY

- The grantee would like to increase the amount of meals it delivers by adding more locations of Town Fridges and hiring staff to expand the program's reach to additional participants and help with upkeep of fridges. Microwaves could also be added to heat up the meals.

Health and Wellness Program

East Oakland Youth Development Center

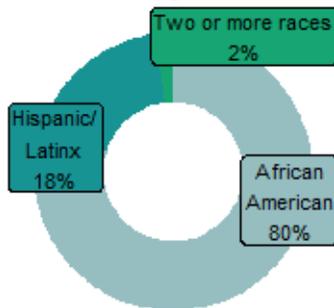
Participants served	Grant period	Total funding amount
1,645	July 2022—June 2024	\$100,000

SUMMARY

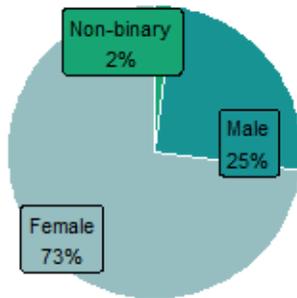
The East Oakland Youth Development Center seeks to improve the health and wellness of low-income youth (ages 5 to 24) in deep East Oakland by implementing services designed to increase access to healthy food and active living, especially for Black and Brown children and youth. This grantee used SSB grant funds to provide healthy snacks, basketball clinics, physical fitness activities, rowing, gardening, and parental engagement activities to youth and their families in East Oakland.

PARTICIPANT CHARACTERISTICS

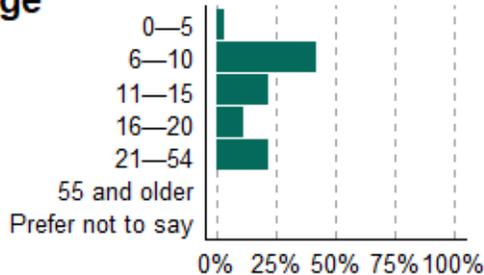
Race/Ethnicity



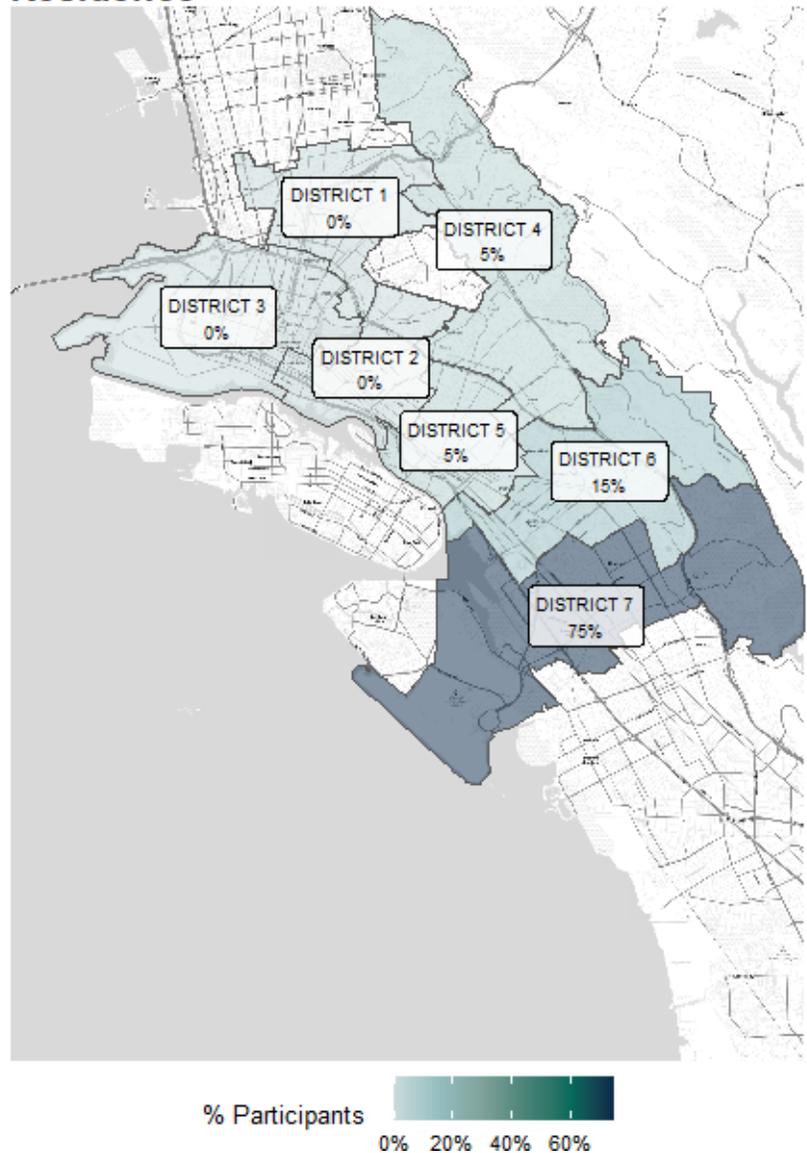
Gender



Age



Residence

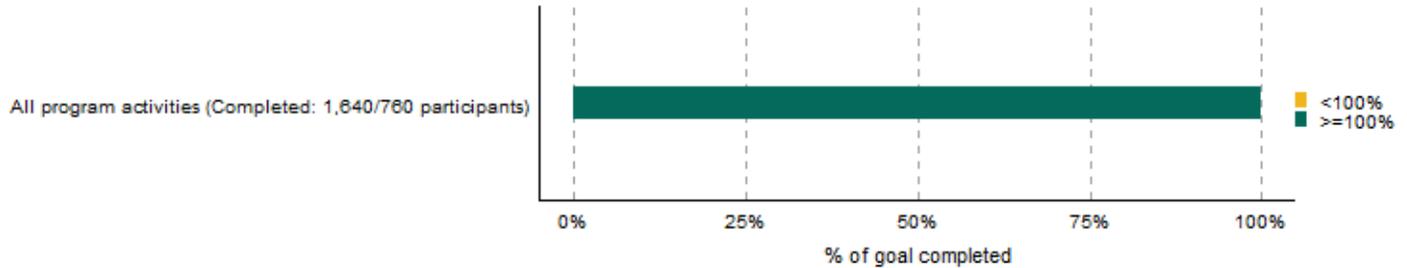


Note: Participant characteristics reflect 1,635 to 1,645 total participants served. Demographic data come from grantee progress reports from July 2022–December 2023. Participant counts may be duplicated across reporting periods.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Offered a variety of classes and activities, including basketball clinics, physical fitness activities, rowing activities, and gardening classes.
- Distributed healthy snacks and produce.
- Hosted an annual resource fair to provide access to education, information, and health resources to parents of youth participants and other adult community members.



Note: Participant data come from grantee progress reports and include activities from July 2022–December 2023. Participant counts may be duplicated across reporting periods.

Partnerships

The East Oakland Youth Development Center worked with a number of existing partners to help implement its SSB-funded activities as planned. Partners included the following:

- The California Department of Education, which provided additional reimbursement for healthy snacks to extend reach
- Oakland Unified School District, which supported lunch distribution during classes and activities for children and youth
- Oakland Strokes, which helped implement rowing activities
- The EAT Sports Foundation, which helped to implement basketball clinics
- The Alameda County Department of Health, which provided COVID-19 testing and vaccinations to participants and the broader community
- The Alameda County Food Bank, which supported food distribution

Resources

- Program staff are invaluable resources for children and youth participants and their families, and they brought relevant expertise around challenges participants might be facing, such as housing or food insecurity.
- The SSB grant funds provided some dedicated resources to support staff salaries and program activities.
- Partnerships with schools helped expand the program to more children and youth.

Challenges

- Not receiving funds at the start of the grant period posed some challenges to carrying out activities as planned and compensating staff.
- Compensating staff adequately for their work to carry out SSB-funded activities and support children and youth in those activities required additional funding outside of the SSB grant.

GRANT PROGRAM SUCCESSES

- The program served 50 percent more children and youth than it initially hoped to reach.
- The basketball program successfully engaged children and youth and provided them with opportunities for physical activity through practices and games.
- Establishing the partnership with Oakland Strokes before the SSB grant began helped strengthen the rowing program and allowed the grantee to extend that program throughout the year.
- The program took a holistic approach to health in its programming by including opportunities to support youth participants' mental health alongside their physical activity levels.

NEXT STEPS AND SUSTAINABILITY

- Future goals for this program include continuing basketball programming, restarting cooking classes, and continuing other activities around gardening and providing healthy snacks.

Health and Nutrition Network at Peralta

Friends of Peralta Hacienda Historical Park

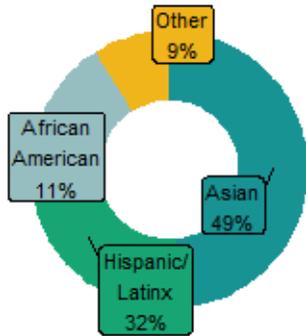
Participants served	Grant period	Total funding amount
14,172	July 2022—June 2024	\$145,000

SUMMARY

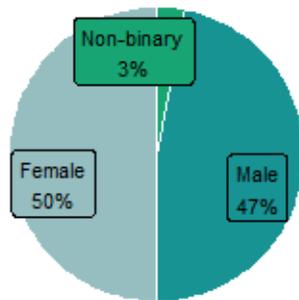
Friends of Peralta Hacienda Historical Park sought to create a health and nutrition network through interconnected programming including educational field trips to regional parks, instruction on healthy beverage consumption, environmental leadership training, and nutritious food distribution. The program operated in Fruitvale and served primarily Asian and Latinx participants.

PARTICIPANT CHARACTERISTICS

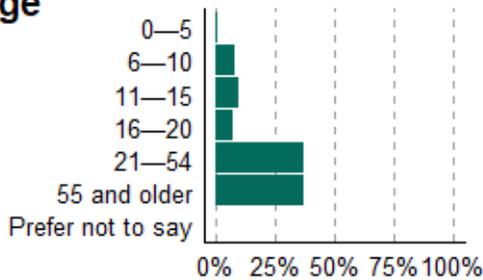
Race/Ethnicity



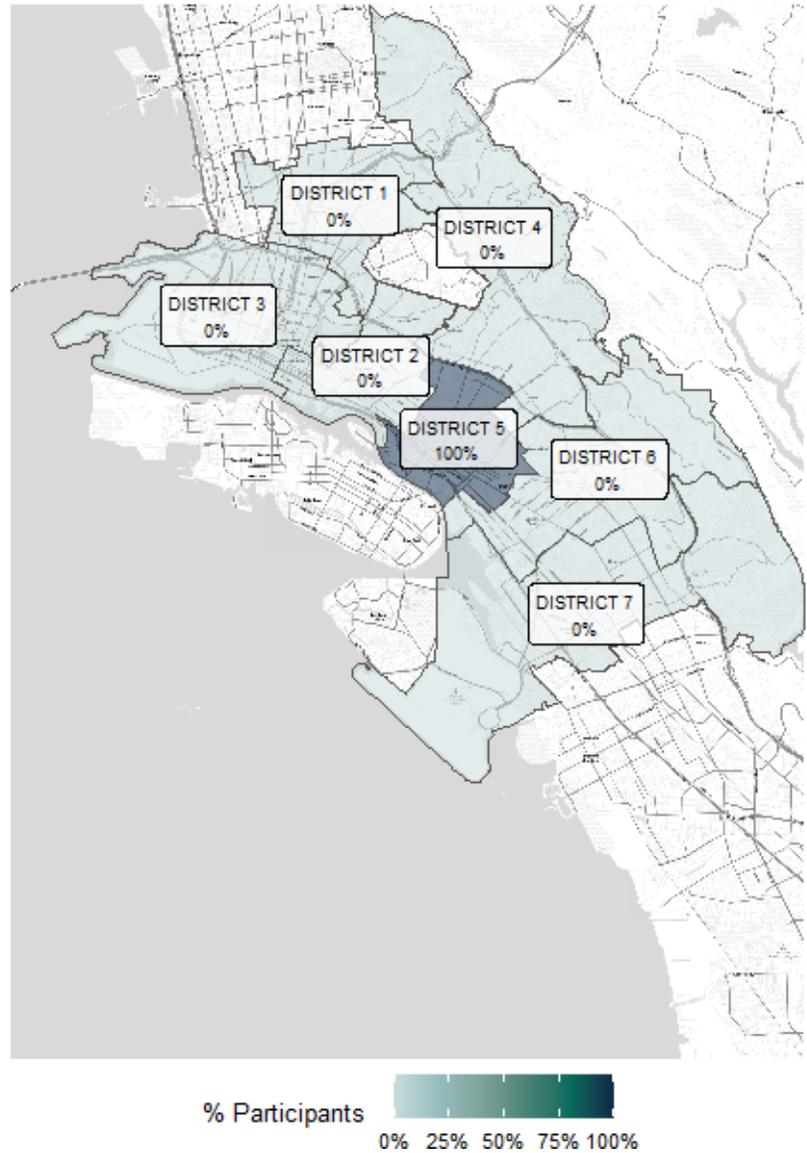
Gender



Age



Residence

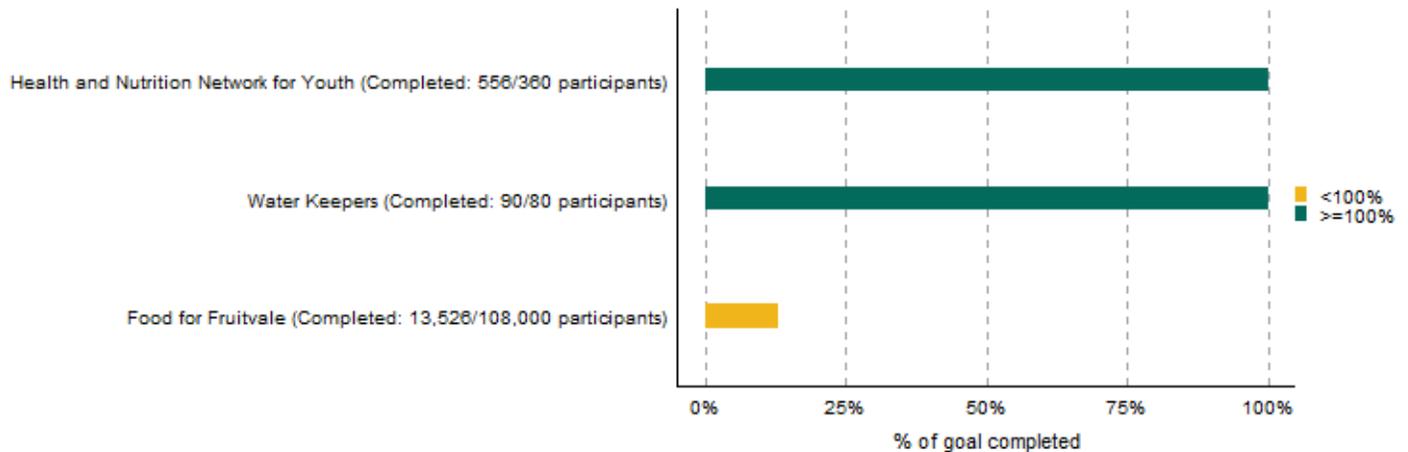


Note: Participant demographic data reflect 14,172 total participants served. Demographic data come from an interview with the grantee and progress reports.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Encouraged children to drink more water and less SSBs and taught them about the restoration of fragile ecosystems through Water Keepers.
- Distributed healthy foods through Food for Fruitvale.
- Taught children about health and exercise; brought children on field trips to national, state, and regional parks; taught children about environmental leadership; and led students through nature-based physical activities and nutrition instruction through the Health and Nutrition Network for Youth Program components.



Note: Participant data comes from an interview with the grantee and may be duplicated for the Food for Fruitvale activity because participants can return each week. The Health and Nutrition Network for Youth program includes the Welcome to Wildlife, Ace Camp, and Youth Justice Environmental Leadership activities.

Partnerships

Friends of Peralta Hacienda Historical Park worked alongside an array of partners:

- The City of Oakland, which provided free breakfast and lunch during the summer camp through the Summer Food Service Program, also supported with SSB tax funding
- The Alameda County Food Bank, which donated fresh fruit, vegetables, and milk for Food for Fruitvale
- East Bay Parks, which provided supplies and staffing
- Lao Family Community Development and The Unity Council, which helped give youth internships

Resources

- The program benefitted from having other grants beyond the SSB grant funds to support costs like transportation for field trips.
- Having money for transportation to go to field trips, canoeing trips, fishing, kayaking, and hiking was very helpful.

Challenges

- Inclement weather and floods during the fall, winter, and early spring required some activities to be cancelled.

GRANT PROGRAM SUCCESSES

- The grantee reported that this program helped kids eat more healthy food and drink more water, and it gave kids an opportunity to be outside and not on the streets.
- All of the cooking projects included making culturally appropriate, healthy snacks.

FOOD! in Context

Health Initiatives for Youth

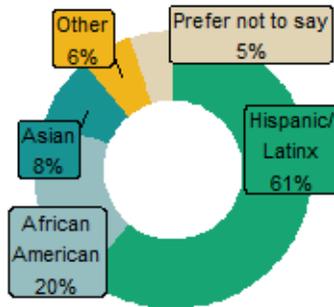
Participants served	Grant period	Total funding amount
121	July 2022—June 2024	\$95,000

SUMMARY

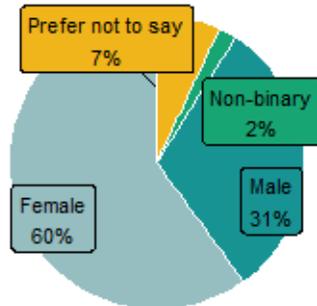
Health Initiatives for Youth strived to build the knowledge and skills of youth in East and West Oakland through FOOD! in Context, an asset-based, experiential healthy eating and food justice empowerment workshop series for youth of color (especially African American/Black and Latinx youth).

PARTICIPANT CHARACTERISTICS

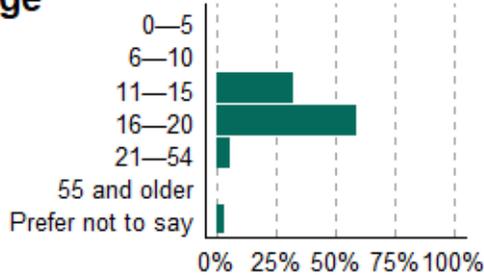
Race/Ethnicity



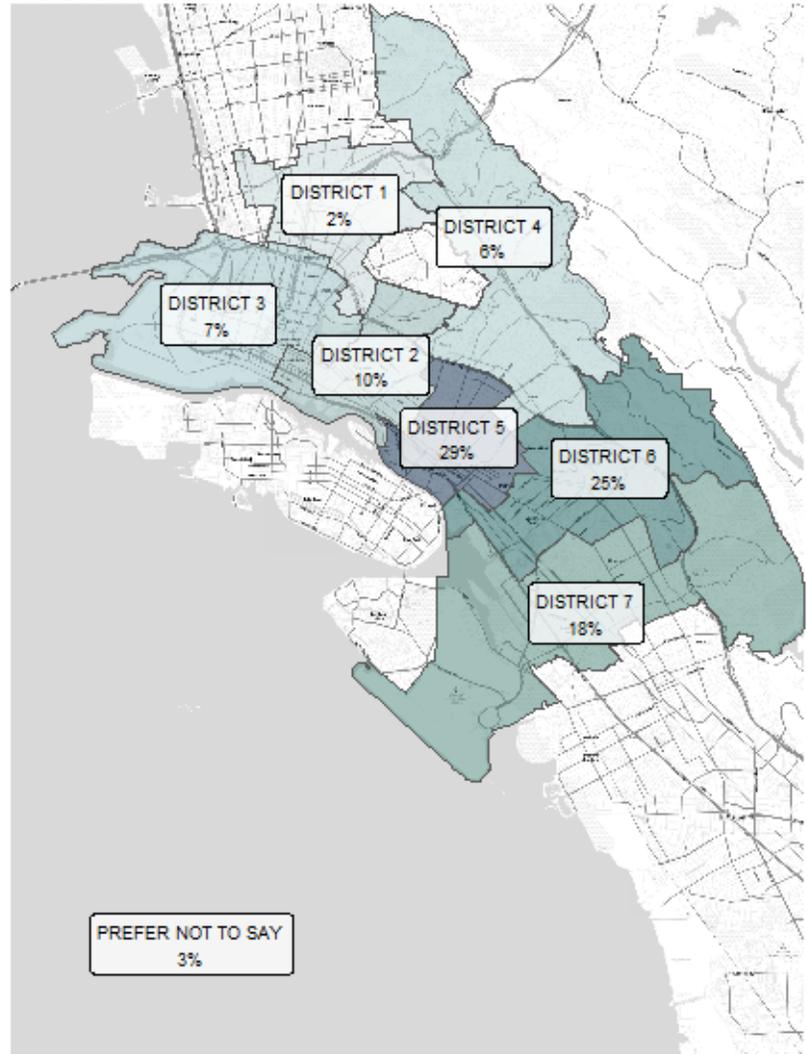
Gender



Age



Residence

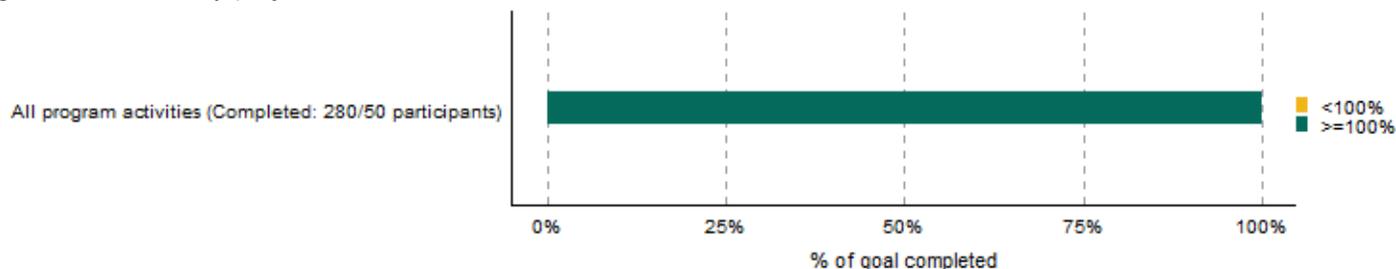


Note: Participant characteristics reflect 121 total participants served. Demographic data are collected via program survey and reported via grantee progress reports and an interview with the grantee.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Held food and nutrition workshops for youth participants.
- Conducted food preparation workshops for students.
- Designed food preparation and cooking projects to be completed by students at home.
- Facilitated food justice workshops for students.
- Organized community project/celebration.



Note: Participant data come from an interview with the grantee.

Partnerships

- Life Academy Middle and High School, Rudsdale High School, Fremont High School, and Oakland Tech served as the sites for all nutrition and food prep workshops and related events
- Bay Area Community Resources supported the logistics for the workshops and helped to recruit youth to participate in the workshops.

Resources

- Spanish-speaking staff helped make it possible to provide program activities at primarily Spanish-speaking schools.
- Bay Area Community Resources helped to recruit participants for the workshops.
- Oakland school partners provided spaces for youth and technology, like laptops and projectors for program activities.
- Donated gift cards for Safeway enabled youth to practice selecting and purchasing ingredients for healthy recipes and were an incentive for program participation.

Challenges

- The program faced challenges with low student attendance, particularly at Rudsale High School, due to factors such as family emergencies, jobs, and the end of the school year.
- Students who were struggling academically often prioritized core classes over electives, also leading to absences from the program.
- Spotty attendance made it difficult to maintain attendance-based incentives.

GRANT PROGRAM SUCCESSES

- Health Initiatives for Youth reported that students enjoyed trying new foods during the program, such as blueberries, raspberries, hummus, and celery sticks. Those who attended were more likely to return for future sessions.
- Based on intake forms, many students had never cooked with the vegetables provided, and they saw this program as a valuable opportunity to share moments with their families, often cooking a complete meal for the first time.
- The program allowed students to share the meal not only with their families but also to enjoy it themselves.

NEXT STEPS AND SUSTAINABILITY

- Health Initiatives for Youth would like to expand the program to additional students and explore new ways to increase participants' access to fresh foods at home. A new initiative involves using donated planters to give students the opportunity to grow herbs, with the goal of securing funding to support this hands-on experience.

Youth Action Board

HOPE Collaborative

Participants served

4,000

Grant period

July 2022–June 2024

Total funding amount

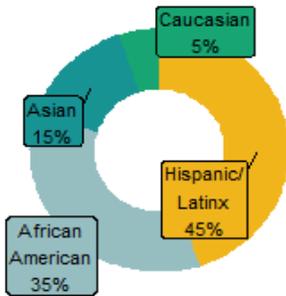
\$120,000

SUMMARY

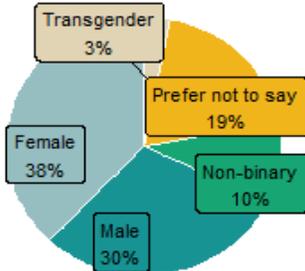
HOPE Collaborative’s Youth Action Board (YAB) program provided Oakland youth ages 14 to 24 with training in leadership, social justice, advocacy, and organizing and the opportunity to conduct yearlong projects to increase public awareness of SSB risks. YAB members conducted a public awareness campaign that sought to limit and eliminate SSB marketing. YAB members planned and supported campaign events, including an art contest and community outreach on social media and at in-person events. The YAB program sought to help members become changemakers and shift knowledge, attitudes, beliefs, and behaviors in the communities where YAB members live. HOPE Collaborative reported it had not received SSB funds for the FY 2022–2024 grant period as of October 2024. Partly because of this delay, the agency did not conduct an additional, counter-advertising campaign at corner stores, originally planned for this grant. However, campaign materials were prepared for future use.

PARTICIPANT CHARACTERISTICS

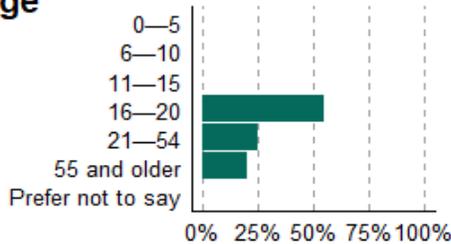
Race/Ethnicity



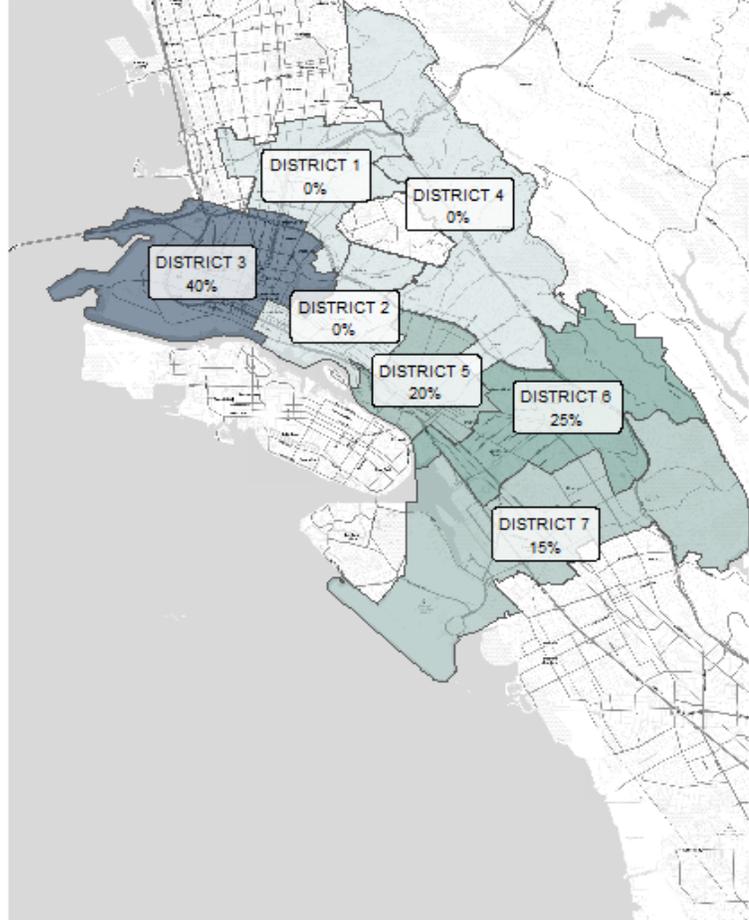
Gender



Age



Residence



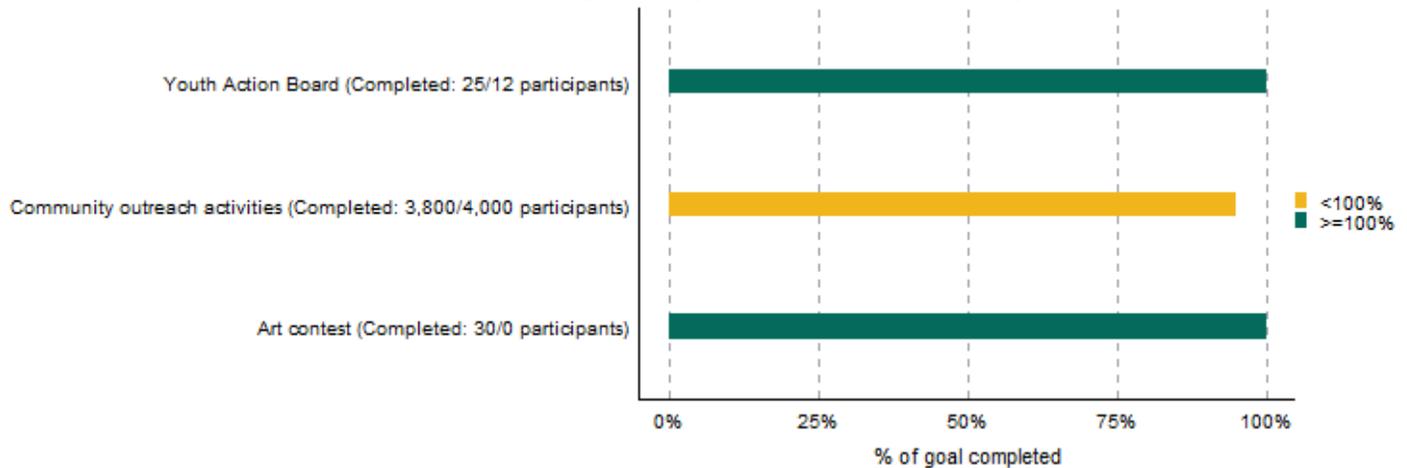
% Participants
0% 10% 20% 30% 40%

Note: Participant characteristics reflect 3,950 to 4,000 total participants served. Demographic data come from grantee progress reports and may be duplicated within and across reporting periods. Demographic information includes precise counts for YAB members and estimated counts for art contest, social media campaign, and water bottle distribution participants, based on the percentages of YAB members in each demographic category and the total estimated number of participants served.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Train YAB members through a yearlong series of biweekly meetings that focus on leadership development, social justice, advocacy, organizing, and storytelling.
- Support YAB members in leading and supporting community outreach activities, such as providing information about SSBs and health through a social media campaign and distributing water bottles at in-person events.
- Support YAB members in planning and leading yearlong projects. For example, the YAB determined that it wanted to hold an art contest for youth to counter SSB marketing. The contest received 30 submissions.
- Prepare materials to implement a counter-advertising campaign in the future that will target schools and corner stores.



Note: Participant data come from an interview with the grantee and grantee progress reports. Twelve youth participated in the YAB in year 1 and 15 in year 2; two youth participated in both years and therefore are not counted a second time in year 2. Community outreach activities include social media campaign and water bottle distribution. Participant counts may be duplicated for the community outreach activities because individuals can participate in these services repeatedly across the grant period.

Partnerships

- HOPE Collaborative's primary partners for the YAB program were Alameda County Public Health, Oakland Food Policy Council, the Sugar Freedom Project, and the East Oakland Neighborhood Initiative, each of whom shared their knowledge about SSBs, social justice, or organizing with YAB members through presentations or field trips.
- HOPE Collaborative formed several new partnerships during this grant period, including with Acta Non Verba, People's Programs, the Center for Nutrition and Wellness, and the Oakland Unified School District. Some partners also delivered presentations or hosted site visits for YAB members.

Resources

- In year 2, HOPE Collaborative hired a youth engagement fellow who developed new ways of engaging YAB members, making the program feel less like a "class" and more like project-based learning, which students enjoyed.
- Asking YAB members to collaborate on a single, year-long project, rather than several separate projects, helped members build collaboration and planning skills.
- Collaborating with partners allowed HOPE Collaborative to access more resources and knowledge to support its YAB members in conducting their projects.

Challenges

- Delays in receiving SSB grant funding led to complications with implementing program activities—because alternative funds had to be identified—but did not prevent most program activities from being completed.
- By design, members generally participate in the YAB program for one year only, and this turnover posed some challenges to youth project continuity between grant years 1 and 2.

GRANT PROGRAM SUCCESSES

- HOPE Collaborative implemented strategies for making the yearlong YAB projects feel youth led; for example, YAB members designed their project at the start of the year and conducted a strategic analysis at the end of year 1 to provide insights and guidance to new YAB members who would pick up the project in year 2.
- HOPE Collaborative maintained active relationships with several partners. For example, it hosted partners' presentations on SSBs, organized topics for YAB members, and took YAB members on field trips to partners' sites. These activities deepened YAB members' learning.

NEXT STEPS AND SUSTAINABILITY

- In the future, HOPE Collaborative hopes that YAB members can support the counter-advertising campaigns in addition to the public awareness campaigns.

Sugar Freedom Project

InAdvance

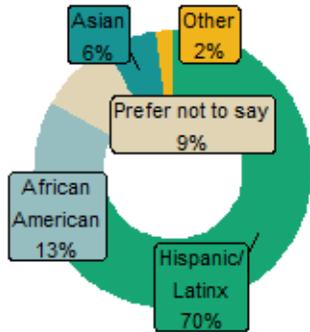
Participants served	Grant period	Total funding amount
2,137	July 2022—June 2024	\$170,000

SUMMARY

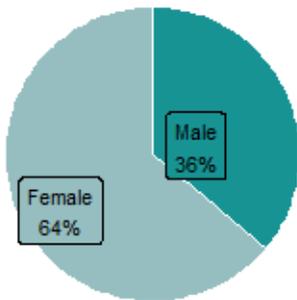
InAdvance used SSB grant funding to build a robust, sustainable grassroots social network of residents in neighborhoods with the highest rates of diabetes to develop, advocate for, and secure policies to transform these areas into health-supporting neighborhoods. They used community-based participatory research to see what community members wanted to see in policy around health and wellness, and they engaged residents through surveys, focus groups, and neighborhood assemblies.

PARTICIPANT CHARACTERISTICS

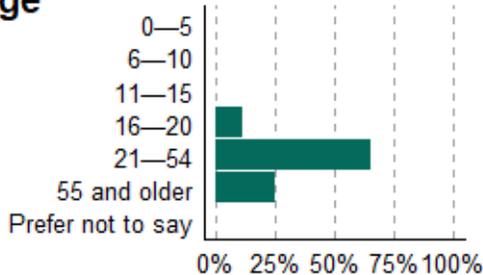
Race/Ethnicity



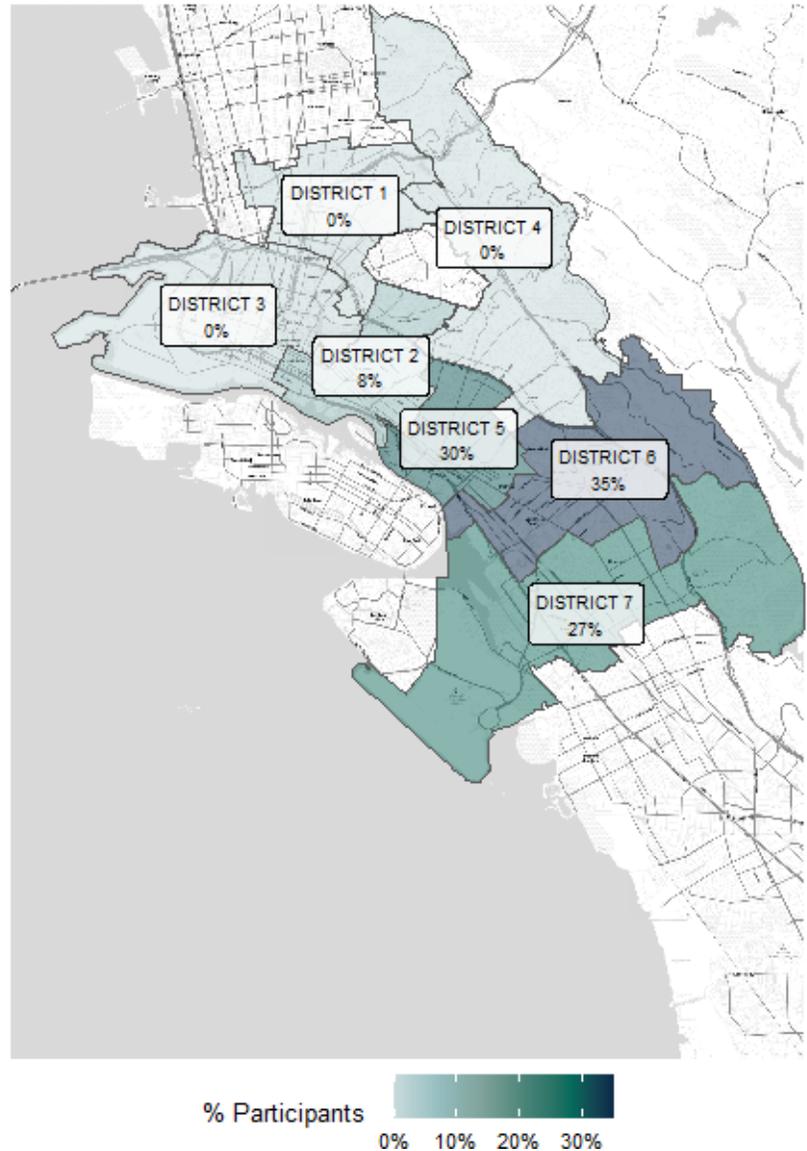
Gender



Age



Residence

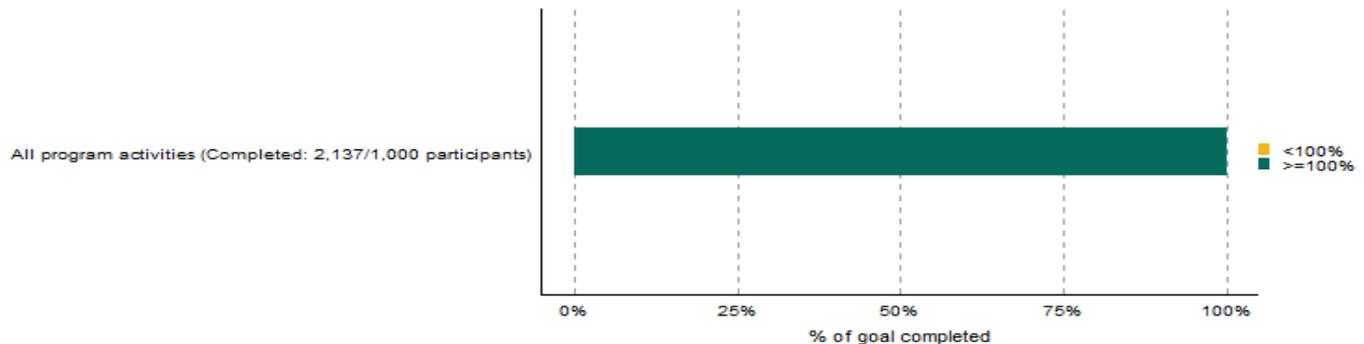


Note: Participant characteristics reflect 2,137 total participants served. Demographic data are collected via participant surveys and were reported via grantee progress reports and an interview with the grantee. Participants can choose not to report race and ethnicity.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Held weekly community leader meetings and partnered with organizations with larger space to hold meetings for the broader community.
- Conducted a survey and focus group from September 2022–April 2023 to assess changes in knowledge of soda tax and collect participants' ideas regarding how to invest funding into health and wellness. Participants were given a gift card as an incentive to participate. Neighborhood assemblies were held at city sites to encourage community participation.
- Provided development and capacity-building trainings for Resident Organizers (ROs) on outreach methods, facilitation and popular education methodology, and the process of moving from organizing to governance.
- Alongside policy development and strategy trainings, provided a speakers bureau training for ROs on how to engage with decision makers. ROs then conducted trainings for others in one-on-one settings and at larger meetings.



Note: Participant data come from grantee progress reports and an interview with the grantee. Participants who completed focus groups, neighborhood assemblies, trainings, and steering committees are counted in the survey row because they first completed a survey.

Partnerships

- Outreach through corner stores was conducted outside of Jalisco Market, A&G Market, and Nawah Market.
- The Oakland Public Library hosted meetings and spaces for community members, provided space to dance Zumba, shared recipes, and conducted education and outreach to community members.

Resources

- Oakland libraries played an important role in the program by serving as a meeting location and by enabling resident leaders to build relationships with staff. Oakland libraries provided the space to fill the need for facilities where education programming meetings could take place.

Challenges

- InAdvance felt that there was a missed opportunity for collaboration among SSB grantees and that the City could better facilitate these relationships.
- The grantee shared that it is difficult to get funding for interpreting into multiple languages at events, which is a key component in building cross-linguistic solidarity and a large cost to pay without funding from the City.
- It was difficult for some resident leaders to learn and implement community-organizing principles, because many came from other, non-organizing backgrounds, such as service provision.

GRANT PROGRAM SUCCESSES

- The grantee surpassed its goal in numbers of outreach.
- Thirty people went through speaker training and practiced sharing in an open forum at a City Council meeting.
- The grantee reported that a high number of residents have returned. Residents were introduced to their work via the survey and then became involved. Fifty residents went from participants to leading the research and receiving training on facilitating education sessions alongside resident leaders.
- The grantee shared they have been able to sustain cross-linguistic conversations in English, Spanish, and Mam.

NEXT STEPS AND SUSTAINABILITY

- The grantee envisions being able to spend time with resident leaders to learn about community priorities beyond SSB consumption. They are looking forward to expanding their reach and would like to apply for other additional funding that can be used for these other priorities.

Nutrition & Cooking to Enhance Lives of Oakland Youth

Kids Cooking for Life

Participants served

300

Grant period

July 2022—June 2024

Total funding amount

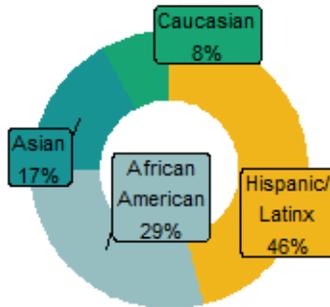
\$40,000

SUMMARY

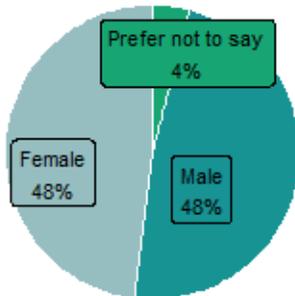
Kids Cooking for Life used the SSB grant to promote individual and family knowledge, foster attitude and behavior change, and advance nutrition education for at-risk youth by offering cooking classes at local schools in Eastlake, San Antonio, Fruitvale, and West Oakland, California. The program began in September 2022 near the start of the school year.

PARTICIPANT CHARACTERISTICS

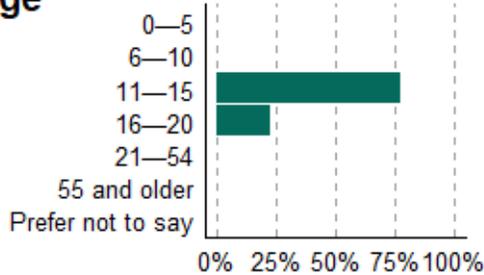
Race/Ethnicity



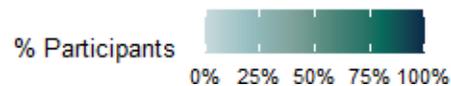
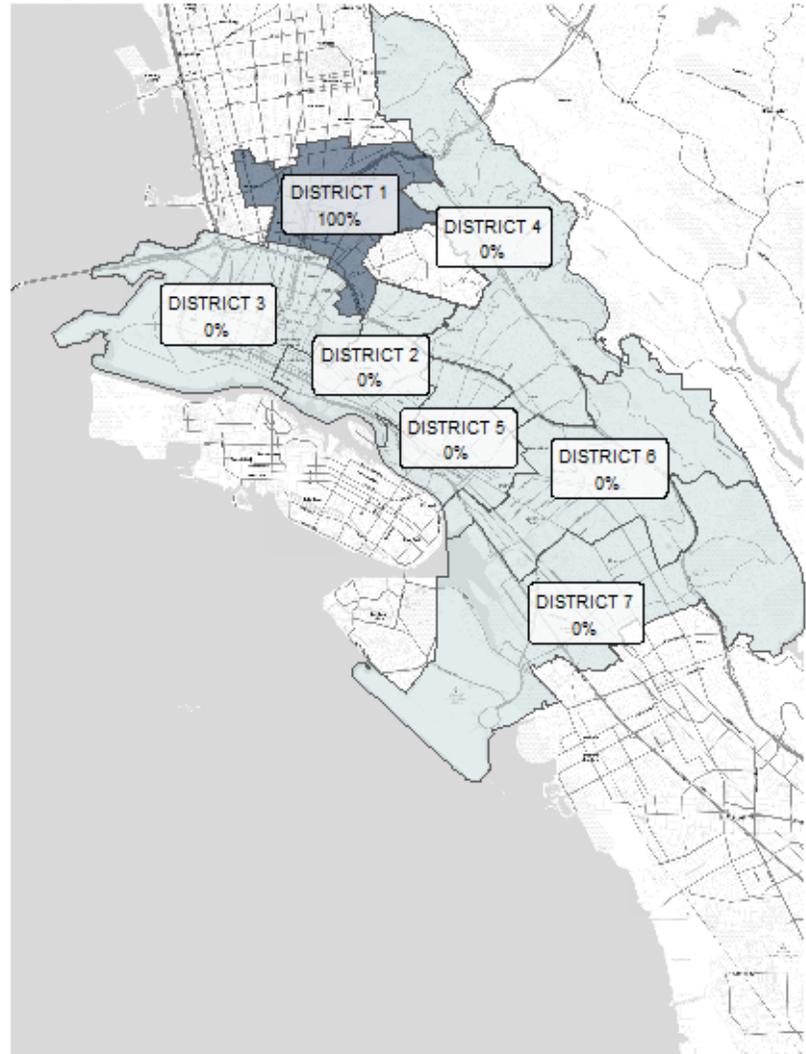
Gender



Age



Residence

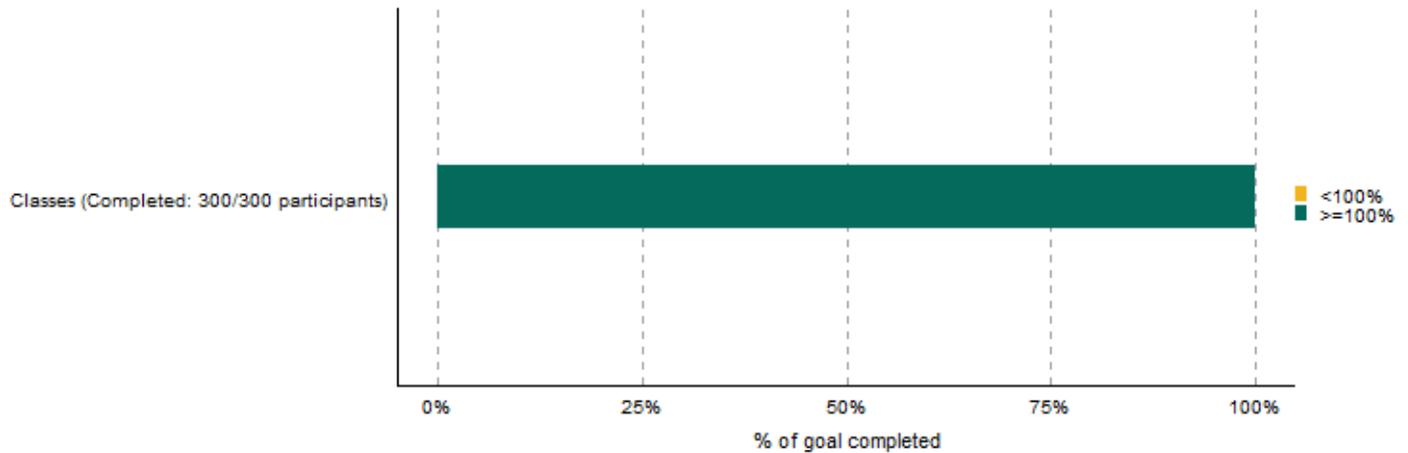


Note: Participant characteristics reflect 300 total participants served. Grantee does not collect participant demographic data but instead uses publicly available school data to determine and report on participant demographics.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Offered three cooking classes per week at Franklin Elementary School during each of the four semesters of the funding period.
- Offered weekly cooking classes at four other schools in Oakland for one or more semesters during the two-year funding period.



Note: Participant data come from grantee progress reports. Participant count includes 90 students per academic year at Franklin Elementary and 60 students per academic year at other schools.

Partnerships

- Schools served as the sites for students to take part in cooking classes.
- Local grocery stores provided in-kind food donations for the programs.
- In summer 2023 and 2024, Kids Cooking for Life partnered with Acta Non Verba, a nonprofit organization and recipient of another SSB grant, to provide additional classes at the Acta Non Verba summer camp.

Challenges

- A pipe burst in a school that the program planned to operate in, forcing staff to look for, and ultimately use, a different viable school.

GRANT PROGRAM SUCCESSES

- Students remarked in surveys that they would recommend the program to a friend.
- One student who has been in the program for three years described a growth in knowledge and abilities in the kitchen.

LifeLong Oral Health – East Oakland

Lifelong Medical Care

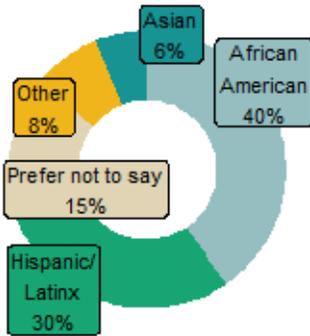
Participants served	Grant period	Total funding amount
2,228	July 2022—June 2024	\$105,000

SUMMARY

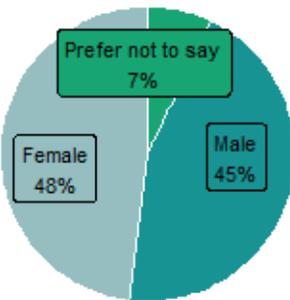
LifeLong Oral Health — East Oakland strives to reach residents with limited resources, especially in neighborhoods with limited access to healthy foods, by providing dental health education at school sites and community locations, on-site dental exams, linkage to dental treatment, and mental health counseling regarding dental-related anxiety. The program primarily worked with African American and Latinx youth in East and West Oakland.

PARTICIPANT CHARACTERISTICS

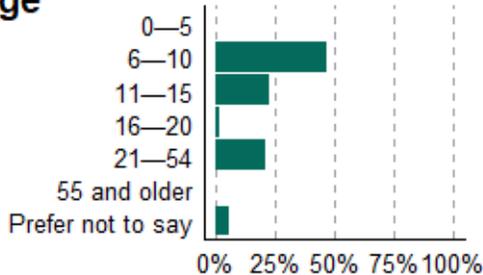
Race/Ethnicity



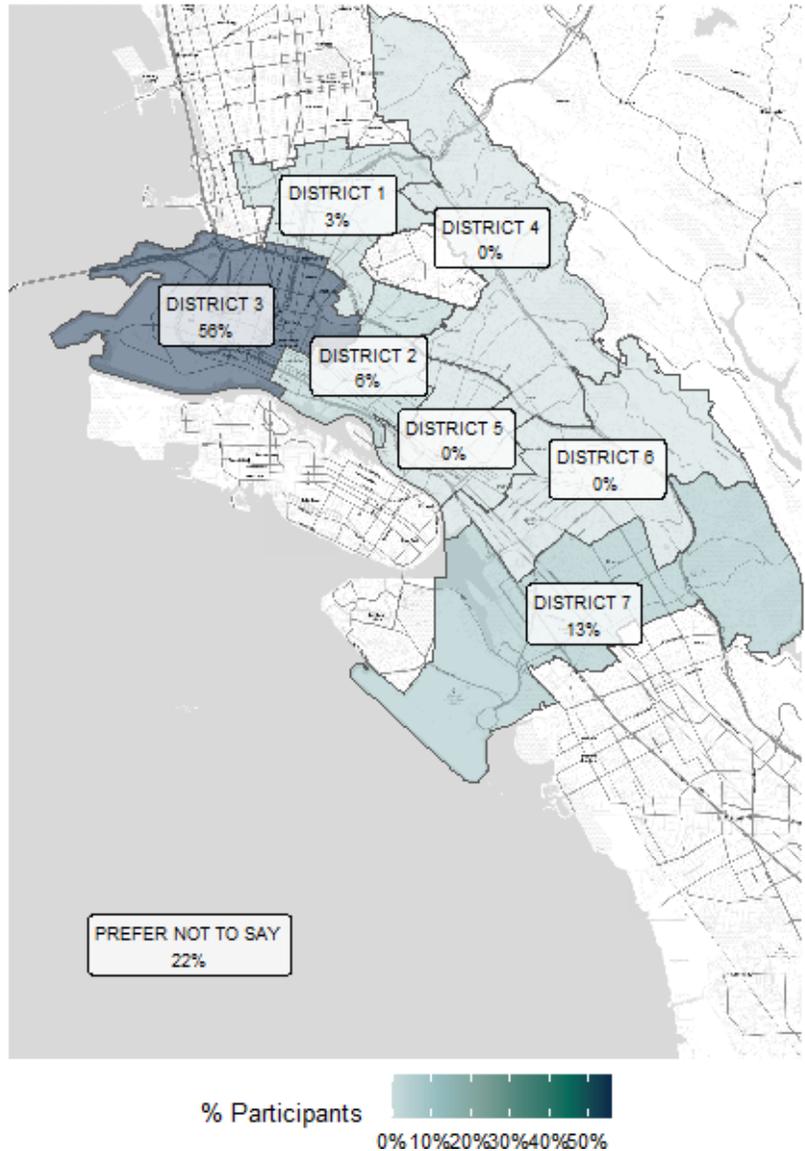
Gender



Age



Residence

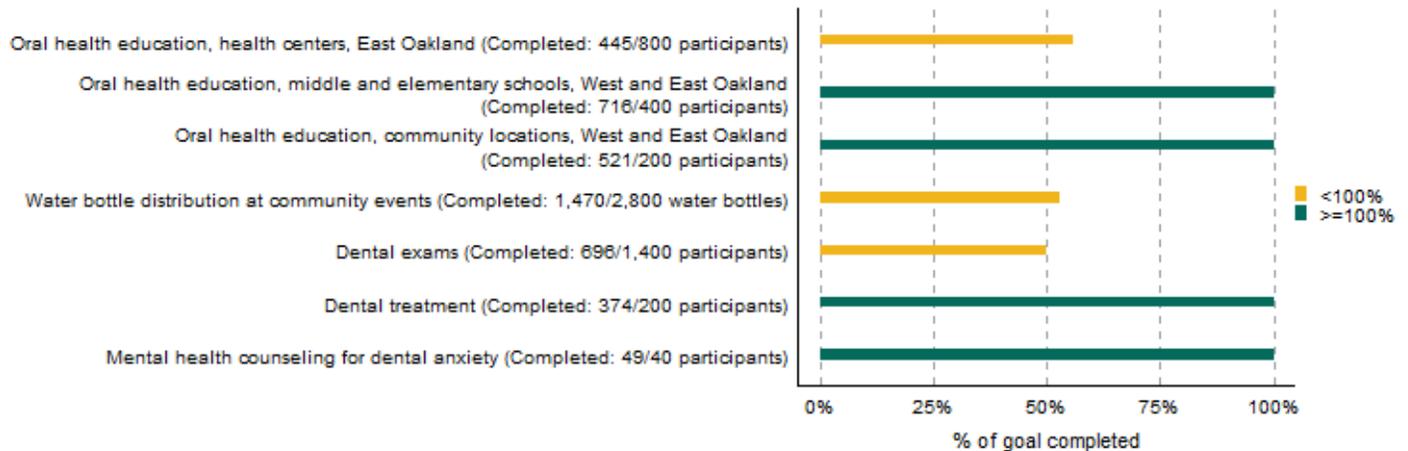


Note: Participant characteristics reflect 2,066 to 2,228 total participants served. Demographic data come from grantee progress reports and an interview with the grantee. Demographic information is not collected consistently across all program activities; it is estimated in some cases where data collection is not feasible (for example, age and residence data are estimated for health fair participants) and may include duplicated participants.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Provided weekly oral health education at school sites and LifeLong health centers and biweekly at community locations, including the distribution of bottled water and SSB education materials.
- Delivered on-site dental exams weekly, rotating among East and West Oakland LifeLong school sites, other community locations, and via the mobile dental van at sites without dental exam facilities. In collaboration with LifeLong’s Street Medicine team, exams were also offered in the mobile dental van for people in densely populated encampments downtown.
- Referred people who received exams to additional dental treatment as needed to address caries and other impacts of SSB consumption.
- Provided mental health counseling to at least 40 patients per year to address anxieties related to dental care and encourage dental treatment.



Note: Participant data come from grantee progress reports and an interview with the grantee. Participant counts may be duplicated for outreach and education events, water bottle distribution, and dental treatment in the mobile van.

Partnerships

- LifeLong Medical Care partnered with the Oakland Unified School District to provide some oral health education and dental exams at school sites.

Resources

- School site faculty ensured smooth coordination and student engagement in program activities.
- Collaboration between the LifeLong team, OUSD, and school sites enabled the program to address potential barriers to student participation.

Challenges

- Gaining access to the schools was challenging, and it sometimes took a year to hold a meeting with the schools to propose hosting this program.

GRANT PROGRAM SUCCESSES

- Engaging students in small groups for SSB education and delivering culturally relevant messaging in both Spanish and English contributed to the program being well received and appreciated by everyone involved.
- LifeLong Medical Care reported that the oral health education program was well received by the students, who expressed enthusiasm for the activities and requested that the team return next year.

NEXT STEPS AND SUSTAINABILITY

- LifeLong Medical Care hopes to expand this program to more schools.

Mercy Brown Bag Program

Mercy Retirement and Care Center

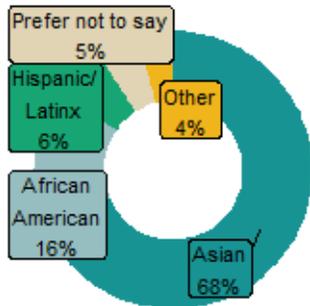
Participants served	Grant period	Total funding amount
5,494	July 2022—June 2024	\$135,000

SUMMARY

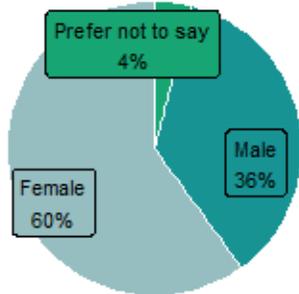
The Mercy Retirement and Care Center’s Mercy Brown Bag Program used SSB grant funding to provide food to low-income, food insecure adults who are ages 60+ in Oakland. Mercy Brown Bag partnered with the Alameda County Community Food Bank (ACCFB), senior centers, and several other public senior service providers in Oakland to distribute groceries. The program’s primary focus is to increase access to fresh fruit and vegetables on a daily basis through bulk distribution of produce and protein to seniors through Brown Bag Home Deliveries, Senior Community Deliveries, and Mercy Grocery Center. SSB grant funding allowed the Mercy Brown Bag Program to provide participants with fresh fruit, vegetables, and protein from eggs and chicken, as requested from program participants.

PARTICIPANT CHARACTERISTICS

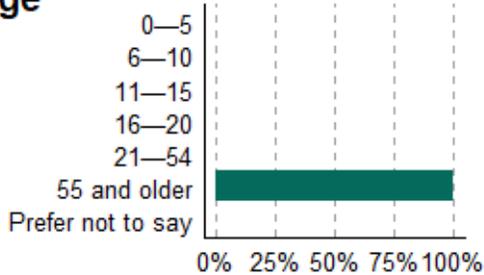
Race/Ethnicity



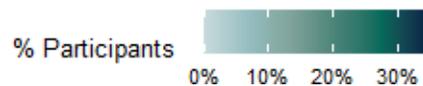
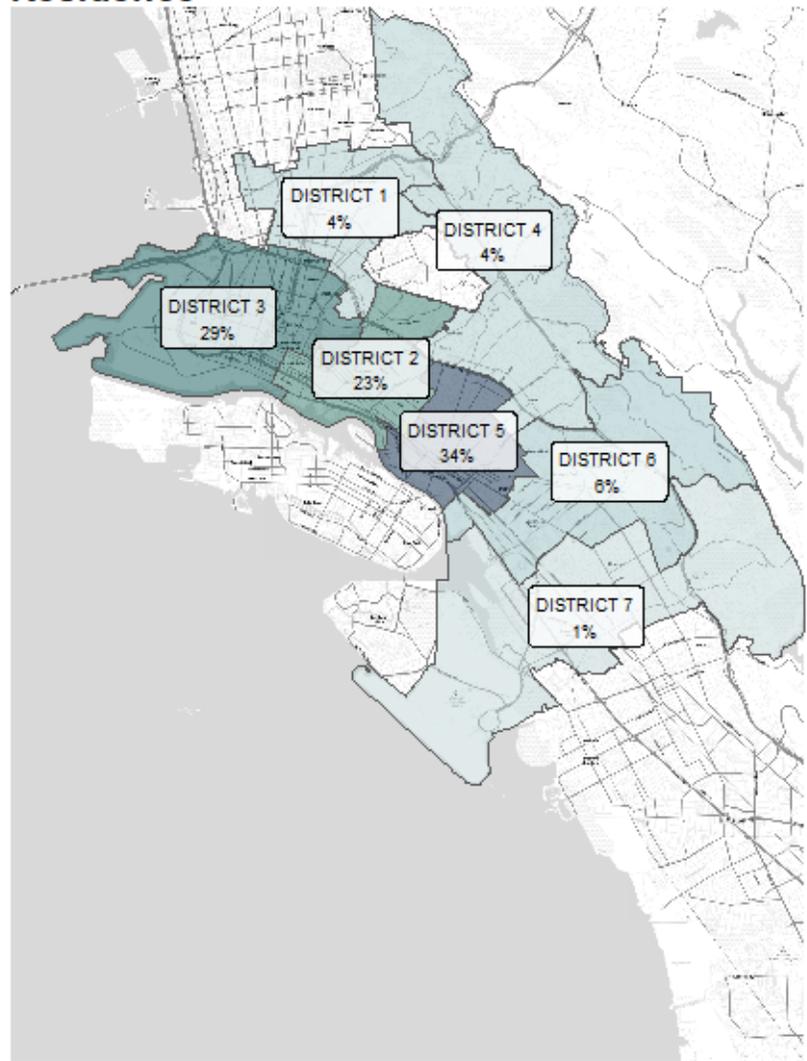
Gender



Age



Residence

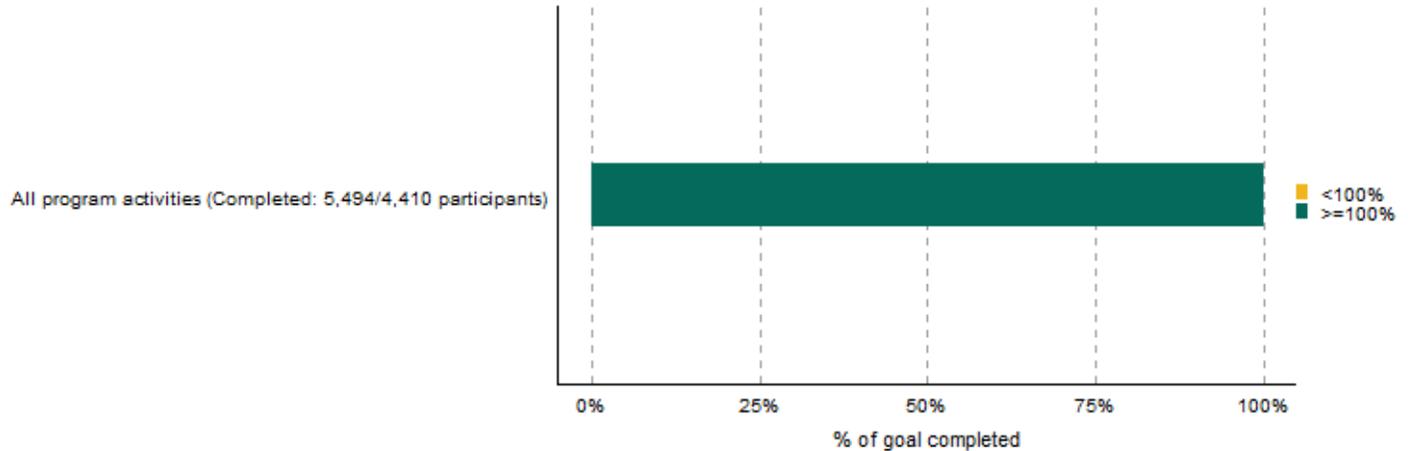


Note: Participant characteristics reflect 5,494 total participants served. Demographic data were collected via Mercy Brown Bag Program registration documents and reported via grantee progress reports and an interview with the grantee.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Distributed groceries to low-income senior centers in bulk deliveries, reflecting a shift away from home deliveries in 2022 that was instituted to protect the health of vulnerable senior populations.
- Distributed groceries to seniors through a grocery store in Fruitvale.
- Distributed food via a farmers' market truck that parked outside of senior centers, enabling recipients to choose their food directly from the truck and reduce food waste.



Note: Participant data come from grantee progress reports and an interview with the grantee. Participant counts may be duplicated because individuals can participate in services repeatedly across the grant period.

Partnerships

- Mercy Brown Bag partners with senior living communities by providing some of their deliveries directly to these establishments for their low-income senior residents.
- ACCFB has been a long-standing partner for over 40 years and has provided the food and inventory management necessary for Mercy Brown Bag programming.

Resources

- Over 500 volunteers across the community, a majority of whom were seniors, helped to distribute food.
- Retraining sites to work with a new software helped them track recipients.
- The ACCFB allowed the Mercy Retirement and Care Center to make use of the food bank's existing inventory management system.

Challenges

- Providing food via mobile vending machine at partnering senior centers was piloted, but it did not take off due to some logistical issues like using too much electricity.
- The grantee did not have an inventory management strategy during the first year of the grant, but it addressed this by adopting software inventory management in the second year.

GRANT PROGRAM SUCCESSES

- The Mercy Retirement and Care Center has been able to rely on its partnerships with a large food bank and establish smaller partnerships with local bakeries and community farms through its delivery truck activity.
- The Fruitvale grocery store has served 2,300 people per month since April 2022.
- Through surveys, the Mercy Retirement and Care Center learned that more than 95 percent of recipients believe that the center is doing a good job.
- Programming has enabled senior volunteers to gain the benefits of socialization and improve their mental health.

Healthy Oakland Families

Native American Health Center

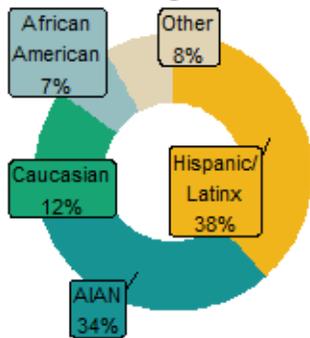
Participants served	Grant period	Total funding amount
7,464	July 2022—June 2024	\$95,000

SUMMARY

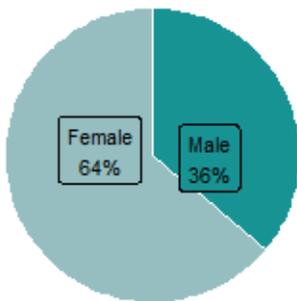
The Native American Health Center used SSB grants to supplement the services they provide to the Women, Infants, and Children (WIC) clients they serve by providing nutrition education and farmers market vouchers to women, infants, and children (up to age 5). SSB grant funds also supported the Native American Health Center’s ongoing work to provide breastfeeding support groups in Mam, Spanish, and English to the WIC clients as part of their efforts to promote nutrition for infants and children. This program was available to all residents of Fruitvale and San Antonio with an emphasis on reaching urban American Indian/Alaska Native (AIAN) and Indigenous Oakland residents.

PARTICIPANT CHARACTERISTICS

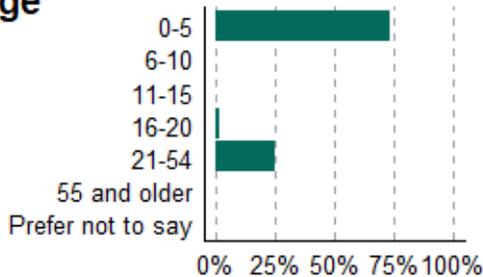
Race/Ethnicity



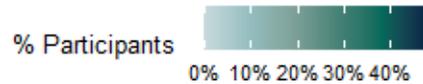
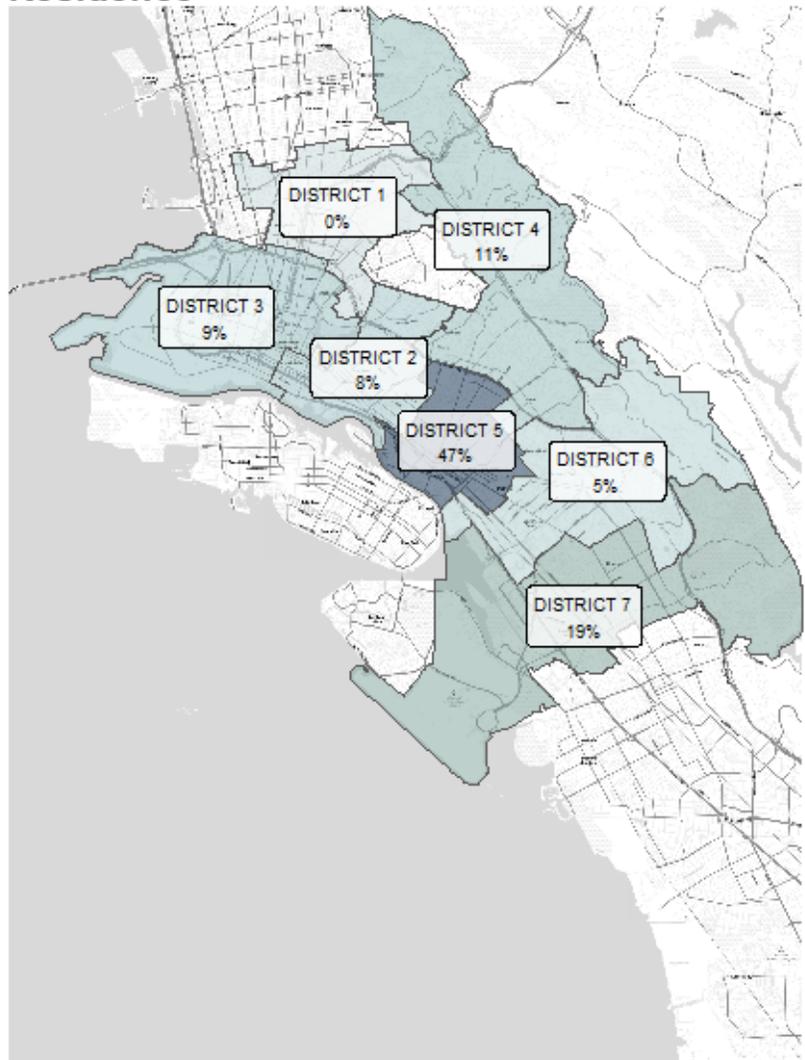
Gender



Age



Residence

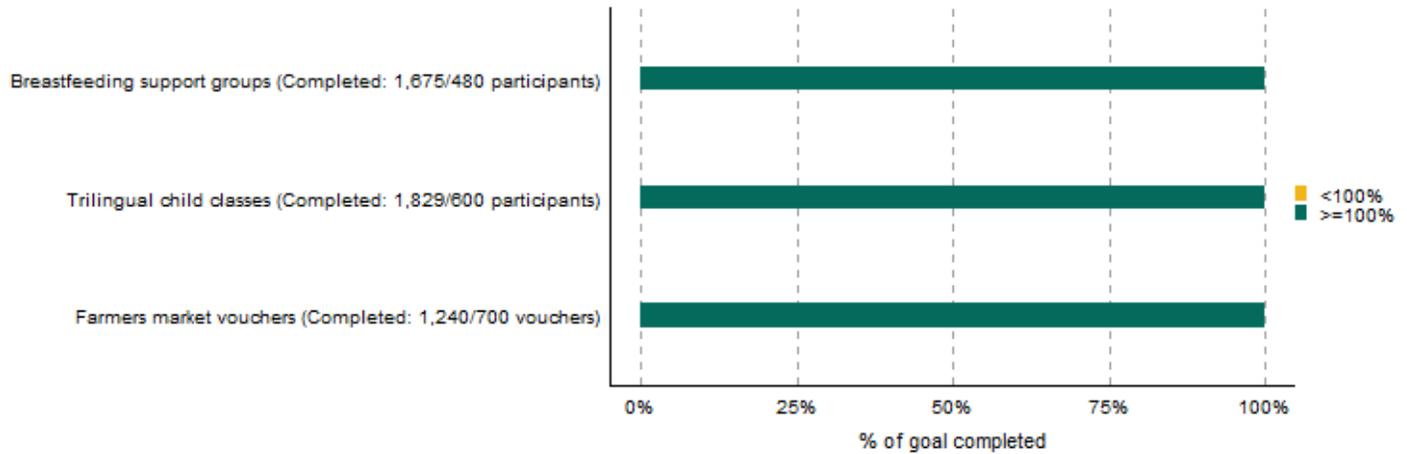


Note: Participant characteristics reflect 7,130 to 7,464 total participants served. Demographic data come from an interview with the grantee and may be duplicated within a year. Race and ethnicity data include 7,464 participants.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Implemented 24 sessions of trilingual (Mam, Spanish, and English) breastfeeding support groups.
- Provided monthly trilingual (Mam, Spanish, and English) classes focused on educating caregivers on nutrition for children.
- Provided farmers market vouchers and referrals.



Note: Participant data come from an interview with the grantee and progress reports. Participants typically received services once per six-month reporting period, but counts may be duplicated within a year. One voucher is distributed per family.

Partnerships

- Fresh Approach provided farmers market vouchers for the grantee to distribute to families, supplementing the vouchers that families receive through WIC.
- The Comprehensive Perinatal Service Program, a Medi-Cal benefit for pregnant and postpartum women, partners with the grantee's medical department to get eligible people to start using benefits earlier. The Comprehensive Perinatal Service Program refers people to psychological and social services.
- Nutrition Matters provided a program called Online Nutrition Education, tailored to work for mobile devices, which provided participants with resources and virtual, asynchronous learning modules about nutrition.

Resources

- Thorough training for WIC staff on relevant topics, such as gestational nutrition and breastfeeding, help staff deliver program activities well.
- The platform that is available to WIC participants comes with a client-facing mobile app that outlines resources participants can access, such as food they can receive and nearby WIC locations.

Challenges

GRANT PROGRAM SUCCESSES

- The grantee uses an online platform that tracks services provided and the number of attendees
- The grantee began using the WIC-Wise mobile app, which outlines resources for participants, such as upcoming appointments and foods they are eligible to receive.
- The grantee shared they have been successful in reaching the intended participants and that their caseload is growing each month.

Healthy Students

Oakland Lacrosse Club

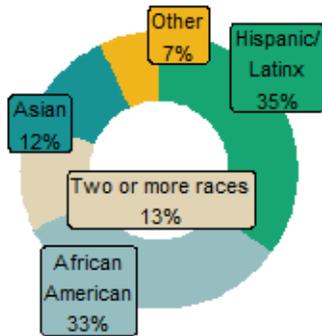
Participants served	Grant period	Total funding amount
2,583	July 2022—June 2024	\$100,000

SUMMARY

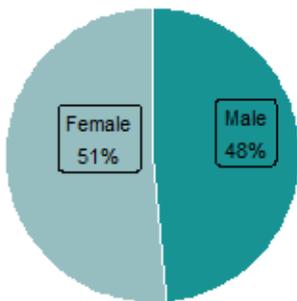
Oakland Lacrosse used SSB grant funding to support its ongoing work to engage students in physical activity and wellness education through school-based lacrosse training and practices for middle school and high school students in East Oakland. This was primarily done by after-school programming and physical education classes. The grantee also provided injury prevention and healthy diet workshops and provided recipes, healthy snacks, and water. SSB grant funds enabled Oakland Lacrosse to expand their program into parts of East Oakland that have limited access to sports programming and whose residents have been historically marginalized.

PARTICIPANT CHARACTERISTICS

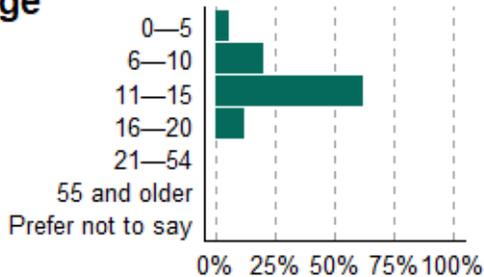
Race/Ethnicity



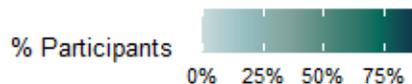
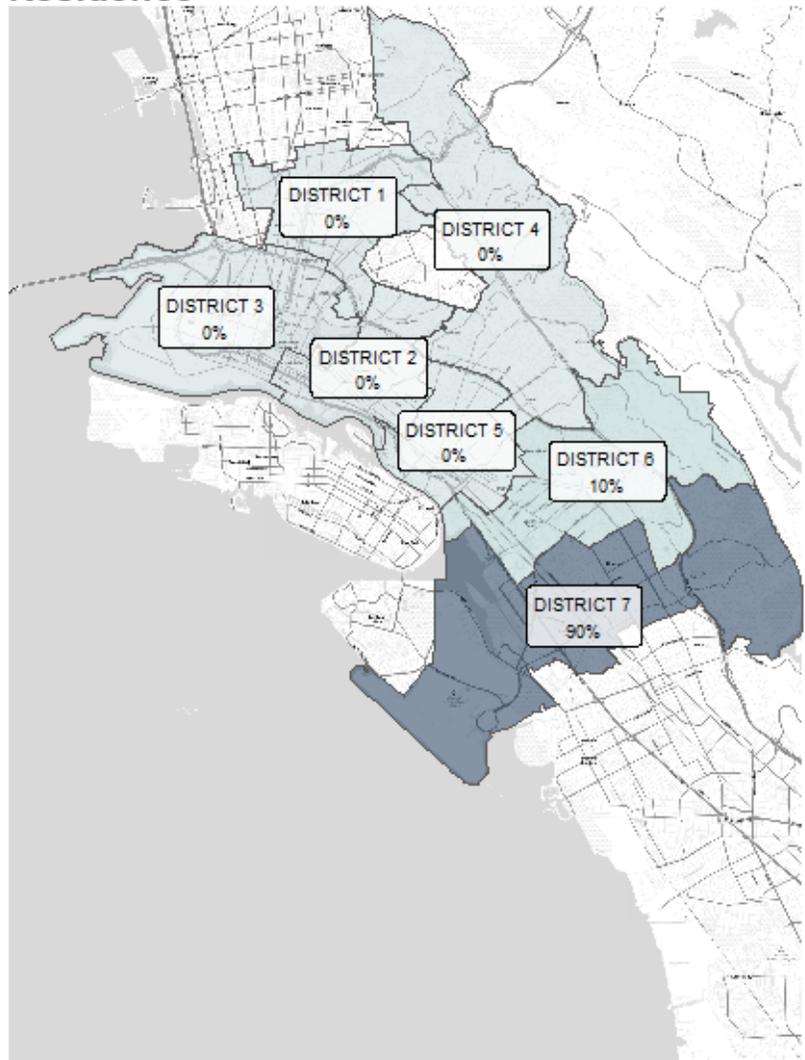
Gender



Age



Residence

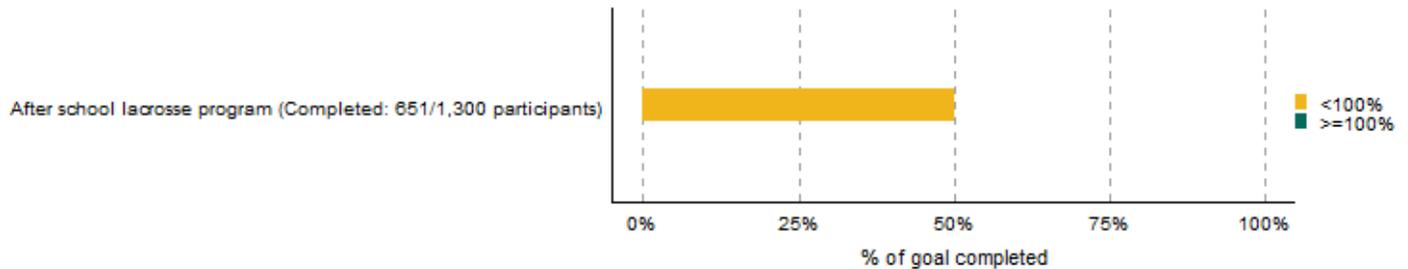


Note: Participant characteristics reflect 2,038 to 2,583 total participants served. Demographic data come from grantee progress reports. Race and ethnicity data include participants in after-school program, not the in-school physical education program. Participants are not required to report race and ethnicity on the registration form. Age, gender, and residence data include participants in both programs but are not systematically collected in the in-school physical education program.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Led lacrosse activities in physical education classes at Oakland Unified School District (OUSD) and encouraged interested students to join after-school lacrosse program.
- Provided coaching and one-on-one coach mentoring for participants through after-school lacrosse training and practices.
- Encouraged leadership development for students by providing opportunities to coach other students in lacrosse.
- Conducted wellness education by providing seasonal recipes, healthy snacks, and water.



Note: Participant data come from grantee progress reports and only include participants in the after-school program.

Partnerships

- OUSD: Oakland Lacrosse supports Oakland middle schools at free cost and manages the lacrosse team. They also provide after-school programming and later focused on physical education classes to enhance the program. Oakland Lacrosse provides materials, staffing, expertise, etc.
- AIM High: AIM High is a summer program that provides academic programming to middle schoolers. It provides more leadership opportunities for players in the programs to stay for the summer to coach and expand their leadership.
- Oakland Parks, Recreation, and Youth Development Department: During the summer, Oakland Lacrosse partners with the Oakland Parks, Recreation, and Youth Development Department to run their Town Summer Camps.
- ESM Prep, Mandela Partners, and Oakland Athletic League are all partnerships established prior to grant funding.

Resources

- Oakland Lacrosse's knowledgeable staff and program materials enhanced the value of their after-school programming and in-school physical education classes.
- Offering activities in physical education class introduced students to lacrosse and encouraged some to join the after-school programming.

Challenges

- Student absences presented a challenge for planning physical education class lacrosse activities and engaging students, as some schools had as high as 30 percent of students out on a given day.

GRANT PROGRAM SUCCESSES

- Oakland Lacrosse is the primary lacrosse partner for OUSD and handles all coaching and program administration, and it has expanded their partnerships with schools.
- Oakland Lacrosse has exceeded their engagement goals by reaching over 1,300 students.

NEXT STEPS AND SUSTAINABILITY

- The grantee would like to offer young people a space to be healthy and make healthy choices. Their goal is to be in every Oakland Unified K-12 school.

Youth Program

Oakland Soccer Club

Participants served

403

Grant period

July 2022—June 2024

Total funding amount

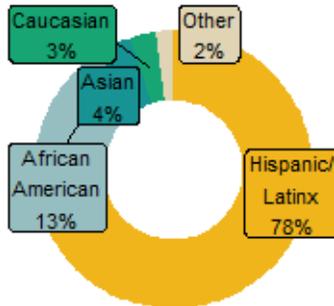
\$50,000

SUMMARY

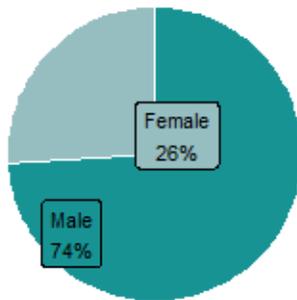
The Oakland Soccer Club's Youth Program sought to encourage children of color across Oakland to make healthy nutritional choices and participate in regular physical movement and exercise through soccer. The program promoted these goals through educating coaches and implementing the Rethink Your Drink soda reduction pledge. Participating youth attended five hours per week of soccer skill combination practice, targeted skill building activities, small-sided games, and scrimmages.

PARTICIPANT CHARACTERISTICS

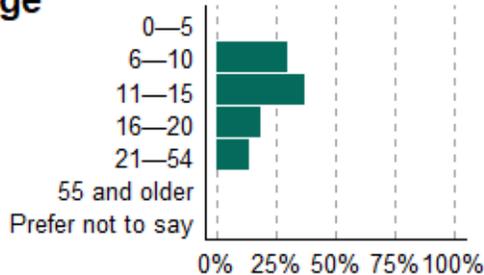
Race/Ethnicity



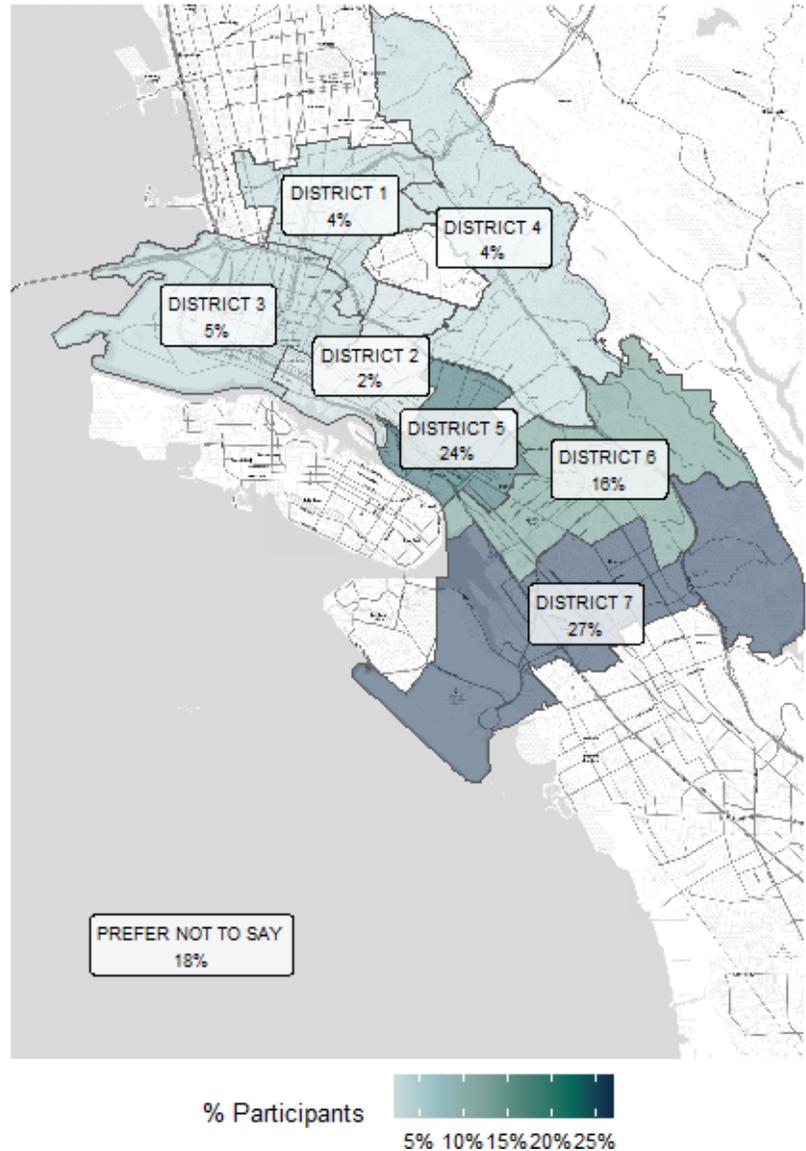
Gender



Age



Residence

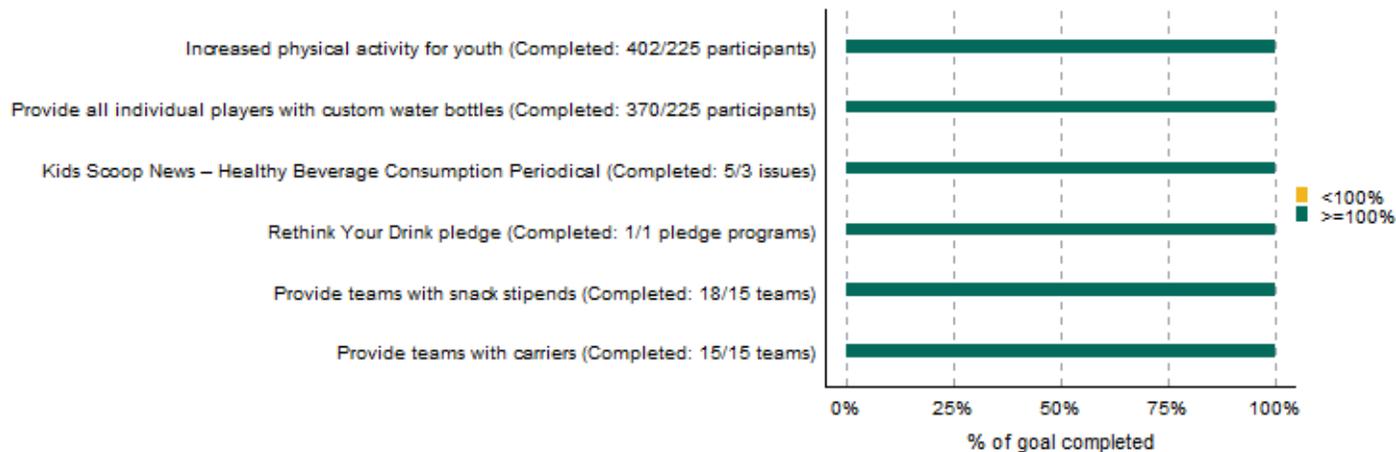


Note: Participant characteristics reflect 402 to 403 total participants served. Demographic data come from an interview with the grantee.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Provided soccer programming to increase activity among Oakland youth, including five hours per week of soccer skill combination practice, targeted skill building activities, small-sided games, and scrimmages.
- Educated coaches and provided coach-led education for youth.
- Distributed Kids Scoop News periodicals focusing on healthy beverage consumption.
- Implemented the Rethink Your Drink soda reduction pledge, a promise children in the program made to drink less SSBs and more water (incentivized by free juice).
- Provided teams with water bottles, water carriers, and stipends for healthy snacks.
- Organized healthy food and beverage distribution events.



Note: Participant data come from an interview with the grantee and are not available in grantee progress reports.

Partnerships

- Kids Scoop News created and distributed periodicals focused on healthy beverage consumption to players in Oakland Soccer Club and to the OUSD schools that players attend.
- Juice Holick sold healthy juice and contributed coupons for the Rethink Your Drink pledge as a new partner.
- Square Pie also provided coupons for the pledge, offering free smoothies to students who completed the pledge to reduce sugary beverage intake and increase water consumption.

Resources

- Funding made it possible to conduct program activities specifically focused on nutrition and physical activity, such as providing stipends for coaches and healthy snacks for participants, distributing issues of Kids Scoop News, and reserving playing fields for activities.

Challenges

- The minimal staffing of the club posed a significant challenge, as many responsibilities fell on the program director, particularly during the early part of the grant.
- Managing the program with primarily volunteers proved difficult, especially when it came to securing help for tasks like ordering and distributing bottles.
- The reporting process for this grant often felt complex and required the Oakland Soccer Club to regularly request support.
- Administrative delays with the City of Oakland led to delays in receiving funds, which posed challenges for program implementation.

GRANT PROGRAM SUCCESSES

- The program successfully achieved its vision by taking a holistic approach to both increasing youth's physical activity and decreasing SSB consumption, benefiting participating youth soccer players and their families beyond just athletic training.
- The grantee reported that the branded "Oakland drinks water" water bottles were a significant success, as students continued to use them enthusiastically—much more than anticipated.

Combating Food Apartheid through Alternatives to SSBs

Planting Justice

Grant period

July 2022—June 2024

Total funding amount

\$95,000

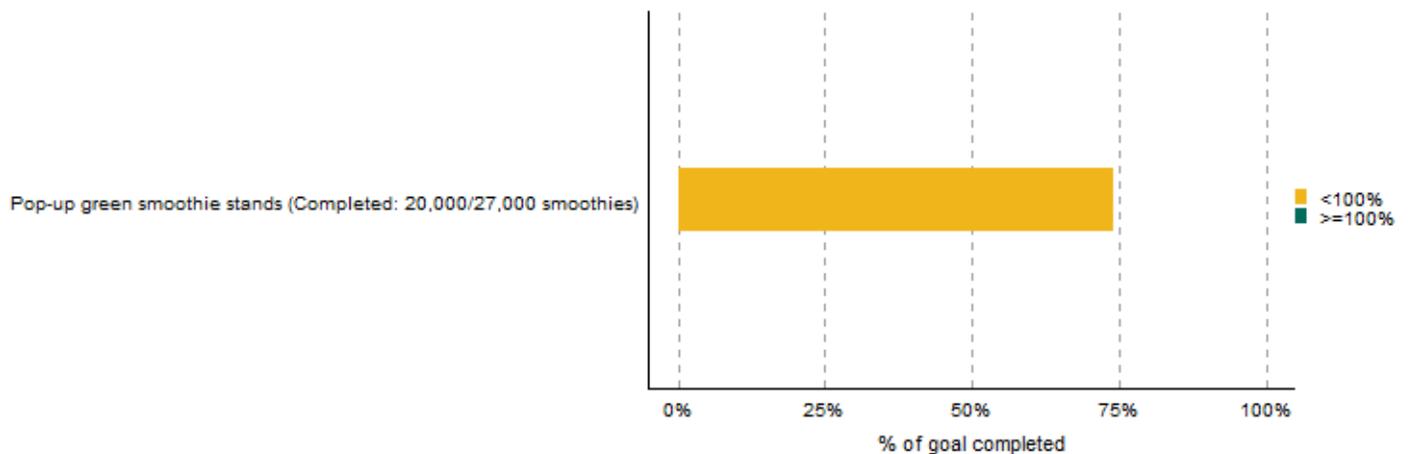
SUMMARY

Planting Justice provided nutritious smoothies and culturally relevant nutrition information about the harmful impacts of SSBs and healthy alternatives. Through their programming, they have conducted program activities in Oakland neighborhoods including East and West Oakland, homeless encampments, areas around 105th Avenue, Oscar Grant Plaza, and Fruitvale BART. At the time of the interview in summer 2024, the grantee shared they had not yet received any of their funding from the City of Oakland, so it had to conduct the program activities using other funds.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Created pop-up stands to provide free green smoothies to people in homeless encampments, Oscar Grant Plaza, Fruitvale BART, and OUSD public high schools and delivered smoothies, recipes, nutrition education, and information about alternative to SSBs to individuals who visited the stands.
- Participants who received smoothie cups also received an educational flier with smoothie nutritional information, the harms of SSBs, and other nutritional information.



Note: Participant data come from an interview with the grantee. Demographic data are not collected because doing so would be logistically difficult at large-scale pop-up smoothie stands.

Partnerships

- Planting Justice had multiple partners to provide additional support for SSB-funded programs, such as Tesla’s Electric Smoothie Lab Apothecary and OUSD public high schools.
- The Planting Justice education team collaborated with Tesla’s Electric Smoothie Lab Apothecary to distribute freshly harvested green smoothies at educational pop-ups at community and OUSD school sites.
- OUSD public high schools provided the locations where Planting Justice education team offered smoothies to the community.

Resources

- Institutional knowledge helped this program, which has been in operation since 2010, run smoothly.

Challenges

- Lengthy delays getting an executed contract from the City of Oakland meant that the grantee had to operate with alternative funds.

GRANT PROGRAM SUCCESSES

- Community participants reported to the grantee that they expect to see the pop-ups in their neighborhoods and enjoy the smoothies they are consuming.

NEXT STEPS AND SUSTAINABILITY

- The grantee would like to continue this program and continue distributing nutrient-dense food to Oakland residents.

Oakland on the Move: Tackling Sugary Drinks

Public Health Institute Center for Wellness & Nutrition

Participants served

8

Grant period

July 2022—June 2024

Total funding amount

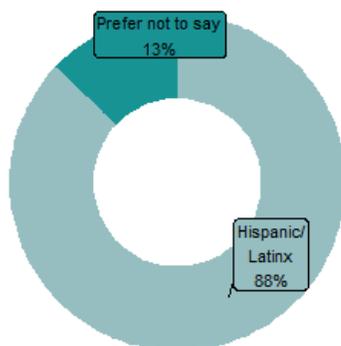
\$195,000

SUMMARY

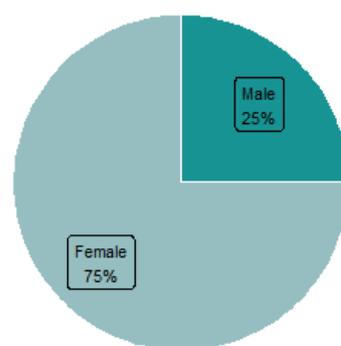
Through this program, the Public Health Institute Center for Wellness & Nutrition sought improve knowledge and civic engagement of youth by recruiting youth ambassadors to conduct a counter-advertising campaign in communities of Latino descent in the Fruitvale and East Oakland neighborhoods to reduce SSB consumption. Program implementation began July 2022, paused in part of 2023, and resumed in January 2024. As a result of lower-than-expected funding and staffing shortages at partner organizations, the Public Health Institute cancelled several originally planned partnerships and instead partnered with HOPE Collaborative to recruit youth ambassadors. These challenges also led the Public Health Institute to cancel the campaign activities themselves during this round of funding.

PARTICIPANT CHARACTERISTICS

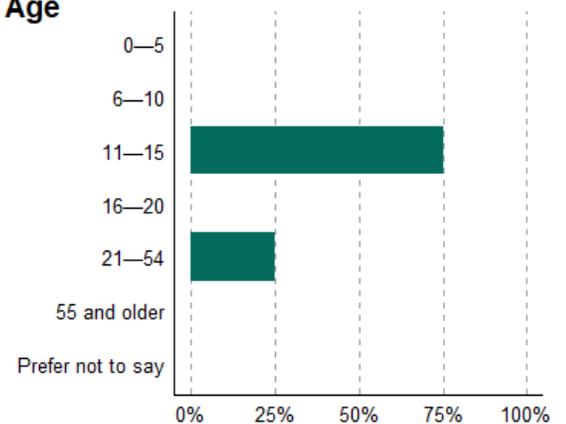
Race/Ethnicity



Gender



Age

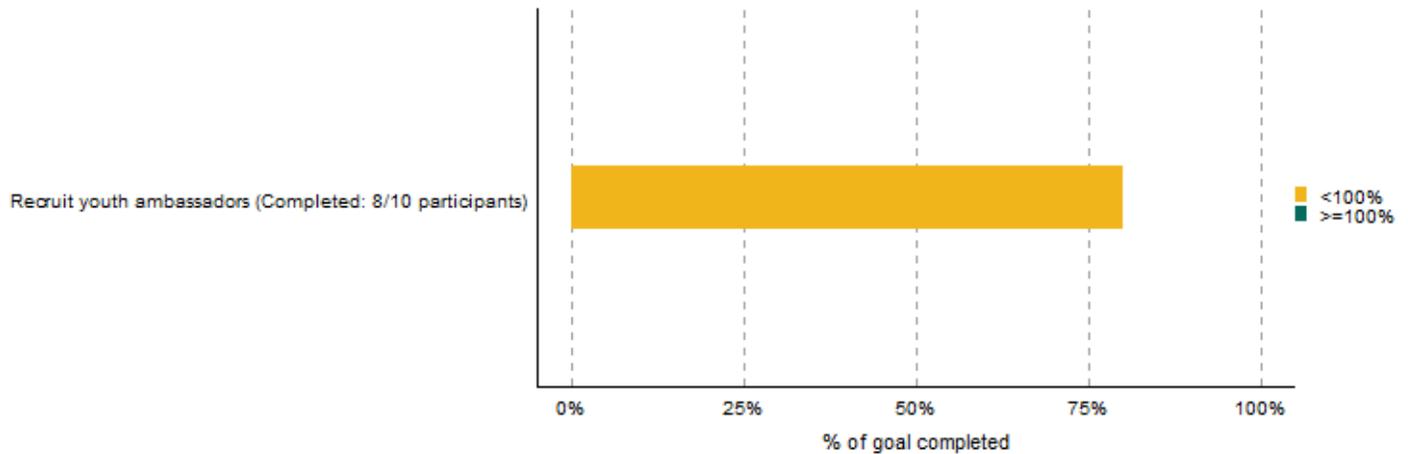


Note: Participant characteristics reflect 8 total participants served. Demographic data come from grantee progress reports and an interview with the grantee. Residence data are not available.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

Recruited and trained youth ambassadors to conduct digital storytelling activities through photovoice and to engage in the co-development and co-design of campaign messages and materials.



Note: Participant data come from grantee progress reports and an interview with the grantee. The counter-advertising campaign was not conducted as planned due a change in partnerships.

Partnerships

- At the start of 2024, the grantee began working with HOPE Collaborative, an organization with access to young people and aligned work after a partnership with the YMCA in the East Bay fell through. HOPE Collaborative sought to recruit youth from their own membership base to participate in the program, but firm recruitment of these participants was not established.

Resources

Challenges

- The program faced delays and complications in identifying key partners for the project due to insufficient funding; a breach further delayed the project until the contract was executed.
- Despite prior alignment with the project's activities, its potential partner, YMCA in the East Bay, was unable to participate due to a long delay, staffing shortages, and damage to their building.

NEXT STEPS AND SUSTAINABILITY

- The grantee hopes to continue its planned work on this program under a renewed SSB grant funding contract, maintaining its partnership with HOPE Collaborative. The grantee's partner relationship is strong, and they expect this partnership to continue its support in the future.

Food Matters: Building Healthy Food Systems

Roots Community Health Center

Grant period

July 2022—June 2024

Total funding amount

\$245,000

SUMMARY

Roots Community Health Center used SSB grant funding 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; and promote behavior change through knowledge of budget-friendly healthy recipes. The grantee led pop-up markets in East Oakland. Through their partnerships, Roots referred participants to their programming and vice-versa.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

The Roots Community Health Center conducted several core activities:

- Held Healthy Market Hunts to educate individuals on food labels, through its partnership with Healthy Black Families
- Hosted pop-up markets to sell affordable produce and enroll community members in Cal-Fresh at the Akoma Market
- Delivered community-supported agriculture (CSA) produce as part of Healthy Box, through its partnership with Black Cultural Zone

Other activities supported by SSB grant funds included the following:

- Enlisted trusted neighborhood messengers from the neighborhoods served to conduct community outreach and engagement activities for nutritional programming through its partnership with Black Cultural Zone
- Conducted Akoma Market & Community Events at Liberation Park through its partnership with Black Cultural Zone to increase access to affordable produce and enroll community members in Cal-Fresh
- Provided online cooking classes to residents in East Oakland

Note: Participant data are not available.

Partnerships

- Healthy Black Families conducted virtual cooking classes and Healthy Market Hunts, where they educated participants on how to read food labels so they are able to make healthy choices.
- Black Cultural Zone provided space at Akoma Market, where the grantee hosted a pop-up market.
- Mandela Partners and the Alameda County Food Bank provided some produce for the Healthy Box CSA share delivery program.

Resources

- Staff at the pop-up markets used the opportunity to conduct outreach and sign participants up for Cal-Fresh.

Challenges

- The grantee shared that there is a barrier for data collection, as they do not want burdensome registration processes to create a deterrent for people who might otherwise participate in beneficial programs, such as Healthy Box deliveries.

GRANT PROGRAM SUCCESSES

- Program participants reported to the grantee that they enjoyed being introduced to fruit-infused water and learning about produce and healthy food.

NEXT STEPS AND SUSTAINABILITY

- The grantee plans to continue adapting its work to include both virtual and in-person programming, which have become the norm after the COVID-19 pandemic.

The Legacy of Our Foods Program

Safe Passages

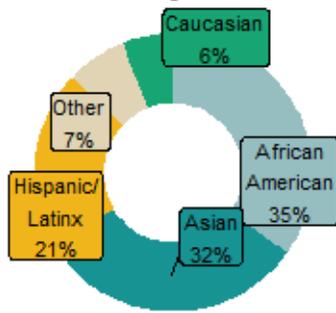
Participants served	Grant period	Total funding amount
15,499	July 2022—June 2024	\$105,000

SUMMARY

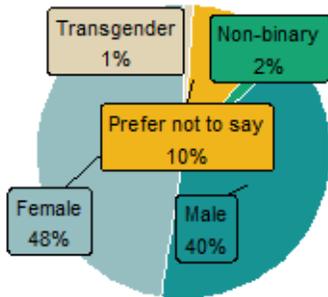
The Legacy of Our Foods Program sought to reduce health disparities among the most vulnerable communities in West Oakland, East Oakland, Fruitvale, and San Antonio neighborhoods, particularly focusing on families of color, through nutrition and physical education and nutritious food distribution. Multiple partners supported this effort by distributing food, integrating SSB and nutrition education into school programs, and providing outreach and support.

PARTICIPANT CHARACTERISTICS

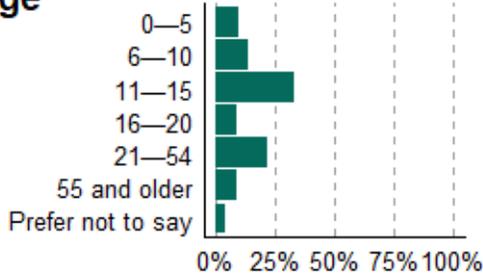
Race/Ethnicity



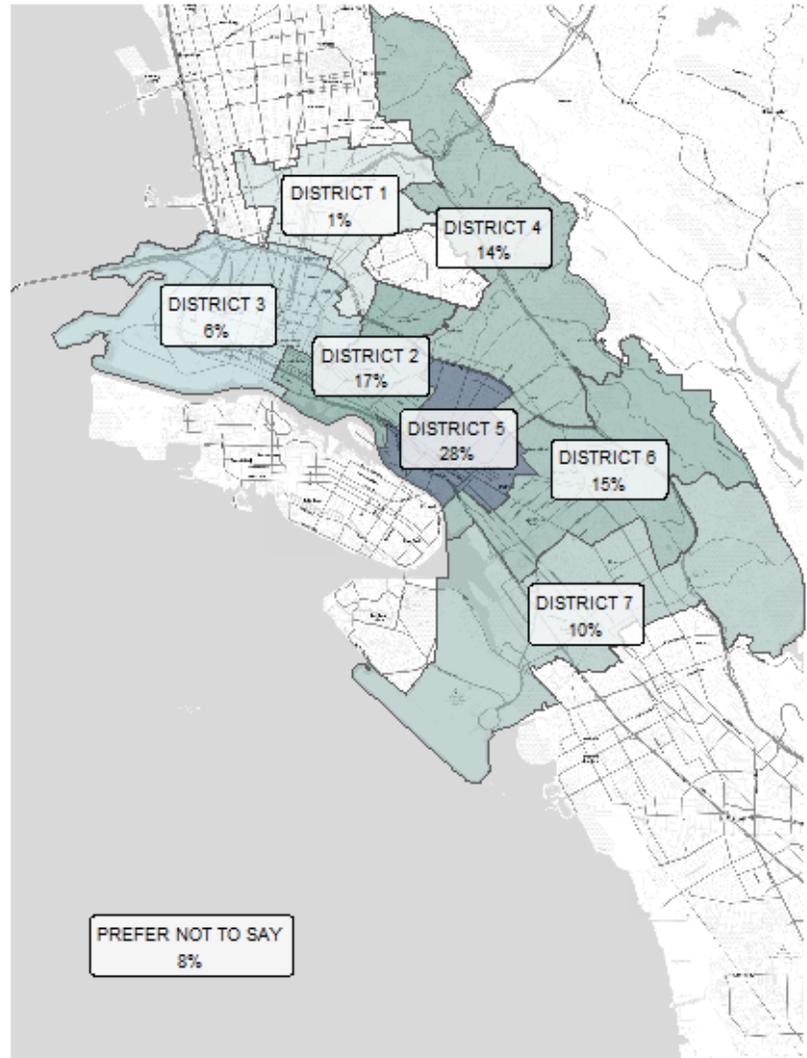
Gender



Age



Residence

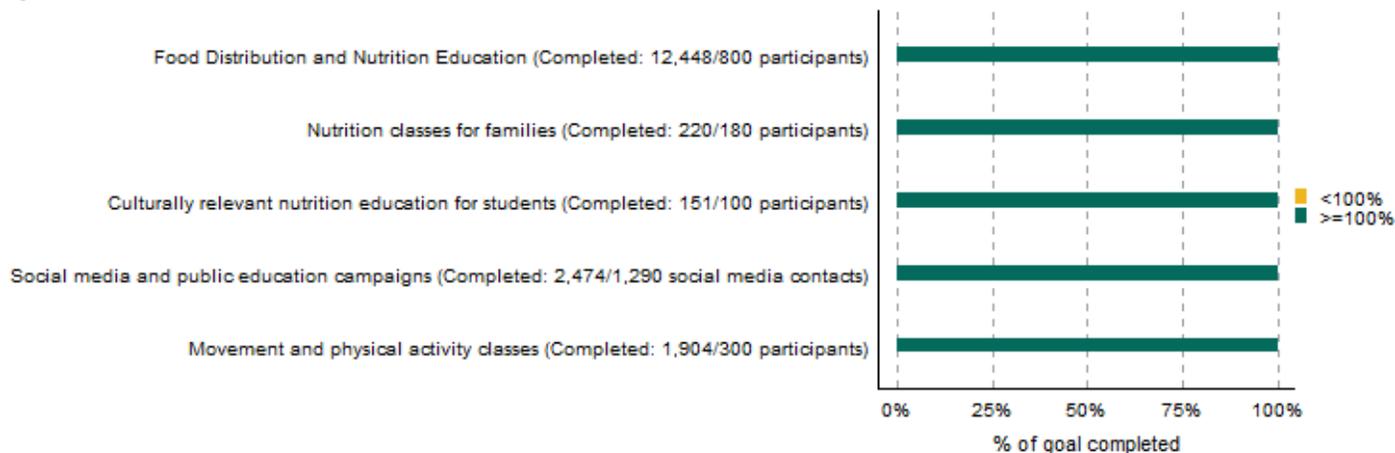


Note: Participant characteristics reflect 15,496 to 15,499 total participants served. Demographic data come from grantee progress reports and may be duplicated across reporting periods.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Held Baby Learning Community Collaborative workshops for families and guardians of children (ages 0–8), focusing on nutrition and reducing sugary beverage consumption.
- Implemented a Student Wellness & Nutrition Curriculum (K–12) in schools, emphasizing nutrient-dense foods and encouraging the replacement of sugary drinks with water through social media and public education campaigns.
- Conducted Movement & Physical Activity Classes for both students and parents.
- Distributed healthy food and beverage alternatives to SSBs and administered nutrition programs through various activities such as sports teams, Zumba classes, walking clubs, and Cycles for Change, including opportunities for parents to participate alongside their children.



Note: Participant data come from grantee progress reports and may be duplicated across reporting periods.

Partnerships

- The Alameda County Food Bank provided support through food distribution.
- The Alameda-Oakland Community Action Partnership collaborated on various outreach and support activities.
- OUSD integrated SSB activities into the after-school program, offering flexibility in deciding the curriculum and activities within the schools.

Resources

- Culturally affirming and linguistically diverse program staff offered support in over 10 languages, enabling effective engagement and services to a broad range of people.
- Safe Passages provided additional wrap-around services for SSB participants, such as life coaching, complementing food distribution and wellness activities, which enriched participants' overall experience and increased their engagement with the program.

Challenges

- The program faced challenges with school-based scheduling conflicts.
- High staff turnover in 2022 caused delays in implementing the program, pushing the start to later in the year after high demand for the program during the summer.
- A break-in at the office resulted in the theft of purchased materials, which further delayed the start of the program.

GRANT PROGRAM SUCCESSES

- The program effectively coordinated with the food bank, resulting in the delivery of a diverse set of food, including fresh fruits, vegetables, canned goods, and cases of water.
- Staff established a positive relationship with families, ensuring they did not feel shame or guilt when using the services.
- Food distribution exceeded initial expectations, with a total of 12,000 items distributed, demonstrating effective word-of-mouth promotion of the services.

NEXT STEPS AND SUSTAINABILITY

- Most of the programming will continue without interruption, with only the public education campaigns expected to discontinue. The remaining activities will proceed as planned but with reduced frequency due to scaled-back resources.

Oakland Global Goal 5 Girls Soccer League

Soccer Without Borders

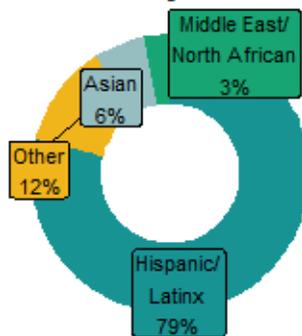
Participants served	Grant period	Total funding amount
154	July 2022—June 2024	\$50,000

SUMMARY

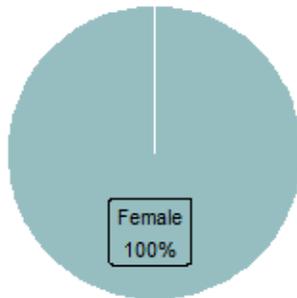
Oakland Global Goal 5 Girls Soccer League sought to promote physical activity and wellness among newly arrived immigrant girls between ages 14 and 19, a population systemically excluded from positive, organized recreational experiences and particularly susceptible to the hazards of non-nutritious food and beverages. The recreational soccer program included weekly group practices and enrichment sessions, weekend games, and youth leadership training and was exclusively dedicated to serving these immigrant youth and their families in far East Oakland, San Antonio, Fruitvale, and West Oakland.

PARTICIPANT CHARACTERISTICS

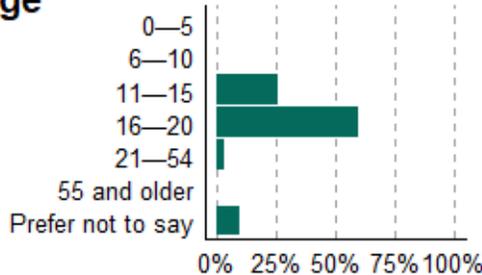
Race/Ethnicity



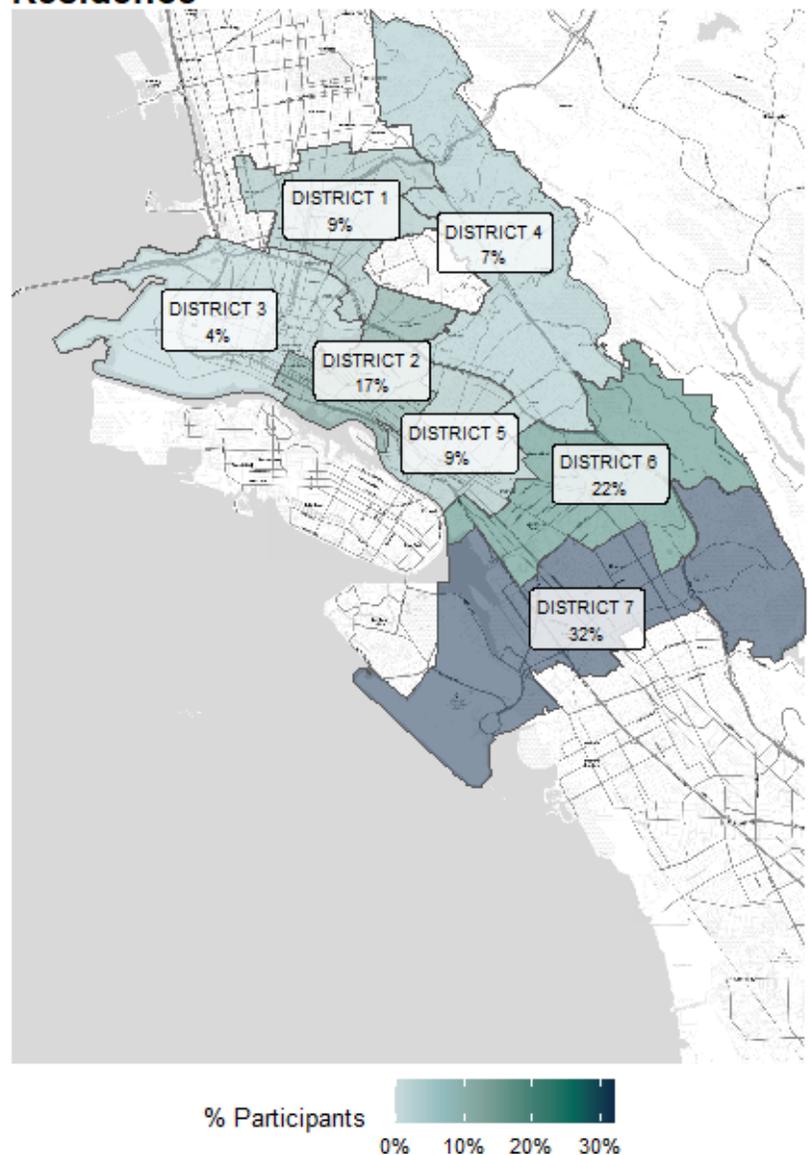
Gender



Age



Residence

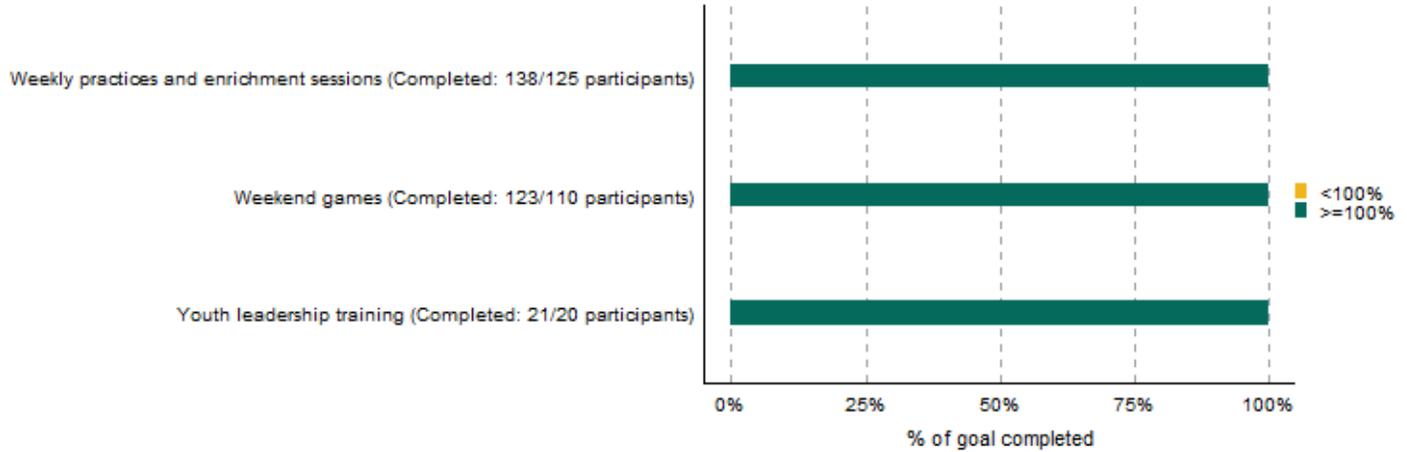


Note: Participant characteristics reflect 138 to 154 total participants served. Demographic data come from an interview with the grantee. "Other" includes a small number of African American participants.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Conducted weekly group practices and enrichment sessions to enhance soccer skills and team cohesion.
- Organized weekend games.
- Held wellness workshops with nutrition and wellness content for participating girls.
- Hosted family engagement days with limited focus on nutrition and wellness for families.
- Implemented small-scale youth leadership training by developing leadership skills among team captains.



Note: Participant data come from an interview with the grantee and are not available for the wellness workshops and family engagement days.

Partnerships

- East Oakland High School provided access to field space for the after-school program, enabling students to participate in wellness activities offered at the school.
- Alameda County Food Bank established a preliminary partnership to provide snacks for distribution at camps.
- University of California San Francisco, a new partner, collaborated with the offered education on topics such as mental health and nutrition to build on work funded through the SSB grant.

Resources

- Committed program staff developed relationships with participants; built trust with the league; and creatively coordinating games, equipment, and practices.
- Volunteers helped supplement staff capacity by refereeing and providing transportation when capacity was limited.
- Longstanding partnerships with schools facilitated access to field space and facilities for program activities.

Challenges

- Due to lower-than-expected funding, the program was unable to emphasize nutrition and wellness for participants and families as much as initially hoped.
- Coordinating with the food bank proved time-intensive, as staff with limited capacity faced challenges in picking up food that was often nearing its shelf life.
- The organization faced capacity limitations with only a limited number of staff to implement desired activities. Initiatives such as wellness education required additional partnerships and external expertise to address effectively.

GRANT PROGRAM SUCCESSES

- A high number of youth participated regularly in the programming. •Coaches observed improvement in participating youth's mental health and family life.
- The program demonstrated strong retention rates and continued youth engagement and satisfaction, with many participants reenrolling year after year.

Meals that Heal: Health Improvements for Homebound Seniors in Oakland

SOS: Meals on Wheels

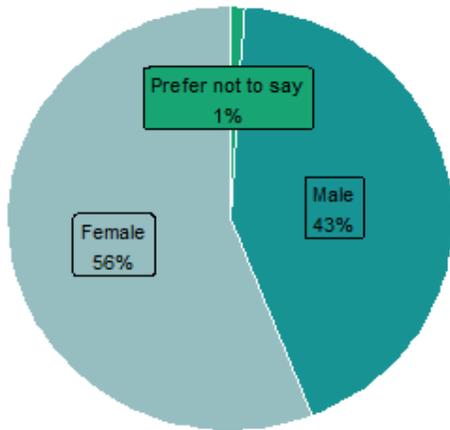
Participants served	Grant period	Total funding amount
2,015	July 2022—June 2024	\$155,000

SUMMARY

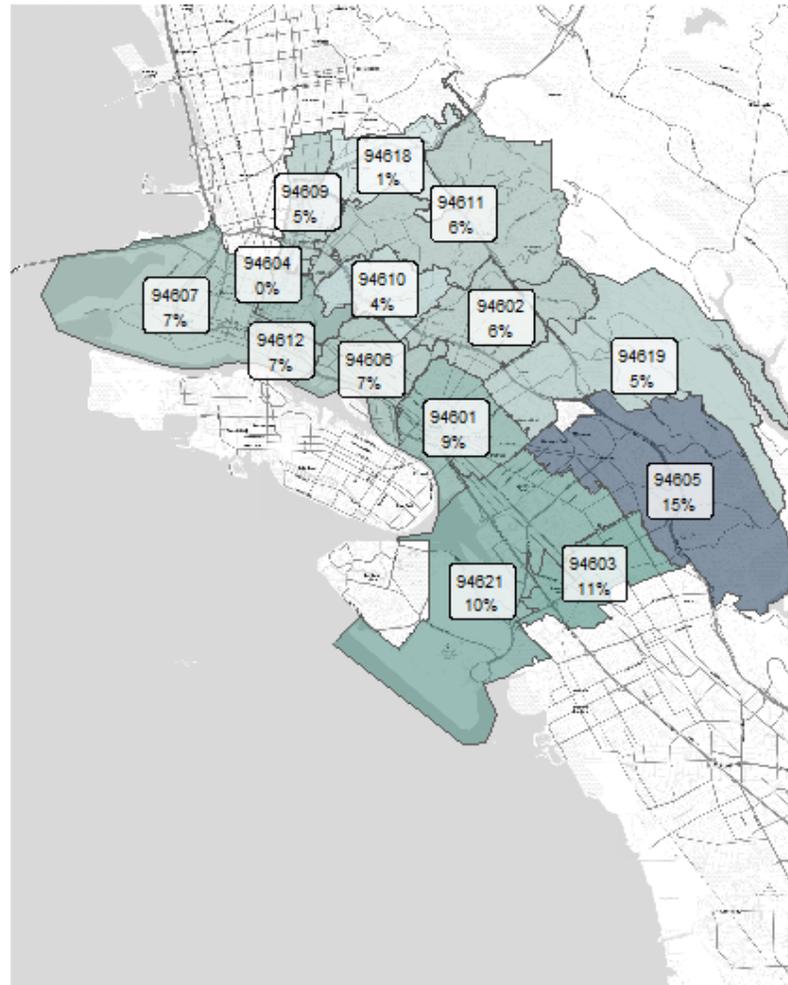
Through the Meals that Heal program, Meals on Wheels sought to use SSB grant funding to decrease food insecurity and isolation among homebound senior clients while increasing knowledge and awareness of eating and drinking habits that can help prevention or manage diabetes and other related health issues. To achieve this goal, Meals on Wheels used SSB grant funds to support its work delivering meals, supplemental groceries and snacks, water bottles, and educational literature and menus on eating for the prevention of diabetes to homebound clients in West and downtown Oakland, Fruitvale, and the San Pablo Corridor. SSB grant funds also supported an annual outcomes evaluation survey.

PARTICIPANT CHARACTERISTICS

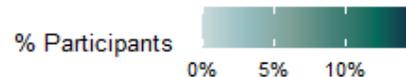
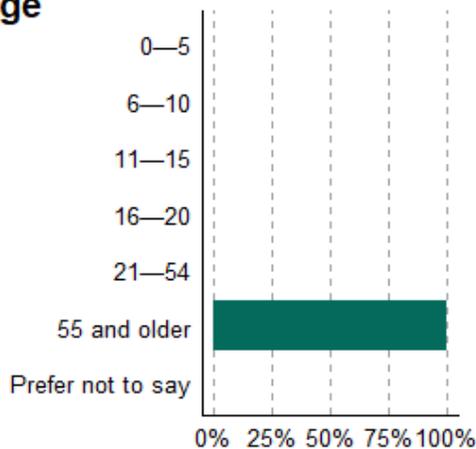
Gender



Residence



Age

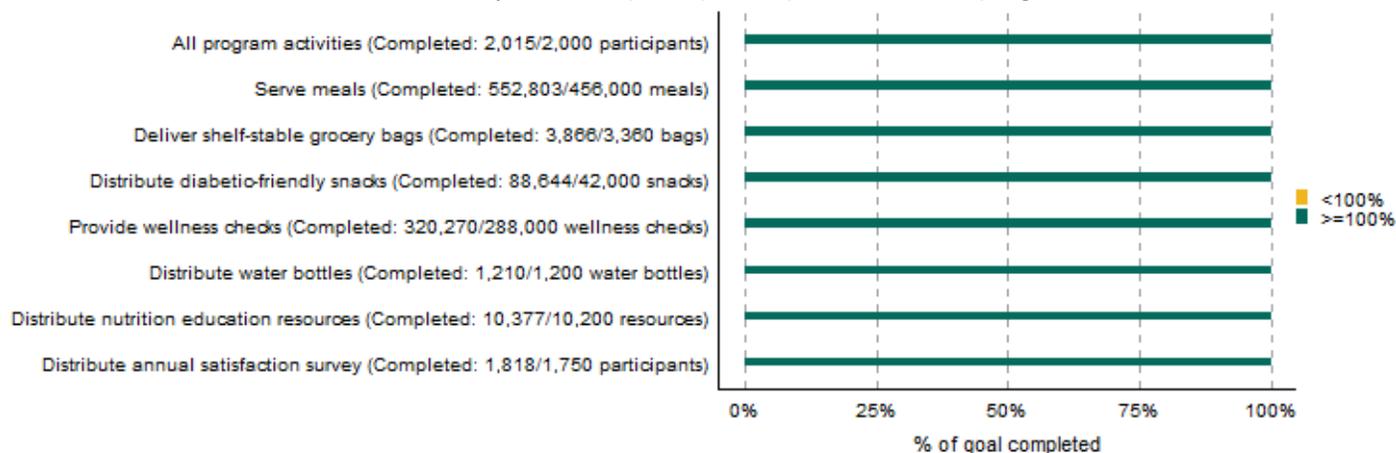


Note: Participant characteristics reflect 2,015 to 2,030 total participants served. Demographic data come from grantee progress reports and an interview with the grantee. The total number of Oakland-based, unduplicated participants is 2,015. Race and ethnicity data are not available, and residence data is reported at the zip code level. Seven percent of 2,030 participants do not appear in the residence figure because their reported zip codes were not among those included on the map. The 2,030 participants represented in the map include 15 duplicate participants who moved during the grant period.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Prepare and deliver daily meals to Oakland clients that meet 1/3 of daily nutrient needs and diabetic diet requirement.
- Package and deliver supplemental bags of groceries to acute cases in Oakland.
- Provide supplemental snacks to diabetic or pre-diabetics clients in Oakland.
- Provide water bottles to participants who receive meal delivery.
- Provide educational literature on monthly menus on eating for the prevention and intervention of diabetes.
- Conduct an annual outcome evaluation survey to assess participant experiences in the program.



Note: Participant data come from grantee progress reports and an interview with the grantee. The unduplicated number of Oakland-based participants is available only the full grant period, not for individual reporting periods. Reported counts of wellness checks are estimates.

Partnerships

- Mercy Brown Bag provides items for grocery bags that Meals on Wheels distributes.
- Spectrum Community Services helps to facilitate Meals on Wheels delivery and offers other nutrition- and fitness-focused programming for seniors.
- LIFE ElderCare, initially partnered with Meals on Wheels to provide in-home physical and mental health care for seniors that supplemented Meals on Wheels' goal of improving health. However, this partnership ended in 2023 when LIFE stopped operating in Oakland.

Resources

- City staff who have a long history of involvement with SSB-funded programs brought intuitional knowledge and served as vital partners.
- The grantee's Salesforce database simplified and improved the process of tracking program activities and reach.

Challenges

- The process to report on grant activities and progress has been confusing.

GRANT PROGRAM SUCCESSES

- Meals on Wheels exceeded their goal number of participants who received meals, and has been successful at meeting an increased need for meal delivery services in Oakland following the COVID-19 pandemic. •Responses to Meals on Wheels' annual satisfaction survey indicate that SSB-supported activities are meeting nutritional and health needs among participants.

NEXT STEPS AND SUSTAINABILITY

- The grantee is seeking new and additional funding to sustain activities currently supported by the SSB grant, maintaining a focus on hydration and educational resources introduced using SSB grant funds.

YMCA and Healthy Me

YMCA of the East Bay

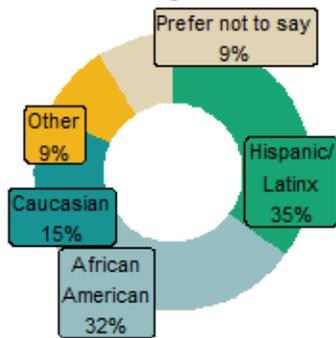
Participants served	Grant period	Total funding amount
1,055	July 2022—June 2024	\$95,000

SUMMARY

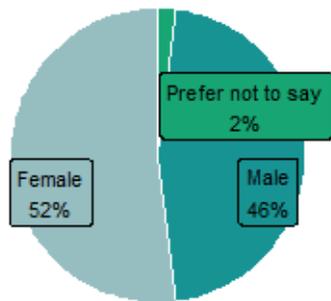
The Young Men’s Christian Association (YMCA) of the East Bay sought to use SSB grant funds to focus on health in early childhood by providing education to children and families enrolled in YMCA programs about the value of decreasing SSB consumption; promoting healthy eating practices that are culturally relevant, affordable, enjoyable, and achievable; and educating children and families about the benefits of daily exercise. SSB grant funds supported several activities to reach these goals, including Harvest of the Month, Healthy Me / Saludable Soy Music Movement Classes and Family Events, Parent Nutrition Committee Meetings, a Water Promotion & SSB Reduction Campaign, and a Community Table Nutrition Newsletter.

PARTICIPANT CHARACTERISTICS

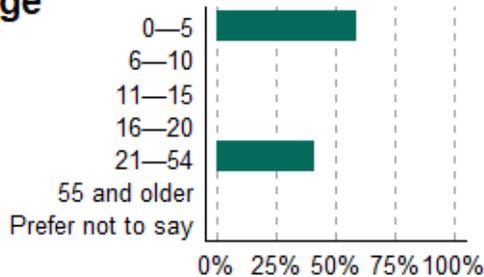
Race/Ethnicity



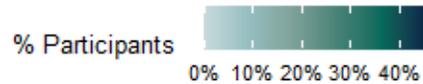
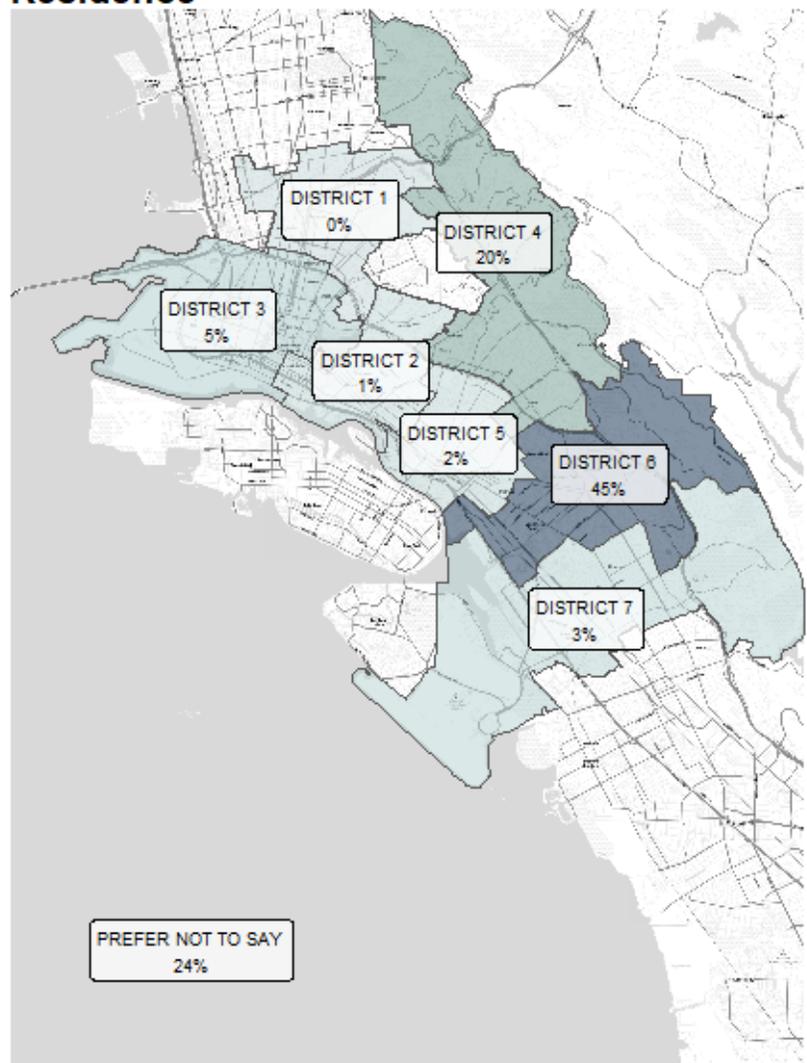
Gender



Age



Residence

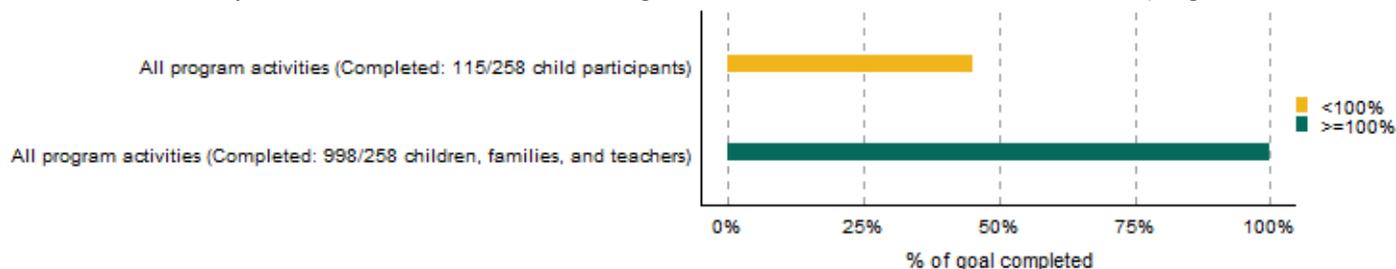


Note: Participant characteristics reflect 903 to 1,055 total participants served. Demographic data come from an interview with the grantee and progress reports. Residence data include activities from July 2022–December 2023 and include 903 participants.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Hosted Healthy Me / Saludable Soy Music Movement Classes and Family Events focused on healthy movement.
- Facilitated Nutrition Committee Meetings to engage parents of children enrolled in the program.
- Conducted a Water Promotion & SSB Reduction Campaign to educate participants about the health benefits of water.
- Hosted Harvest of the Month activities.
- Circulated a Community Table Nutrition Newsletter among the families of children enrolled in YMCA programs.



Note: Participant data come from an interview with the grantee. The count of children participating in program activities is unduplicated, but the count of family members and teachers in the program may be duplicated.

Partnerships

While the YMCA did not use SSB grant funds to begin new partnerships, SSB grant funding enabled the YMCA to add water promotion activities, such as providing fruit-infused water or educational materials about healthy eating to ongoing programs that it conducted in partnership with several organizations. Programs that were supplemented with water promotion activities included the following:

- Providing nutritious food through preschool food programs, a partnership with OUSD
- Providing health care services for families at YMCA sites, a partnership with Kerry's Kids
- Providing oral health programs and dental exams in the YMCA parking lot, as well as opportunities to sign up for Medi-Cal, through a partnership with the Alameda Dental Society
- Providing dental exams and referral notes when additional care was needed through a partnership with the LifeLong Dental Van
- Providing meals and food that families attending clinics could take home, a partnership with FARE Community Kitchens
- Providing Semi-Freddie's fresh bread at various centers

Resources

- Dedicated staff were committed to promoting healthy living education and meeting the nutritional and food needs of families, which grew during the COVID-19 pandemic.
- Family advocates were an important resource, working closely with families to identify and help address food-related needs.

Challenges

- Lower-than-anticipated funding presented some challenges for program implementation and led the YMCA to cancel an early childhood physical activity curriculum that it had planned to use.
- Child enrollment in the YMCA's early childhood programs has decreased since the COVID-19 pandemic as families have left Oakland due to the high cost of living and families' reluctance to return children to group classes and programming.
- Staffing presented a challenge, as it was difficult to find enough teachers to lead these programs.

GRANT PROGRAM SUCCESSES

- YMCA of the East Bay reported that the Harvest of the Month and Healthy Me programs have been enthusiastically received by teachers and children.
- SSBs are not available at any of the program sites, leading teachers, staff, and families to drink more water.

NEXT STEPS AND SUSTAINABILITY

- YMCA of the East Bay will look for additional funding to continue and expand the activities that have been supported by SSB grant funds.

Healthy Athletic Nutrition Program

Yonus Davis Foundation (formerly Living the Dream)

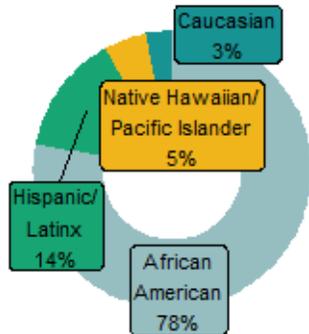
Participants served	Grant period	Total funding amount
400	July 2022—June 2024	\$75,000

SUMMARY

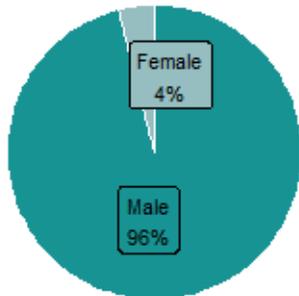
The Healthy Athletic Nutrition Program strives to provide proper nutrition, physical fitness, sports coaching, and comprehensive mentorship through the sport of football to foster the overall well-being of the participants, primarily serving African American youth from East Oakland.

PARTICIPANT CHARACTERISTICS

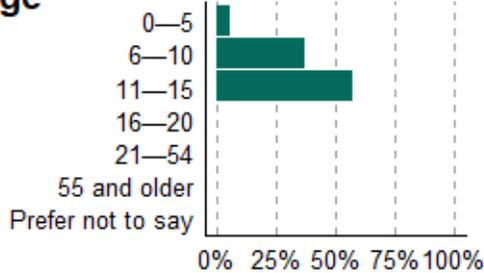
Race/Ethnicity



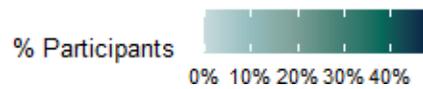
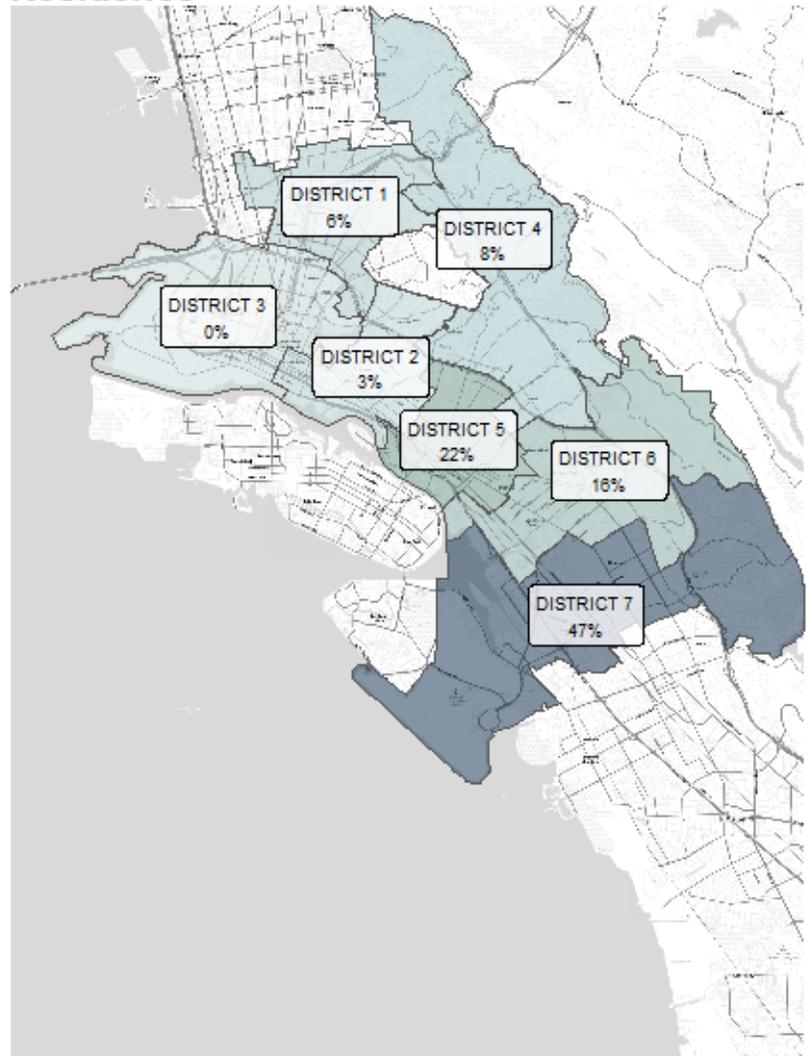
Gender



Age



Residence

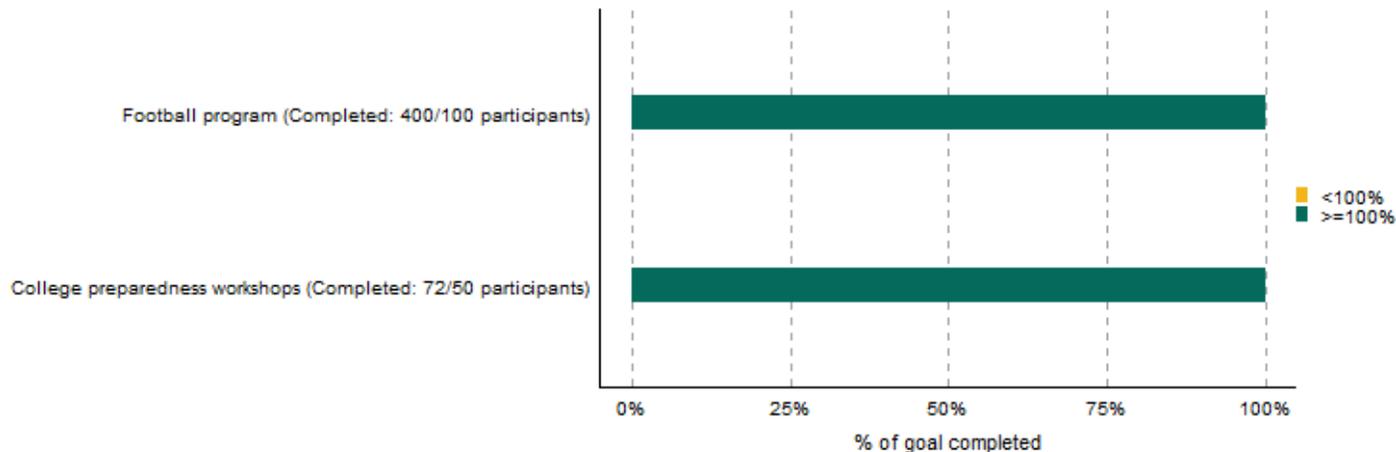


Note: Participant characteristics reflect 400 total participants served. Demographic data come from an interview with the grantee.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Conducted football practices and games to develop participants' athletic skills and team performance.
- Delivered nutrition education to promote healthy eating habits among participants.
- Facilitated college preparedness workshops to assist students in planning for higher education.
- Hosted sportsmanship and character development sessions.
- Organized community engagement activities.



Note: Participant data come from an interview with the grantee. Participants in the college preparedness workshops are also enrolled in the football program.

Partnerships

- The City's Summer Food Service Program, also supported by SSB tax funds, provided nutritious meals throughout the summer for all youth participants, ensuring they received healthy food during the program.
- The Ubuntu Center opened a space in downtown Oakland, which hosted some of the program activities and contributed to the program's accessibility and reach.

Resources

- Volunteers offered their time and effort to support various aspects of the programs.
- Donations from firefighters' unions, philanthropists, and other donors provided essential financial support, helping to fund and sustain the programs.

Challenges

- Delays in receiving the SSB grant funds caused frustration and hindered the program's ability to purchase proper football equipment for the youth.
- High costs for field space in Oakland made it difficult to provide necessary facilities for the program.

GRANT PROGRAM SUCCESSES

- Some participating youth have gone on to receive high school scholarships, providing valuable educational opportunities.
- Parents reached out for mentorship and life skills support, reflecting the program's positive influence on both youth and their families.

NEXT STEPS AND SUSTAINABILITY

- Next steps involve continuing to work with the City of Oakland to sustain and expand program activities, addressing the limited opportunities available for youth in the area. There is a goal to secure a dedicated building in the future to provide more comprehensive opportunities for local youth. In addition, plans include launching a new program called Fathers Stand Up within the Yonus Davis Foundation to encourage men to take active roles in supporting the community.

Peer-to-Peer Nutrition

Youth Employment Partnership

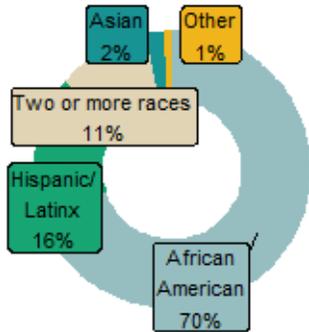
Participants served	Grant period	Total funding amount
134	July 2022—June 2024	\$95,000

SUMMARY

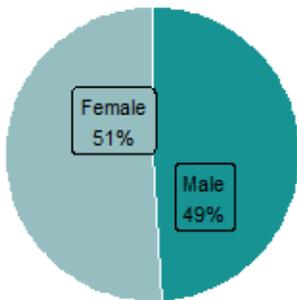
The Youth Employment Partnership used SSB grant funding to provide summer and after-school health, nutrition, and leadership training to Oakland youth, empowering them to train younger program participants and become advocates for healthy Oakland communities. The program served the Oakland flatlands neighborhoods from West to deep East Oakland. A lower-than-anticipated funding amount and contract delays pushed back the program start date from summer to fall 2022.

PARTICIPANT CHARACTERISTICS

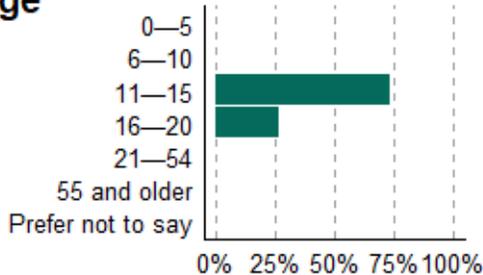
Race/Ethnicity



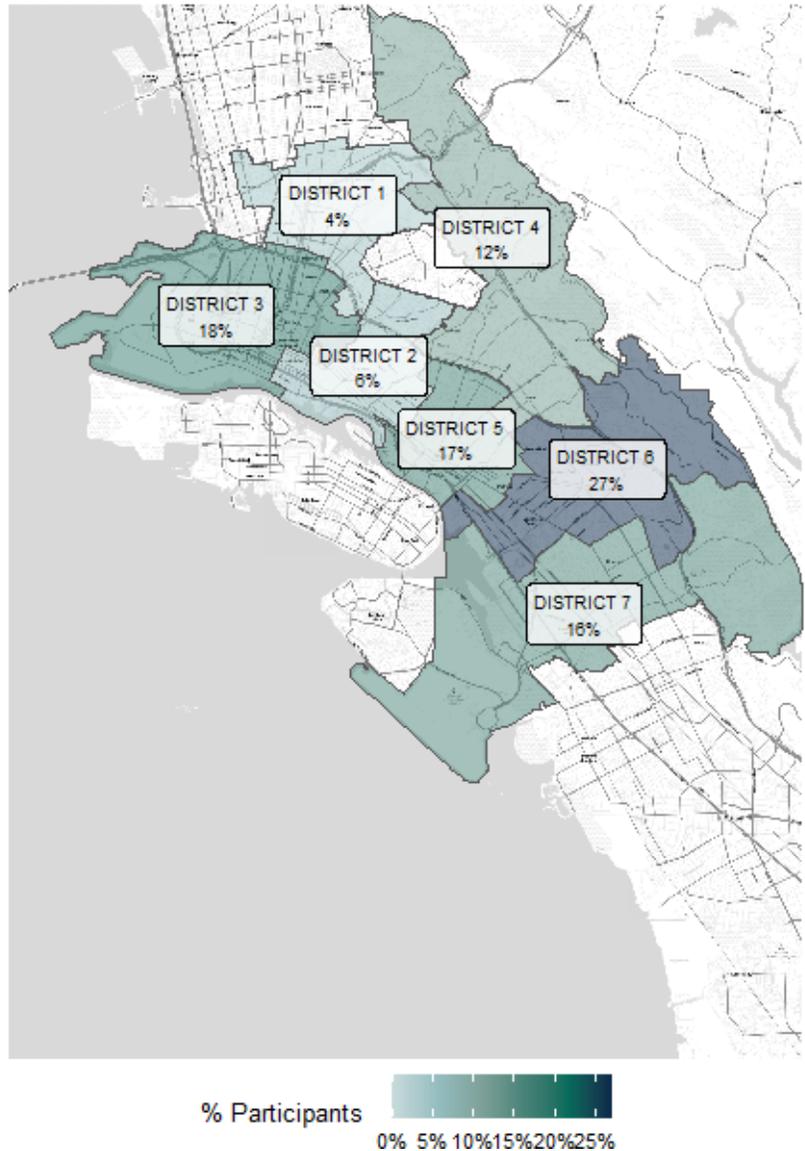
Gender



Age



Residence

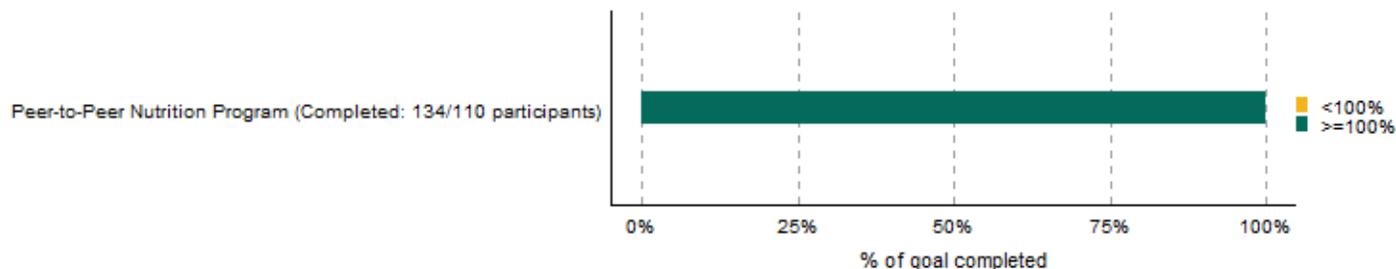


Note: Participant characteristics reflect 134 total participants served. Demographic data come from grantee progress reports and represent activities conducted from July 2022–December 2023.

GRANT PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Conducted Health & Nutrition Classes, which focused on nutritional plans, culturally relevant dishes, and converting home-cooked meals to healthier alternatives, among other topics.
- Led Health & Nutrition Internships in which youth leaders gained leadership skills to teach health and nutrition lessons to other members.
- Facilitated Peer-Taught Health & Nutrition Classes in which youth leaders taught health and nutrition classes to younger teens.



Note: Participant data come from grantee progress reports and include activities from July 2022–December 2023.

Partnerships

- The Youth Employment Partnership partnered with the West Oakland Youth Center (WOYC) to provide SSB training for some WOYC youth members. Partnering with WOYC led to an additional opportunity for the Youth Employment Partnership to receive dental education for some of its youth members.

Resources

- Youth leaders who received health and nutrition training were empowered to teach younger children in the program.
- Engaging teaching tactics, such as hands-on demonstrations of sugar content in beverages, engaged youth in the lessons.

Challenges

- Receiving fewer funds than initially planned and delays in contract initiation limited the program activities and delayed the youth training program from summer to fall 2022.
- Healthy foods needed for the training programs were expensive and sometimes challenging to find at local stores.
- In some cases where participants may have been able to purchase healthy foods at neighborhood stores, safety concerns in some neighborhoods discouraged participants from going to the store to access them.
- Commercial kitchen space that WOYC initially planned to provide for the Youth Employment Partnership to host SSB education programming did not occur due to high demand for the space internally at WOYC.
- The impact of COVID-19 on education access and quality has made it more difficult for some students to develop skills related to nutrition, such as performing calculations around prices and nutrition facts.

GRANT PROGRAM SUCCESSES

- Program staff expressed that the SSB curriculum helped engage students in the Youth Employment Partnership's larger health and nutrition program and helped them make healthier choices.
- Youth who participated in the classes tried new, nutritious foods and healthy alternatives to SSBs.
- Youth leaders trained younger program participants to become advocates for healthy communities.

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B. Non-grantee agencies

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Summer Food Service Program

City Administrator's Office

Program period

Summer 2023 and summer 2024

Total funding amount

\$762,451

SUMMARY

For 39 years, the City of Oakland has provided the Summer Food Service Program (SFSP), which is funded by the United States Department of Agriculture and administered by the California Department of Education (CDE). The program provides children in low-income areas of Oakland with free, healthy meals and snacks in the summer months when they are not in school. The City contracts with vendors to prepare snacks and lunches for delivery directly to operating sites, including those run by Oakland Parks, Recreation, and Youth Development and by the Oakland Public Library, as well as a variety of other community sites. The program reimburses vendors based on the number of snacks and lunches served. To supplement the CDE SFSP grant, **funding from the SSB tax (Measure HH) enables the City to provide larger portions of, and more nutritious, culturally appropriate meals.** The SSB tax funding also enables the City to reimburse vendors for meals provided at sites that do not meet the eligibility requirements of the federal SFSP, making it possible to provide meals at any Oakland site that applies and demonstrates the ability to operate the program.

The City selects vendors based on feedback from community members on taste tests, price, capacity, and past performance. Funding from the SSB tax enables the City to request bids for nutritious and appealing meals with less of a constraint on price than would be possible with CDE SFSP grant funding only. Figure 1 shows how the actual vendor bid prices compare to the amount that would be reimbursable with CDE SFSP grant funding only. Figure 2 shows the amount of supplemental funding from Measure HH to support the program.

Figure 1. Summer Food Service Program reimbursement rates and average bid prices

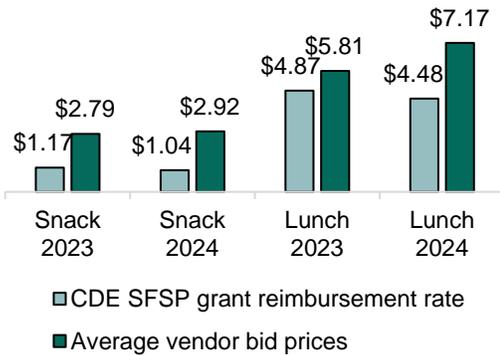
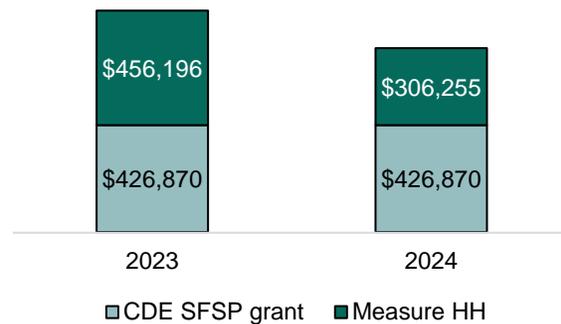


Figure 2. Summer Food Service Program funding sources



Note: Funding data come from the 2023 Summer Food Service Program and 2024 Summer Food Service Program City Council agenda reports to the City Administrator.

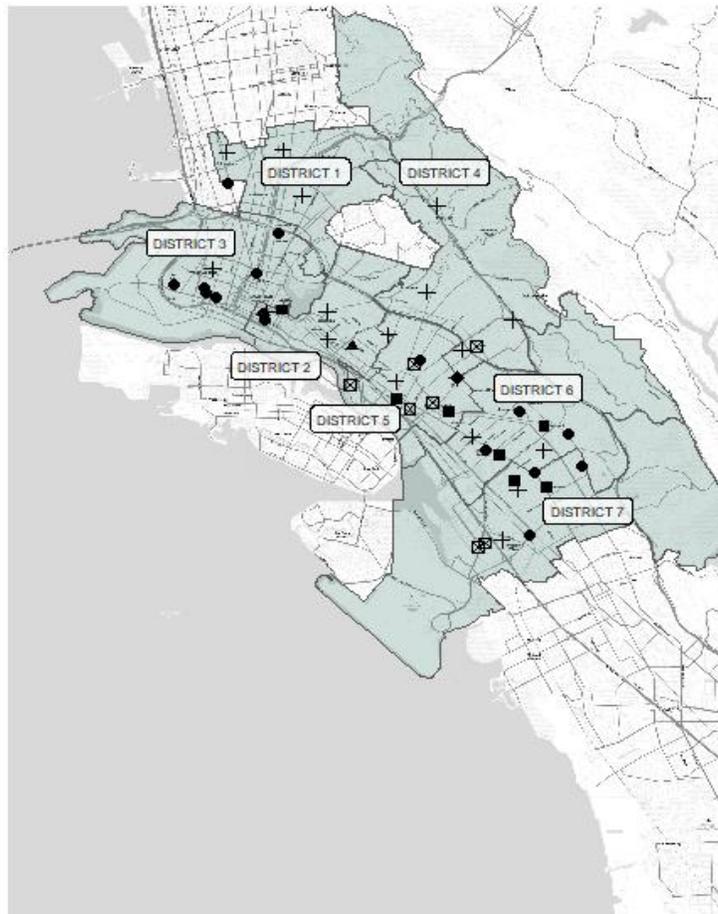
CDE = California Department of Education; SFSP = Summer Food Service Program.

PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Provided 65,840 lunches and 55,441 snacks at 53 sites in summer 2023 (Figure 3).
- Selected local small business, minority-owned, and women-owned vendors to align with the City's equity goals.
- Hired, trained, and employed site monitors to oversee operations and conduct site visits to ensure that meals are prepared and served according to program regulations.

Figure 3. Summer 2023 service sites



Activities ● Community site ▲ Head Start ■ Library + OPYRD ☒ School

OPYRD = Oakland Parks, Recreation, and Youth Development.

Partnerships

- In summer 2023, five vendors provided SFSP snacks and lunches. Of these, three continued as vendors for summer 2024.

Resources

- Staff had the technical expertise to monitor and operate the program.
- Training refreshers and support from a state consultant helped ensure that staff were prepared for their roles.

Challenges

- Not being able to pay vendors early during the program limited the vendors' ability to purchase ingredients and limited the City's ability to monitor and request improvements.
- Not all sites had fully trained staff or followed instructions, which hindered program implementation.
- Requests for special meal accommodations took several days to implement, which led to dissatisfied site staff.

PROGRAM SUCCESSES

- The program has grown from providing 39,320 breakfasts and 62,437 lunches at 45 sites in summer 2022, when several sites were closed as they were still observing pandemic-era precautions. Based on demand, SFSP now provides snacks rather than breakfasts.

NEXT STEPS AND SUSTAINABILITY

- The City projected that the program would provide 75,000 lunches and 67,250 snacks at 56 sites to children in summer 2024.

Aging and Adult Services

Human Services Department

Program period

July 2022 – June 2024

Funding

Not available

SUMMARY

Through its Aging and Adult Services programs, the City of Oakland supports independence, safety, health, and active living for seniors ages 55 and older. Funding from the SSB tax enabled Aging and Adult Services to provide a variety of programs at Oakland's four senior centers as well as expand reach by making its programs and services more accessible to seniors.

PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

Supported programs for seniors including the following:

- A physical activity program provided by radio due to its popularity during the pandemic
- A creative writing and poetry class
- Singing and performing arts classes
- CPR and first aid classes
- Other classes designed to promote physical activity, such as tai chi and bingo-cise, which includes exercise and fitness facts
- Operating sites that provide lunches, which help to meet seniors' nutrition needs and address physical or economic challenges to preparing their own food

Held large-scale events for seniors including the following:

- A resource fair highlighting health and transportation services and other information of use to seniors
- A senior lunch event that reached approximately 800–1,000 participants

An event at East Oakland Senior Center

Partnerships

- Aging and Adult Services partners with Litquake to teach a creative writing class and with Studio One to teach art classes.
- Spectrum Community Services provides food for the lunch program at senior sites, while SSB tax funds provide compostable boxes and plates to distribute the food to seniors who can eat the meal on site as well as bring a meal to-go for those who prefer to eat at home.

Resources

- Funding enabled Aging and Adult Services to provide attractive programming for seniors that would otherwise not be funded through the City budget

Challenges

- Aging and Adult Services did not have information about how the City allocated SSB tax funding and how other agencies were using the funds, which staff felt would have enabled them to align efforts or partner with other agencies to enhance their own programming.
- Understaffing prevented Aging and Adult Services from using the SSB tax funding to its fullest potential.

Note: In FY 2022-2024, Aging and Adult Services spent \$2,160,724 on programs using funding received from the SSB tax. This could also include SSB tax funds from prior fiscal years.

PROGRAM SUCCESSES

- One of the goals of the senior centers that participated in this program is to connect seniors to a community and to resources that can support their needs. With SSB tax funding, Aging and Adult Services was able to provide classes and activities that helped draw people into the senior center, provide events in accessible locations, and help seniors increase their opportunities for social connection; it has seen its membership growing.

NEXT STEPS AND SUSTAINABILITY

Aging and Adult Services plan to use SSB tax funding to purchase additional protein sources from Alameda County Food Bank to supplement existing food distribution for lower-income, food-insecure seniors.

Head Start and Early Head Start

Human Services Department

Program period

July 2021 – June 2022

Funding

~ \$200,000

SUMMARY

Head Start and Early Head Start (Head Start) is a federally and state-funded early childhood education program that promotes school readiness for children from birth to age five. The City of Oakland directly operates 12 Head Start centers offering free early childhood education and family services to low-income Oakland residents. The program also operates a central kitchen that prepares meals for children at these centers. Although the meals are reimbursable through the federal Child and Adult Care Food Program (at a rate of \$3.26 to \$3.66 for lunches between July 2021 and June 2022)¹ supplemental funding from the SSB tax enabled Head Start to provide higher-quality, nutritious, and culturally appropriate meals.

PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Incorporated fresh produce and cultural feedback into Head Start meals.
- Employed sufficient staff to prepare fresh fruits and vegetables for Head Start meals.

Resources

- SSB tax funding enabled Head Start to provide foods with higher nutritional value than the standards set by the Child and Adult Care Food Program, such as providing fresh fruit rather than juice.
- Staff operating the central kitchen could make quick turnaround decisions to produce high-quality and appealing meals in ways that large food service management companies could not.

Challenges

- Supply chain issues that began during the COVID-19 pandemic continued to disrupt food service, such as a local milk distributor discontinuing operations.
- Lack of communication about the discontinuation of funds from the SSB tax was unexpected and prevented the program from making further improvements to meals.

PROGRAM SUCCESSES

- With feedback from the Head Start Parent Policy Council as well as reports from staff monitoring meals, Head Start is able to see that children are consuming the nutritious program meals and that they are willing to try new foods.

NEXT STEPS AND SUSTAINABILITY

- Although Head Start had set goals for additional meal improvements, such as upgrading to organic milk, these improvements have not been implemented due to the discontinuation of funding.

Note: Funding amount is an estimate of SSB tax funding received for FY 2021-2022. These funds could be used in subsequent fiscal years. In FY 2022-2024, Head Start spent \$181,394 on programs using funding received from the SSB tax.

¹California Department of Education. "2021–22 Child Nutrition Program Reimbursement Rates." December 2023. <https://www.cde.ca.gov/ls/nu/rs/rates2122.asp>.

Oakland Parks, Recreation, and Youth Development

Oakland Parks, Recreation, and Youth Development

Program period

July 2022 – June 2024

Funding

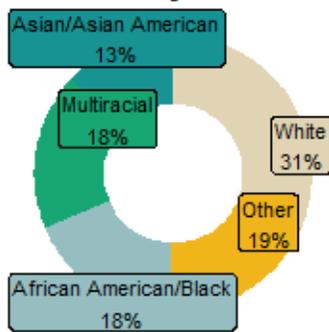
\$7,049,611

SUMMARY

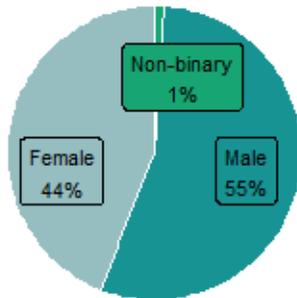
Oakland Parks, Recreation, and Youth Development (OPRYD) promotes health and wellness throughout the programs and services that it provides to City residents. With SSB tax funds, OPRYD was able to increase the number of people served through these programs, particularly those focused on serving youth. Demand for youth programs is high, but OPRYD's ability to provide these programs is limited by the number of staff necessary to run the programs for all those who are interested. With funding from the SSB tax, OPRYD was able to hire more staff to meet the demand.

PARTICIPANT CHARACTERISTICS

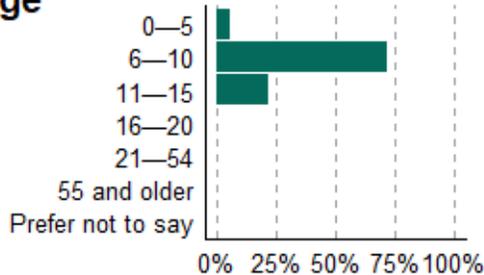
Race/Ethnicity



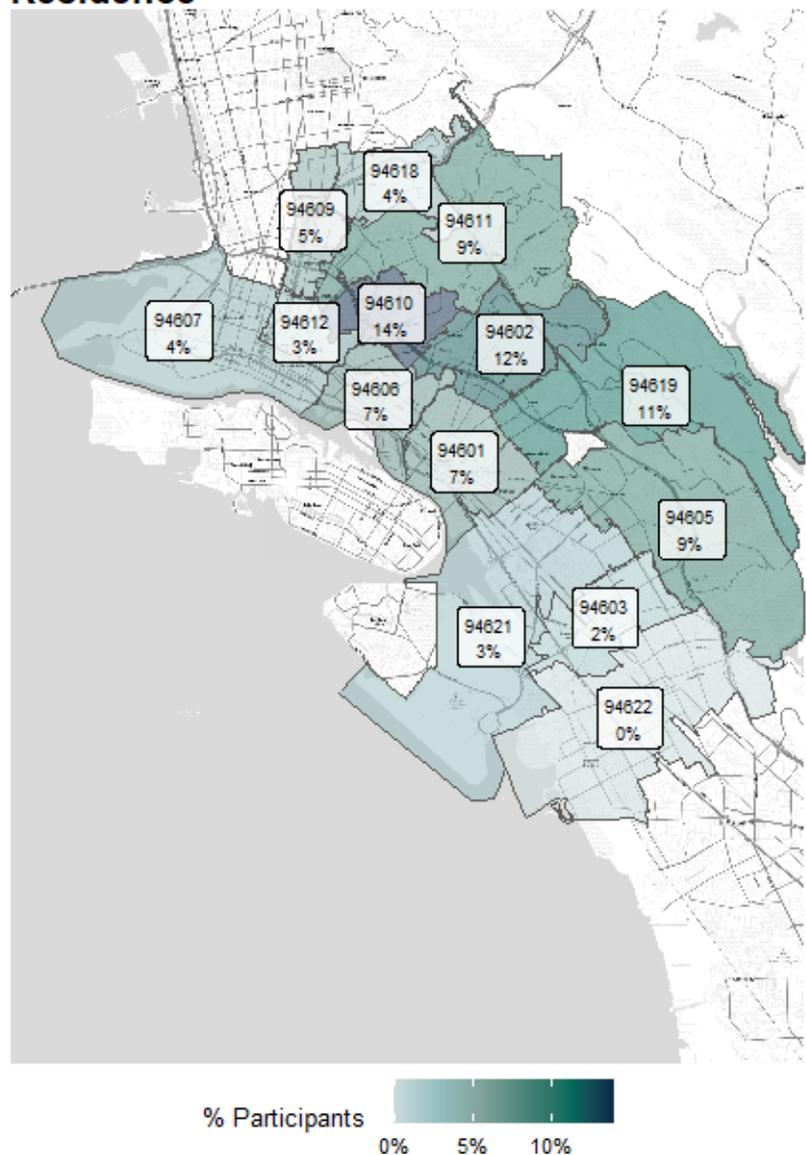
Gender



Age



Residence



Note: Participant characteristics reflect 2,607 to 2,621 total participants served. Data are from "OPRYD service impact data summer 2023" provided by OPRYD. Eight percent of 2,607 participants do not appear in the residence figure because their reported zip codes were not among those included on the map.

PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Employed, trained, and supported 200–400 additional staff to provide OPRYD’s health and wellness curriculum in its programs, including summer camps and after-school programs. These staff primarily ran programs focused on serving youth, but some of them also contributed to staffing adult programs, such as adult swim classes.
- Enhanced aquatics initiatives, including swim team and swim camp.
- Enhanced sports programming, which includes golf, tennis, basketball, flag football, soccer, and promoting girls’ sports.

Partnerships

- Multiple partners provide programming as part of Town Camp summer camp, exposing children to a wide variety of experiences. These partners include Oakland Lacrosse (provides lacrosse coaching and training), Oakland Symphony (teaches about music and performing), and Bonita the Bumblebee (provides STEM enrichment).
- OPRYD also shares resources with partners such as the Oakland Unified School District (for example, public pool access) and receives funding from others, such as the Oakland Fund for Children and Youth, to help finance certain programs.

Resources

- Staff have the right skills for their roles, are passionate about what they do, and are deeply connected to the Oakland community.

Challenges

- In 2024, funding was not sufficient to meet the need and demand for programs and services, so OPRYD had to limit the number of participants.
- Insufficient staffing, due to issues such as a national lifeguard shortage, limited OPRYD’s ability to serve all those who wished to participate.

PROGRAM SUCCESSES

- Staff expressed that OPRYD’s reputation for high-quality, accessible programs leads to high participation. For example, OPRYD’s Town Camp began approximately 10 years ago to address previous inequities in the city’s summer camp opportunities, which varied based on where participants lived. With the current model, OPRYD works with partners to offer the same experiences to children regardless of where they live in the city, such as the opportunity to take part in an overnight trip to a national forest to experience nature. With funding from the SSB tax, OPRYD was able to provide program experiences like Town Camp to more community members.

Oakland Public Library

Oakland Public Library

Program period

July 2019 – June 2020 and
July 2021 – June 2022

Funding

\$141,472

SUMMARY

The Oakland Public Library is a resource for Oakland residents that hosts a variety of enrichment activities and programs for residents. The Oakland Public Library did not receive SSB tax funding for the July 2022–June 2024 grant period, but it received SSB tax funding from July 2021–June 2022 and has continued to use these funds in subsequent years to support the goal of promoting child nutrition.

PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

SSB tax funding supported some of the Oakland Public Library's nutrition-related programming:

- Between January and June 2019, it provided after-school snacks at nine library sites.
- It installed hydration stations at public libraries.

Partnerships

- The City Administrator operates the Summer Food Service Program (SFSP) at library sites, which provides children with summer lunches at no cost. SFSP is supported by both federal and SSB tax funding.
- While the Oakland Public Library did not partner with other organizations to use their SSB tax funding, libraries work with many organizations to connect community members to programs and services. Thus, staff expressed that there is an opportunity to collaborate with or amplify the programs of SSB community grant holders to promote nutrition education and health resources in the community, such as partnering with organizations that facilitate nutrition and cooking classes or lend cooking materials to Oakland residents.

PROGRAM SUCCESSES

- The Oakland Public Library observed that some children who came to the libraries after school exhibited behavioral issues that could be due to hunger. With funding from the SSB tax and other grants, the libraries were able to provide snacks to help address this issue.

NEXT STEPS AND SUSTAINABILITY

- As of summer 2024, the Oakland Public Library had not fully spent the funds received from the SSB tax in previous fiscal years. However, programs that the Public Library operates that are aligned with the goals of the SSB tax, such as the bike repair program and nutrition programming in areas that have limited access to healthy food, are candidates to be supported in future rounds of SSB tax funding.

Central Kitchen, Educational Center, and Instructional Farm

Community Schools and Student Services, Oakland Unified School District

Program period

July 2021 – June 2023

Funding

\$1,000,000

SUMMARY

To support districtwide initiatives to promote learning about the environment, food, and gardening, Oakland Unified School District (OUSD) operates a facility in West Oakland that acted as a central kitchen for preparing school meals, as well as an education center with culinary classrooms, an instructional garden, and a greenhouse (The Center). Funding from the SSB tax supported activities based at The Center and school sites to (1) engage students, staff, and families in environment, food, and garden education; (2) help address food insecurity for students, families, and community members; and (3) engage students in driving activities of The Center.

PROGRAM ACTIVITIES AND IMPLEMENTATION

Activities

- Expanded Harvest of the Month education activities to feature seasonal produce to all schools.
- Piloted student field trips to The Center, with approximately 800 3rd grade students, 200 6th grade students, and 130 high school students participating during the 2022–2023 school year and summer 2023.
- Provided stipends to staff at schools to champion activities related to learning about the environment, food, and gardening.
- Held Food Lab High School Internships for 24 students in summer 2022 and for 16 students in summer 2023. Student learned how to grow and prepare food and received stipends for teaching lessons about food and the environment to younger students visiting The Center.
- Expanded supports to provide seasonal seeds and plants for school gardens.
- Convened the Student Advisory Council—students in grades 4 through 11 representing the diverse OUSD population—to learn about school food systems, taste-test potential menu items, and practice leadership skills.



April 2022 field trip to The Center (*left*). Food Lab High School interns (*right*).

Note: Student counts are from 2021–2023 OUSD narrative reports.

Partnerships

OUSD has relationships with long-term partners that are aligned with the mission and vision of the district. Partners that supported the work carried out with SSB tax funding include the following:

- Alameda County Public Health Department, which collaborated with OUSD to reach both students and the broader community with programs to promote healthy eating and water consumption
- National Food Corps, which provided five to 12 service members who directed initiatives at school sites or The Center
- The University of California cooperative extension master gardeners, who provided technical assistance with gardens at school sites and The Center, as well as some seeds and seedlings

Resources

- Partner and grant funding enabled The Center to carry out its programs, which are not covered through school district funds.
- Partners also provided valuable experience to planning and managing The Center as a space dedicated to food, garden, and health promotion.

Challenges

- As of summer 2024, OUSD had not yet received the SSB tax funding allocated for the July 2021–June 2023 period. The lack of funding and information about the funds were a major stressor.
- Implementing programs consistently across schools was a challenge when schools experienced turnover of staff.

PROGRAM SUCCESSES

- OUSD established several programs to promote environment, garden, and food programming—including Harvest of the Month, resources for gardens, and school champions—and is putting into place the procedures and protocols to ensure that they can be sustained over time. Students who participated in field trips to The Center and the internship program have had hands-on cooking experiences and exposure to where their food comes from that many would not have experienced otherwise.

NEXT STEPS AND SUSTAINABILITY

- The Center is continuing its school-based programs because these can be scaled based on available funds without a current allocation from SSB tax funding. The Student Advisory Council no longer meets, as it was wholly supported by SSB tax funds.

IV. Recommendations

Grantees and non-grantees suggested several ways that the City of Oakland might improve future SSB tax investments to benefit the community.

Grantees suggested that receiving funds in a more timely manner would help them have a greater impact on their communities. A few grantees asked that the City sign and complete contracts earlier in the grant cycle, rather than providing funding that at times feels “retroactive” and requires grantees to find other funding sources during the intended contract period to run their planned programs. One grantee suggested creating a task force to streamline the contracting process. While challenges introduced when the grants program administration shifted to a different department have since been resolved, the impact on grantees’ ability to carry out their planned work underscores the importance of maintaining the necessary administrative infrastructure to support them in this work.

A few grantees encouraged the City to allocate more funding to SSB work. They noted the deep and positive impact that funded programs and services have had on community members and encouraged a continued focus on allocating funds to the populations most impacted by the negative health impacts of SSBs. One grantee recommended that the Community Advisory Board work more closely with community members to develop recommendations for how SSB tax funds should be allocated and used.

Grantees and non-grantees encouraged the City to facilitate more opportunities for connection among SSB tax-funding recipients to extend the reach of programs and services. Grantees suggested hosting more in-person convenings or community events for funded grantees and agencies. While multiple grantees partnered with non-grantees in some way, these partnerships were typically not system-wide. That is, grantees may have partnered with individual non-grantee sites (e.g. schools) to carry out their programming, without involvement of non-grantee staff who administer the SSB tax-funded programs and services. These non-grantee staff were largely unfamiliar with the grantees’ programs and services, and one noted that simply sharing summaries of what recipients of SSB tax funds were doing could help with amplifying the work. Some interviewed staff expressed that there were missed opportunities for collaboration, such as among funding recipients who were serving similar parts of the population.

Finally, grantees shared several other recommendations about streamlining grant administration and reporting processes, which will be discussed in a subsequent workplan for the City’s consideration in potential future funding cycles.

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V. Conclusion

Overall, grantees and non-grantees found that SSB tax funds were a valuable resource that enabled them to begin new programs or expand existing work focused on reducing SSB consumption and promoting SSB alternatives, nutritious foods, and physical activity among Oakland residents. Despite some lingering impacts of the COVID-19 pandemic and some changes in grantees' program activities and timeline, most grantees executed some or all of their planned activities and reported positive feedback from participants. Grantees and non-grantees noted that with continued or expanded funding and a clear timeline of when contracts will be executed and funds received, SSB tax funds can continue to help them provide services for populations most impacted by the health risks of SSBs.

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Appendix A: Limitations of Data Sources

The data used for this report have several limitations:

- **Participant counts may not show unduplicated individuals.** Some grantees served the same group of participants over time, and therefore their profiles show unduplicated counts of participants served. However, some grantees served the public more broadly, and it was difficult for grantees to ensure that all participants reached were reflected in participant counts or that the number of participants reported was unduplicated across different program activities or different reporting periods. Therefore, it is possible that the counts of participants served include some of the same individuals participating multiple times over the course of grant implementation. The evaluation team worked individually with grantees in emails and interviews to identify the accurate count of unduplicated participants where possible; in cases where data reflect partial years or estimates or where participant data are potentially duplicated, this is indicated in the figures note of individual profiles.
- **Lack of demographic data.** Some grantees could not collect participant demographic information for certain activities, such as large-scale events where participants did not complete demographic questionnaires or in settings where participants may have felt uncomfortable disclosing their race, ethnicity, or housing status. This was also true for most non-grantee programs. The footnotes within each grantee profile include descriptions of which data are missing or incomplete and how data were collected.
- **Incomplete or out-of-date grantee background documents.** To prepare for interviews with SSB Community Grant recipients and non-grantees, we reviewed background documents from each grantee, including applications or renewal applications and, where available, progress reports. However, the type of documents available varied across grantees, and background documents typically were not available for non-grantee agencies. In addition, some grantees and non-grantee agencies reported in interviews that their program goals and activities had changed from the time of the application due to receiving less funding than initially planned, delays in receiving funding, or delays in implementing program activities. We used interviews to confirm and correct information from the background documents.
- **Inconsistent documentation from non-grantees.** Since non-grantees were not required to submit the same progress reports as SSB Community Grants recipients, this report reflects data from interviews and supplementary information the evaluation team requested from those non-grantees. The type of information and level of detail the non-grantees provided varied, and was limited for the City agencies that received funding through a budget allocation from City Council.
- **Turnover in grantee staff.** In a few cases, staff who applied for SSB Community Grants and initiated the program were no longer employed when we conducted interviews near the end or after the conclusion of the grant period. Therefore, a few new staff were limited in their ability to provide feedback about the program goals and characteristics of participants beyond what was described in the progress reports.
- **Multiple sources of program funding or delays in receiving SSB tax funds.** Several non-grantees and grantees used SSB tax funding to improve or expand programs and services that were also funded through other sources. Therefore, it was not possible to separate those served with the SSB tax funding

specifically from the total population served by those programs across funding sources. In addition, some grantees reported that they had not received any SSB tax funds at the time of the interviews (June through August 2024) and had conducted their planned programming using other funding sources, so they commented on how they planned to use SSB tax funds in the future once received rather than how SSB tax funds had been used to date. These cases are noted on the individual profiles.

- **Participant feedback reflects a subset of participants across programs and services.** Feedback came from interviews with participants who were referred by the grantees and non-grantees as well as identified in grantee progress reports. They do not reflect participants from every grantee or non-grantee recipient of SSB tax funds, and it is possible that they overrepresent individuals who were satisfied with program services.

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