



Sugar-Sweetened Beverage  
Product Panel of Experts  
Commission

**Sugar-Sweetened Beverage Product  
Panel of Experts Commission**  
**Thursday, September 15<sup>th</sup>, 2022 – 4:30–6:30 pm**

**Virtual Meeting (ZOOM)**

[https://cityofberkeley-  
info.zoomgov.com/j/1616346328?pwd=ZVNFUTJUK00zaTFCMExZME1XT  
0NRZz09](https://cityofberkeley-info.zoomgov.com/j/1616346328?pwd=ZVNFUTJUK00zaTFCMExZME1XT0NRZz09)  
Meeting ID: 161 634 6328  
Passcode: 653434

**AGENDA**

***(Note: Meetings will continue on ZOOM till further notice)***

**Preliminary Matters**

1. Roll Call
2. Introduction of new Commission members
3. Approval of Draft Minutes from 7/21/2022 meeting - **Attachment 1**

The public may comment virtually about any item **not** on the agenda. Public comments are limited to two minutes per speaker. Public comments regarding agenda items will be heard while the Commission is discussing the item.

**Presentation:**

1. Dr. Liz Maker, CAPE Unit, Alameda County: SSB Evaluation Results for the Healthy Berkeley Program - **Attachment 7**

**Action Items**

Public comments regarding agenda items will be heard while the Commission is discussing the item. Public comments are limited to two minutes per speaker.

**1. Subcommittee Reports:**

2. **Action 1:** Add/Remove Subcommittees/ Members (Commissioner Moore).
3. **Action 2:** For the good of the order. (Commissioner Moore)

**Information Items**

1. Commission Work Plan – **Attachment 2**
2. Approved Meeting Minutes adopted on 6/16/2022 – **Attachment 3**
3. Approved Meeting Dates 2022 – **Attachment 4**
4. Subcommittee Roster 2022 – **Attachment 5**
5. Revised FY23 Commission Work Plan - **Attachment 6**
6. Healthy Berkeley Presentation - **Attachment 7**

**CONFLICT OF INTEREST INFORMATION:** City commissioners, pursuant to Government Code section 1090, are responsible for recusing themselves from all commission discussions and actions in which they may have a conflict of interest. If

your affiliation, paid or unpaid, with other agencies has changed since the last meeting of this commission, your ability to participate in commission activities may have changed. Individual guidance is available from the City Attorney's Office (CAO). Commissioners are encouraged to consult with the CAO if they have questions, concerns, or would like clarification about matters related to potential conflicts of interest.

**The CAO may be reached at:**

Email: [attorney@cityofberkeley.info](mailto:attorney@cityofberkeley.info)

TEL: (510) 981-6950 TDD: (510) 981-6903, FAX: (510) 981-6960

2180 Milvia Street 4th Floor, Berkeley, CA 94704 - Office Hours: Mon-Fri, 8am-5pm

**THERE IS NO MEETING IN DECEMBER.** Please visit the City of Berkeley's Commission webpage <http://www.cityofberkeley.info/commissions> for meeting details and updates.

**AMERICAN DISABILITIES ACT DISCLAIMER:** This meeting is being held in a wheelchair accessible location. To request a disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please contact the Disability Services specialist at 981-6418 (V) or 981-6347 (TDD) at least three business days before the meeting date. Please refrain from wearing scented products to this meeting.

**SB 343 DISCLAIMER:**

Any writings or documents provided to a majority of the commission regarding any item on this agenda will be made available for public inspection at the Public Health Division located on 1947 Center Street, Berkeley, CA 94704.

**COMMUNICATION DISCLAIMER:**

Communications to Berkeley boards, commissions or committees are public record and will become part of the City's electronic records, which are accessible through the City's website. Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to a City board, commission or committee, will become part of the public record. If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service or in person to the secretary of the relevant board, commission or committee. If you do not want your contact information included in the public record, please do not include that information in your communication. Please contact the commission secretary for further information.



## Sugar-Sweetened Beverage Product Panel of Experts Commission

Thursday, July 21<sup>st</sup>, 2022. 4:30 – 6:30 PM

### Virtual Meeting (ZOOM)

<https://us02web.zoom.us/j/86222993260?pwd=THNNRzFLamdFd0xkY1hQMhdFTXB0>

[Zz09](#)

Meeting ID: 862 2299 3260

Passcode: 768724

### DRAFT MEETING MINUTES

The meeting convened at 4:41pm.

#### ROLL CALL

**Present:** Commissioners Rose, Moore, Hecht, Morales, Scheider  
**Absent:** Commissioners Browne, Rodriguez  
**Excused:** Commissioner Crawford  
**Staff present:** Roberto Terrones

**COMMENTS FROM THE PUBLIC** None

**PRESENTATIONS** None

#### ACTION ON MINUTES

**Approval of Minutes - Moved to approve the draft minutes of the meeting on 6/16/2022.**

**M/S/C:** Commissioners Hecht/ Morales

**Ayes:** Commissioners Rose, Moore, Hecht, Morales  
**Noes:** None  
**Abstain:** Commissioner Scheider  
**Absent from vote:** Commissioners Browne, Rodriguez  
**Recused:** None  
**Excused:** Commissioner Crawford

- 1. Approved motion to dissolve the listed subcommittees: Ad-hoc, ad-hoc procurement, community engagement; Reconstitute Media subcommittee, with the addition of Commissioner Moore; Remove Commissioner Scheider**

*A Vibrant and Healthy Berkeley for All*

**and add Commissioners Hecht and Moore to the Prevention Strategies Subcommittee; Add Commission Rodriguez to the Policy Subcommittee.**

**M/S/C:** Commissioners Moore/ Hecht

**Ayes:** Commissioners Rose, Moore, Hecht, Morales, Scheider  
**Noes:** None  
**Abstain:** None  
**Absent from vote:** Commissioners Browne, Rodriguez  
**Recused:** None  
**Excused:** Commissioner Crawford

This meeting adjourned at 5:48 pm.

**NEXT ONLINE (ZOOM) MEETING:**

The next meeting is scheduled for **Thursday, September 15<sup>th</sup>**. Please check the SSBPPE Commission page on the City of Berkeley Commission webpage for updated information.

Respectfully Submitted, Roberto Terrones, Interim Commission Secretary  
**Minutes will be approved at the September 15<sup>th</sup>, 2022 meeting.**

**INFORMATION REPORT TO CITY OF BERKELEY COUNCIL**  
**Sugar-Sweetened Beverage Product Panel of Experts (SSBPPE) Commission**  
**FY22 (July 1, 2021 through June 30, 2022 WORK PLAN & TIMELINE)**

*Approved by SSBPPE Commission on 1/21/21*

Activity	Responsible Contact	July 2021	Aug NO	Sept 2021	Oct. 2021	Nov 2021	Dec NO Mtg.	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022
		1. Meet monthly per approved schedule	Full SSBPPE			X	X	X		X	X	X	X
2. Liaise with Community Health Commission regarding SSB Policy	Policy Sub-Com - Full SSBPPE	X	X	X	X	X		X	X	X	X	X	X
3. Track and support City of Berkeley Procurement policy until it is adopted; support implementation.	Policy Sub-Com - Full SSBPPE	X		X	X	X		X	X	X	X	X	X
4. Support implementation of Healthy Checkout Policy	Policy Sub-Com - Full SSBPPE	X		X	X	X		X	X	X	X	X	X
5. Present policy evaluations and research relevant to the work of the SSBPPE	Policy Sub-Com - Full SSBPPE								X	X	X		
6. Research legal strategies to remedy and mitigate harm caused by SSB marketing and consumption including expanding the City of Berkeley Default Beverage ordinance to apply to all meal packages and promotions	Policy Sub-Com - Full SSBPPE					X		X	X	X	X		
7. Explore strategies with UC to coordinate efforts to reduce SSB consumption such as Pepsi contract and serving sizes.	Policy Sub-Com - Full SSBPPE							X	X	X			

**INFORMATION REPORT TO CITY OF BERKELEY COUNCIL**  
**Sugar-Sweetened Beverage Product Panel of Experts (SSBPPE) Commission**  
**FY22 (July 1, 2021 through June 30, 2022 WORK PLAN & TIMELINE)**

*Approved by SSBPPE Commission on 1/21/21*

Activity	Responsible Contact	July 2021	Aug NO Mtg.	Sept 2021	Oct. 2021	Nov 2021	Dec NO Mtg.	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022
8. Planning for PSE and Community Organizing interactive workshop	Policy Sub-Com - Full SSBPPE								X	X	X	X	X
9. Periodic meetings as needed.	Prevention, Strategies & Outcomes - PS&O Sub-Com - Full SSBPPE	X	X										
10. Submit Work Plan to Commission Secretary for FY 23	PS&O Sub-Com - Full SSBPPE				X	X							
11. Plan for experts to speak at an SSBPPE Commission meeting to share updates on research and potential strategies for investment.	PS&O Sub-Com - Full SSBPPE							X					X
12. Plan for grantees to present at a SSBPPE on successes and challenges to date.	PS&O Sub-Com - Full SSBPPE				X	X		X	X	X	X		
13. Request report from the COB Public Health Staff regarding activities supported by additional funding for FY 2020 and 2021, including the media and hydration station projects	PS&O Sub-Com - Full SSBPPE											X	
15. Request report from City of Berkeley staff about the epidemiology research and community and BUSD evaluations, including the YRBS	PS&O Sub Committee- Full Committee					X						X	



## Sugar-Sweetened Beverage Product Panel of Experts Commission

Thursday, June 16<sup>th</sup>, 2022. 4:30 – 6:30 PM

### Virtual Meeting (ZOOM)

<https://us02web.zoom.us/j/86222993260?pwd=THNNRzFLamdFd0xkY1hQMhdFTXB0>

[Zz09](#)

Meeting ID: 862 2299 3260

Passcode: 768724

### MEETING MINUTES

The meeting convened at 4:30pm.

#### ROLL CALL

**Present:** Commissioners Rose, Moore, Hecht, Rodriguez  
**Absent:** Commissioners Browne, Crawford, Morales  
**Excused:** Commissioner Scheider  
**Staff present:** Roberto Terrones

**COMMENTS FROM THE PUBLIC** None

**PRESENTATIONS** None

#### ACTION ON MINUTES

**Approval of Minutes - Moved to approve the draft minutes of the meeting on 5/19/2022.**

**M/S/C:** Commissioners Hecht/Moore

**Ayes:** Commissioners Rose, Moore, Hecht, Rodriguez  
**Noes:** None  
**Abstain:** None  
**Absent from vote:** Commissioners Browne, Crawford, Morales  
**Recused:** None  
**Excused:** Commissioner Scheider

This meeting adjourned at 5:15 pm.

#### **NEXT ONLINE (ZOOM) MEETING:**

*A Vibrant and Healthy Berkeley for All*

The next meeting is scheduled for **Thursday, July 21, 2022**. Please check the SSBPPE Commission page on the City of Berkeley Commission webpage for updated information.

Respectfully Submitted, Roberto Terrones, Interim Commission Secretary  
**Minutes were approved at the July 21<sup>st</sup>, 2022 meeting.**



## 2022 Commission Meeting Dates

Please complete this form and email it to the  
[Commission Inbox](#)

Name of Commission: Sugar-Sweetened Beverage Product Panel of Experts (SSBPPE)  
Commission

Commission Secretary: Roberto Terrones (temporary)

### Please Note the Commission Meeting Dates for 2022 Below

If no meeting is scheduled for a month, please note as “No Meeting.”

*Example:*

Month	Meeting Day and Date	Time
February 2022	Thursday 2/17/22	6:30 pm

Month	Meeting Day and Date	Time
July 2022	No Meeting	

## Proposed 2022 Meeting Dates

Month	Meeting Day and Date	Time*
January 2022	Thursday 1/20/2022	4:30 pm
February 2022	Thursday 2/17/2022	4:30 pm
March 2022	Thursday 3/17/2022	4:30 pm
April 2022	Thursday 4/21/2022	4:30 pm
May 2022	Thursday 5/19/2022	4:30 pm
June 2022	Thursday 6/16/2022	4:30 pm

Month	Meeting Day and Date	Time*
July 2022	Thursday 1/21/2022	4:30 pm
August 2022	No Meeting	
September 2022	Thursday 9/15/2022	4:30 pm
October 2022	Thursday 10/20/2022	4:30 pm
November 2022	Thursday 11/17/2022	4:30 pm
December 2022	No Meeting	

*\* Per this Commission’s approval, starting time will move to 6:30pm in the event in-person meetings resume.*

[commission@cityofberkeley.info](mailto:commission@cityofberkeley.info)  
City Clerk Department

## SSBPPE Subcommittee Roster

<b>Subcommittee</b>	<b>Subcommittee Description</b>	<b>Members</b>
Media	<i>Give feedback on media materials that the Public Health Division disseminates to the public, prepare talking points for the media.</i>	Joy Moore
Prevention Strategies and Outcomes	<i>Review and revise requests for proposals, increase knowledge of the community, and evaluation.</i>	Pat Crawford Bobbie Rose Joy Moore Kenneth Hecht
Sugary Drinks Policy	<i>Recommend policies for the City Council.</i>	Pat Crawford Holly Scheider Xavier Morales Michael Rodriguez

**SSBPPE Commission**  
**TEMPLATE: FY23 (July 1, 2022 through June 30, 2023) WORK PLAN & TIMELINE**  
 For SSBPPE Commission review on 9/15/2022

Please use this template for all the Subcommittee work plan recommendations.

Activity	Responsible Contact	July 2022	Aug NO Mtg.	Sept 2022	Oct. 2022	Nov 2022	Dec NO Mtg.	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023
1. Liaise with Community Health Commission regarding SSB Policy	Policy					X		X	X	X	X	X	X
2. Support implementation and education of the City of Berkeley procurement policy	Policy sub-committee	X		X	X	X		X	X	X	X	X	X
3. Support implementation and expansion of Healthy Checkout Policy	Policy Sub-committee	X		X	X	X		X	X	X	X	X	X
4. Support publicizing and educating the Berkeley community and UC staff and students about the SSB current policies	Policy	X		X	X	X		X	X	X	X	X	X
5. Present policy evaluations and research relevant to the work of the SSBPPE	Policy			X	X	X			X	X	X		
6. Work with Media committee and grantees to publicize the policy efforts and accomplishments of the Measure Tax Ordinance (which sunsets in Dec 2026)													
7. Research legal strategies to remedy and mitigate damages of ssb marketing and consumption	Policy					X		X	X	X	X		

**SSBPPE Commission**

**TEMPLATE: FY23 (July 1, 2022 through June 30, 2023) WORK PLAN & TIMELINE**

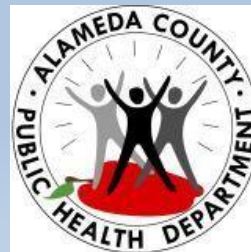
For SSBPPE Commission review on 9/15/2022

including expanding default beverage ordinance to apply to all meal packages and promotions													
8. Partner with UC students and staff efforts to reduce ssb marketing and sales on campus. (such as pouring rights contracts and serving sizes)	Policy (Pat Crawford)						X	X	X				
9. Planning for PSE and Community Organizing interactive workshop	Policy												

# Healthy Berkeley Evaluation FY 2018-2022

Presentation to the  
Sugar-Sweetened Beverage Panel of Experts (SSBPPE) Commission

Public Health Division  
And Alameda County Community Assessment,  
Planning and Evaluation (CAPE) Unit  
September 15, 2022



# Presentation Overview

- Logic model and funded programs
- Who was served
- Program achievements based on RBA Measures
- Population-level trends
- Evaluation limitations and next steps
- Summary and considerations/recommendations

# Revised Healthy Berkeley Logic Model

## Outputs (Process)

### Strategies to Reduce Consumption Of SSBs And Increase Healthy Behaviors

Enforce SSB Tax

Develop and implement policies, systems and environmental changes

Train community and staff

Deliver health education messages about SSBs

Implement social media campaigns

Provide direct services to community residents: (outreach, special events, skills building, medical, dental)

## Outcomes

↓ Access to SSBs and Unhealthy Foods

↑ Access to Water and Healthy Foods

↑ Access to health and social programs.

↑ Knowledge motivation and commitment to consume fresh produce and healthy food; reduce SSBs and sugars

↓ Consumption of SSBs and unhealthy foods

↑ Consumption of water and healthy foods

↑ Confidence to make positive change in community

↑ Healthy behaviors (physical activity, screenings)

### Healthier Environments

- Higher SSB Prices
- Fewer SSBs; Healthy Checkout Aisles in stores
- Water stations in buildings and parks
- Safe public places for physical activity
- Healthier options at agencies and events

## Impact on Berkeley Population

### Population-Level

↓ Reduced SSB Consumption

### Better Health – Reduced:

↓ Obesity

↓ Diabetes

↓ Oral health problems and tooth decay

↓ Hypertension

↓ Coronary Heart Disease

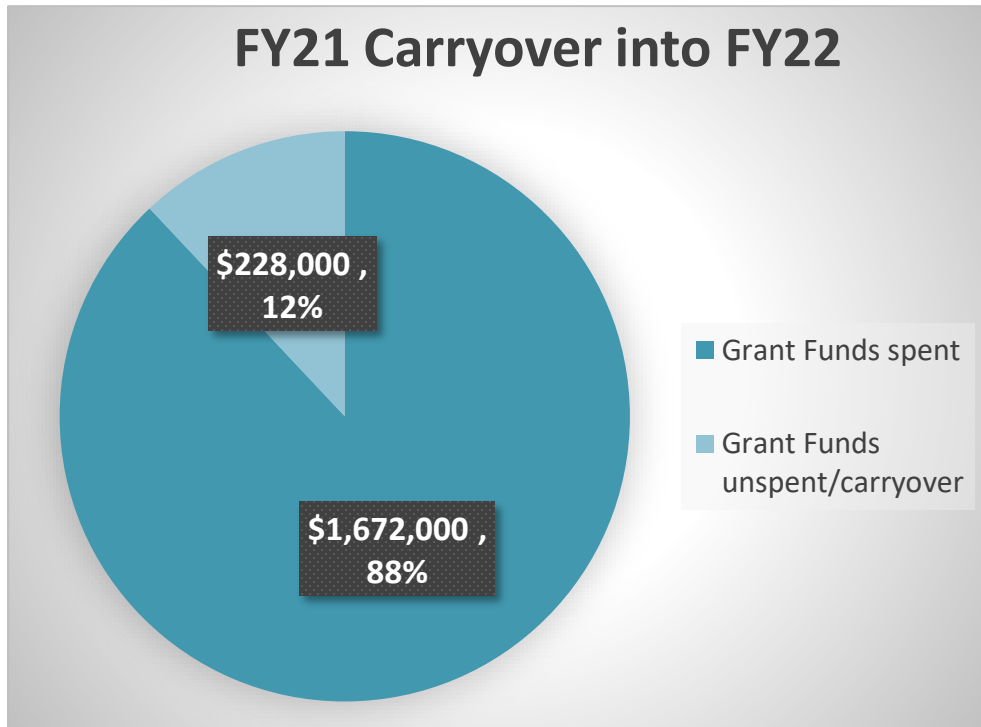
## Healthy Berkeley Funded Contractors FY 2016 – 2023

	Cycle 5		Cycle 4		Cycle 3		Cycle 2	Cycle 1
Contractor	FY 2023	FY 2022	FY 2021	FY 2020	FY 2019	FY 2018	FY2017	FY 2016
BUSD	\$475,726	\$475,726	\$ 950,000	\$ 950,000	\$ 625,000	\$ 625,000	\$ 637,500	\$ 250,000
18 Reasons	\$29,750	\$29,750						
Bay Area Community Resources	\$58,000	\$58,000	\$ 67,940	\$ 67,940				
Berkeley Youth Alternatives	\$38,800	\$38,800	\$ 48,500	\$ 48,500			\$ 125,000	
Community Health Education Institute	\$27,724	\$27,724	\$ 34,664	\$ 34,664				
Ecology Center	\$121,125	\$121,125	\$ 142,500	\$ 142,500	\$ 135,959	\$ 135,959	\$ 115,266	
Fresh Approach	\$18,800	\$18,800	\$ 16,396	\$ 16,396				
Healthy Black Families	\$222,665	\$222,665	\$ 295,000	\$ 295,000	\$ 255,000	\$ 255,000	\$ 245,874	
Lifelong Medical Care	\$118,575	\$118,575	\$ 135,000	\$ 135,000	\$ 91,504	\$ 91,504	\$ 125,000	
Multicultural Institute	\$15,000	\$15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000		
Spiral Gardens			\$ 40,000	\$ 40,000				
YMCA of the East Bay	\$85,275	\$85,275	\$ 155,000	\$ 155,000	\$ 140,037	\$ 140,037	\$ 151,360	
<b>Total</b>	\$1,211,440	\$1,211,440	\$1,900,000	\$1,900,000	\$1,262,500	\$1,262,500	\$1,400,000	\$ 250,000

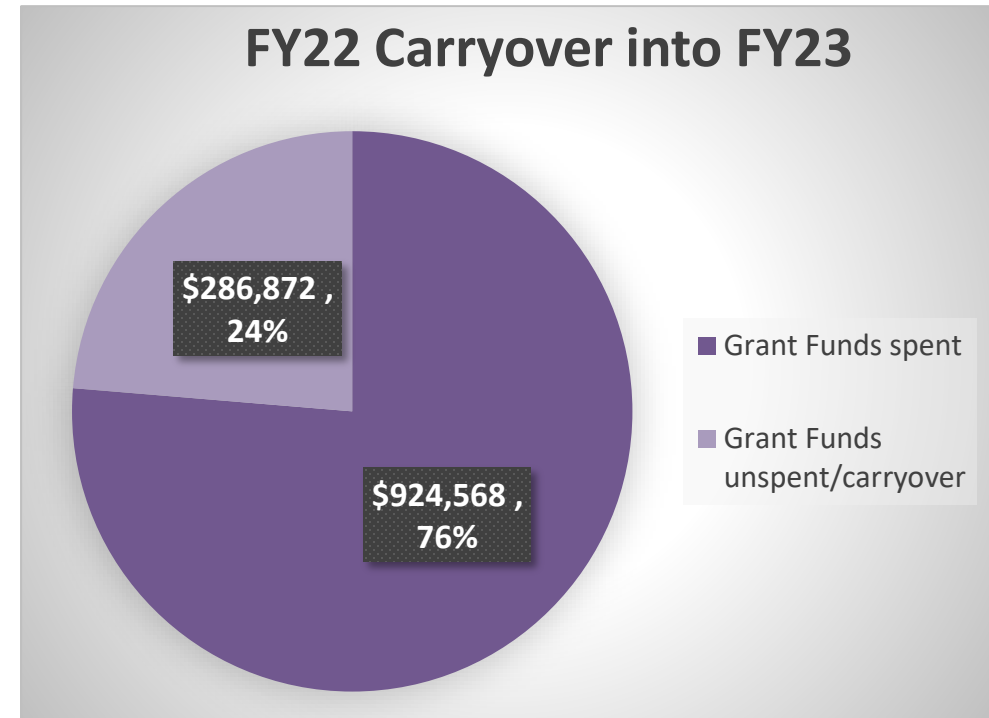


# Agency Carryover Funds at Year-End: FY21 and FY22

- Represents unspent funds of Healthy Berkeley-funded agencies at the end of FYs 21 and 22
- Contractors were permitted to carryover into the next FY to support their HB activities



- TOTAL FY21 FUNDS = \$1,900,000
- 11 agencies (including BUSD), 12 programs
- Carryover represented from 4 of 12 programs



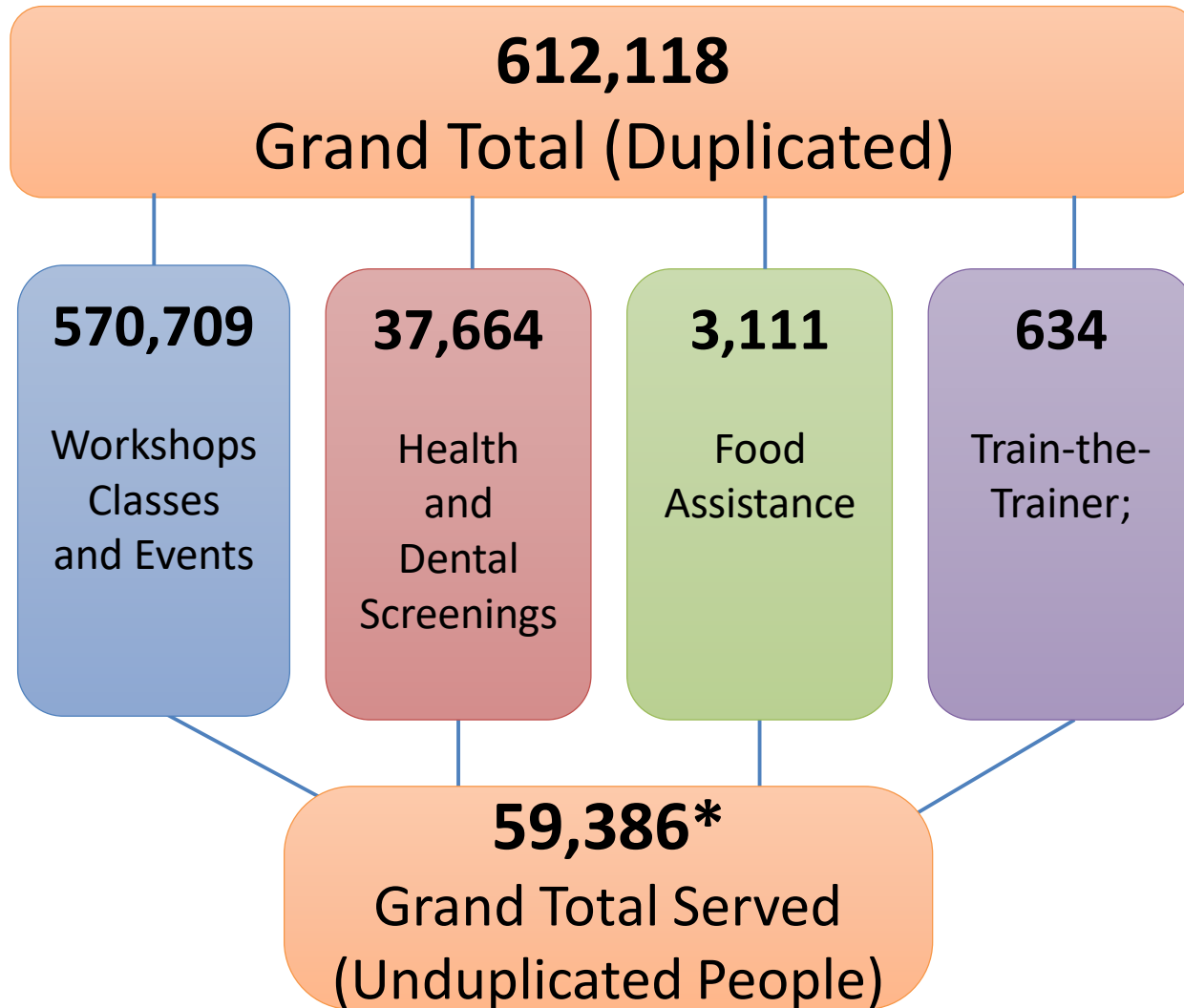
- TOTAL FY22 FUNDS = \$1,211,440
- 11 agencies (including BUSD), 12 programs
- Carryover represented from 7 of 12 programs

# Program Performance Measures

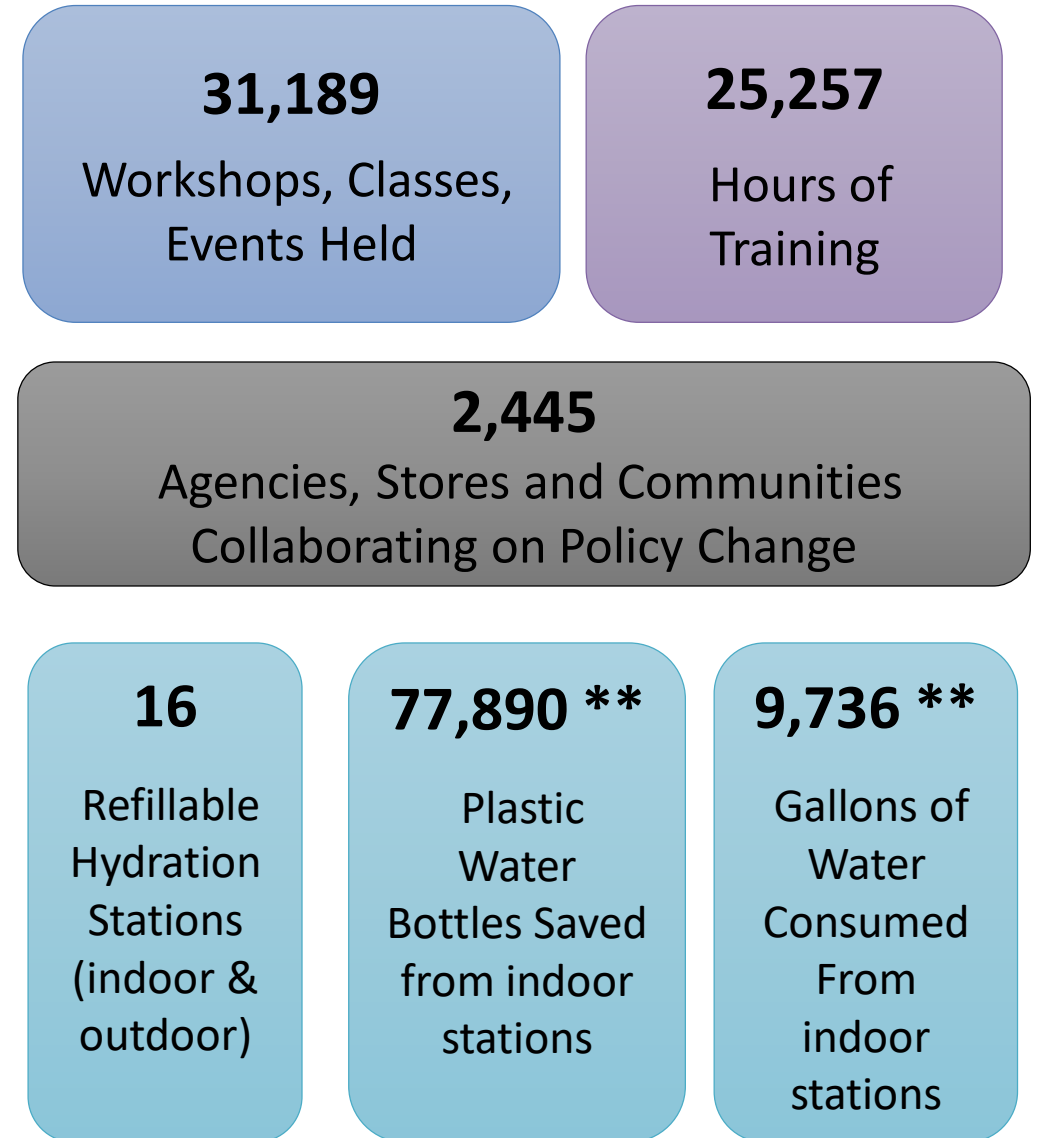
In the following slides, please note:

- Data Sources: RBA Measures reported by contractors and focus groups with contractors, their staff and participants
- Most RBA measures were self-reported by participants – otherwise will be noted
- An asterisk means data is missing from some contractors
- Within an RBA measure, some people may be duplicated
- Sharp drop in unduplicated numbers served in FY '20 due to pandemic

# People Served 2018-2022



# Outputs



\*\* Represents 10 indoor units

# Media Reach 2018-2022

**230,589**  
**Total Media Reach**

**2022**

**1,237**

Social Media  
Subscribers

Web Page Views

Newsletters

**2021**

**11,009**

Social Media  
Impressions

Newsletters

**2020**

**193,486**

Social Media  
Impressions

Newsletters

**2019**

**12,194**

Social Media  
Impressions

**2018**

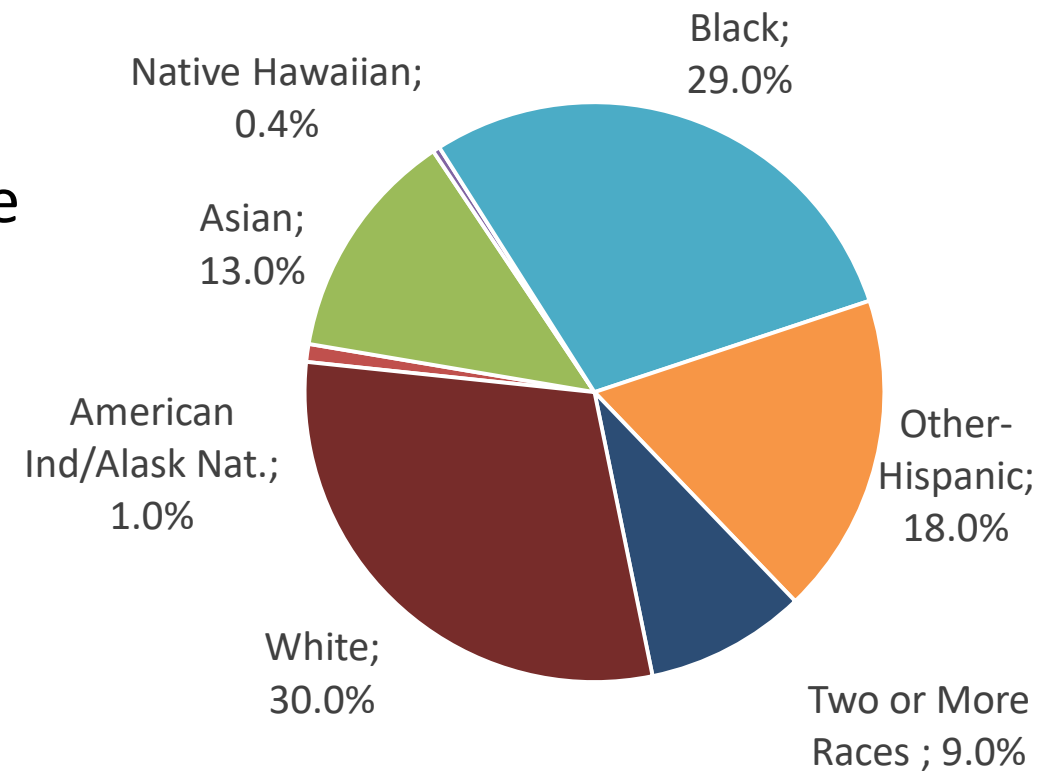
**12,663**

Train-the-  
Trainer;

# Participant Demographics (Unduplicated)

- 2021 is last full year of demographic data available (9 of 13 programs reported)
- Largest groups served were Black and White
- % of Hispanic participants (18%) is lower than their representation in the West Berkeley population (23%)
- 28% of unduplicated served were age 60+
- Results may be due to programs not reporting their demographic data.
  - Reporting improving since 2018

2021 Participant Race/Ethnicity



**N=5,876 Who disclosed R/E**

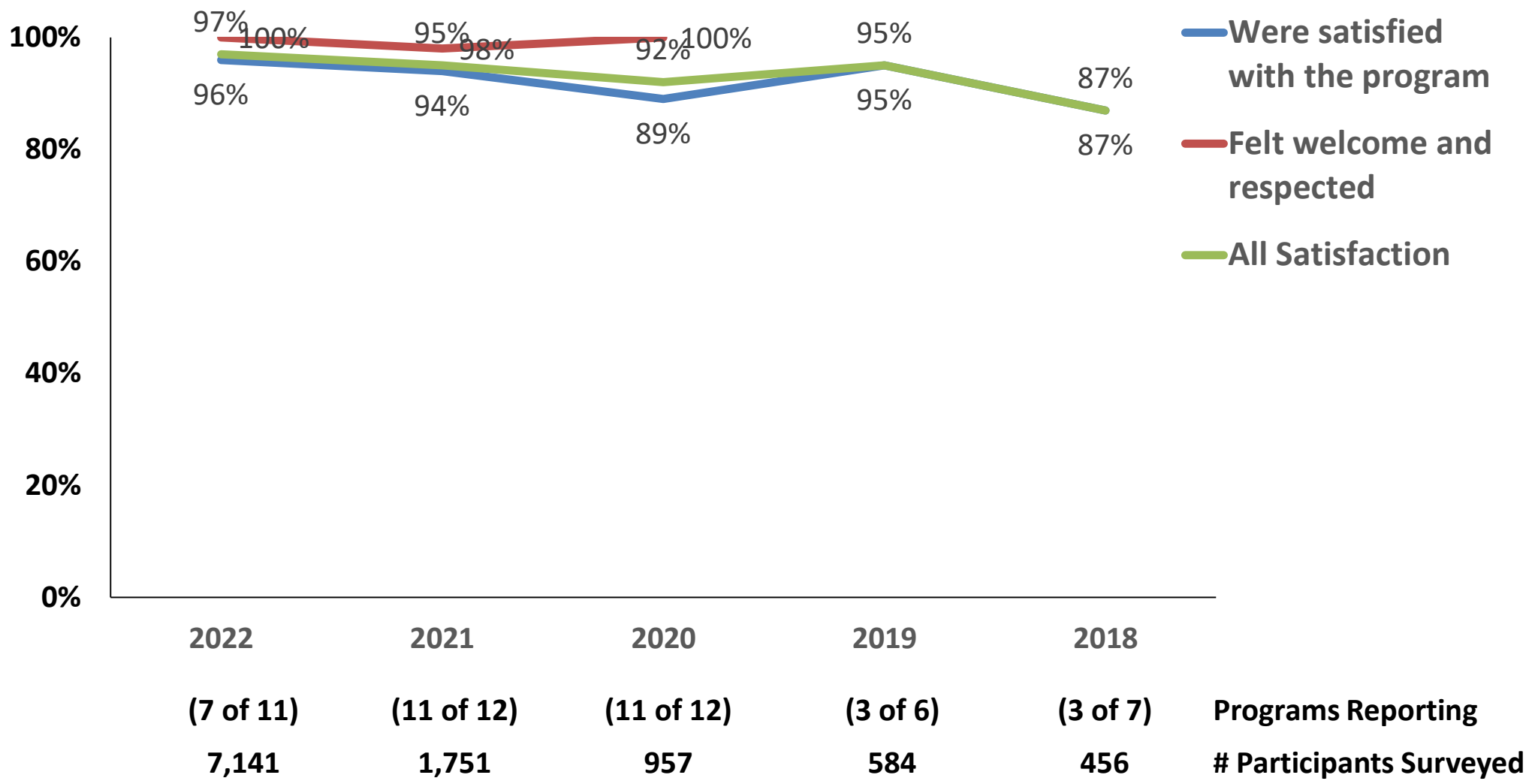
**N=1,275 Declined to State**

**N= 632 Missing**

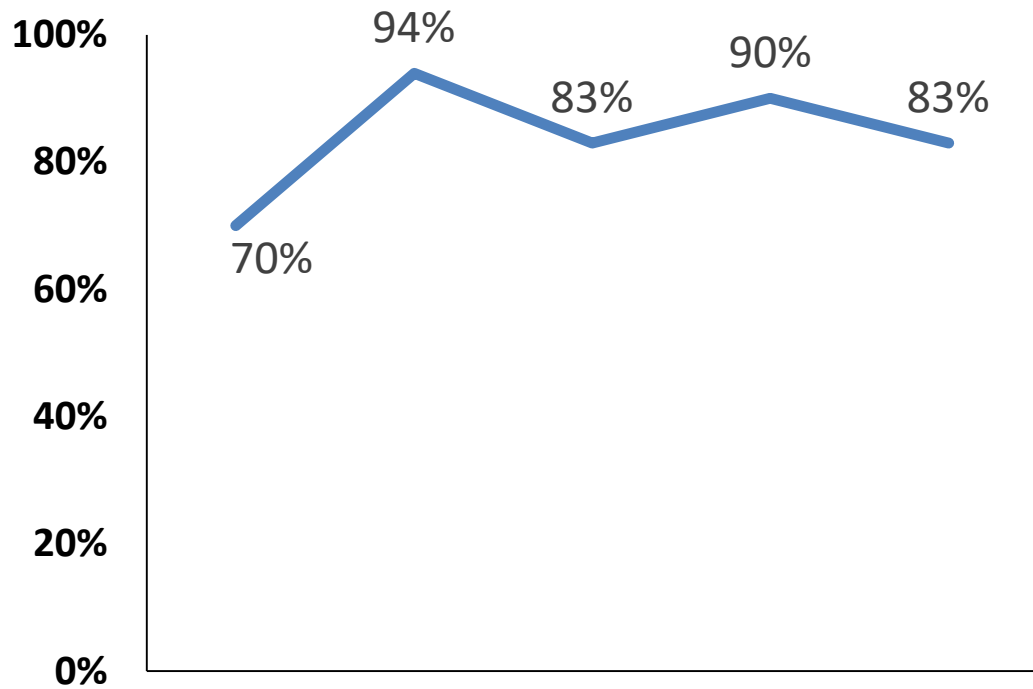
**N=7,783 Unduplicated Participants**

# Participant Satisfaction with HB Programs 2018-2022

(program goals range from 40 to 97%)

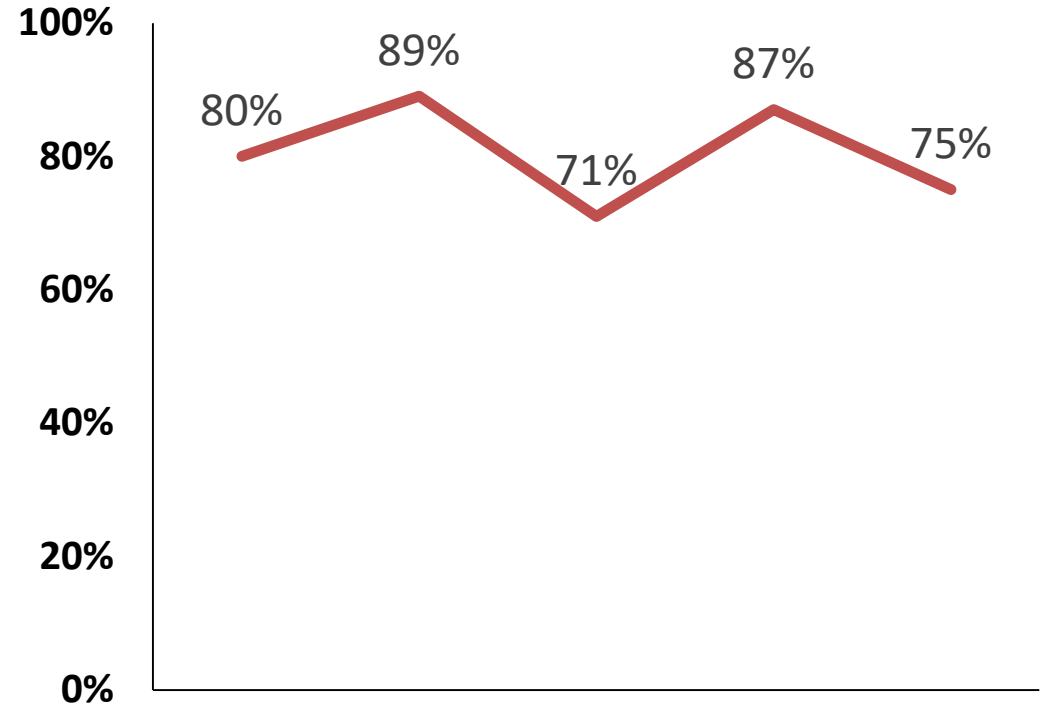


**% of Participants Who Increased Knowledge of SSBs and Healthy Eating 2018-2022**  
 (program goals range from 60 to 82%)



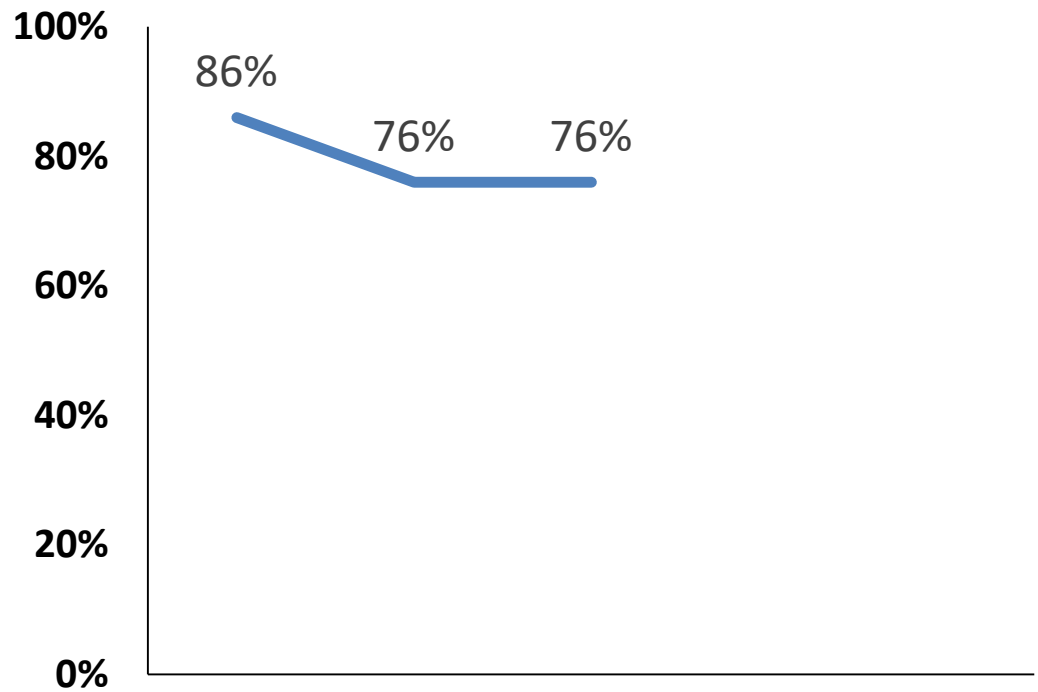
2022*	2021	2020	2019	2018
(4 of 11)	(4 of 12)	(3 of 12)	(5 of 6)	(4 of 7)
3,042	760	379	2,539	764

**% of Participants Who Increased Motivation to Consume Healthy Food and Drink 2018-2022**  
 (program goals range from 25 to 70%)



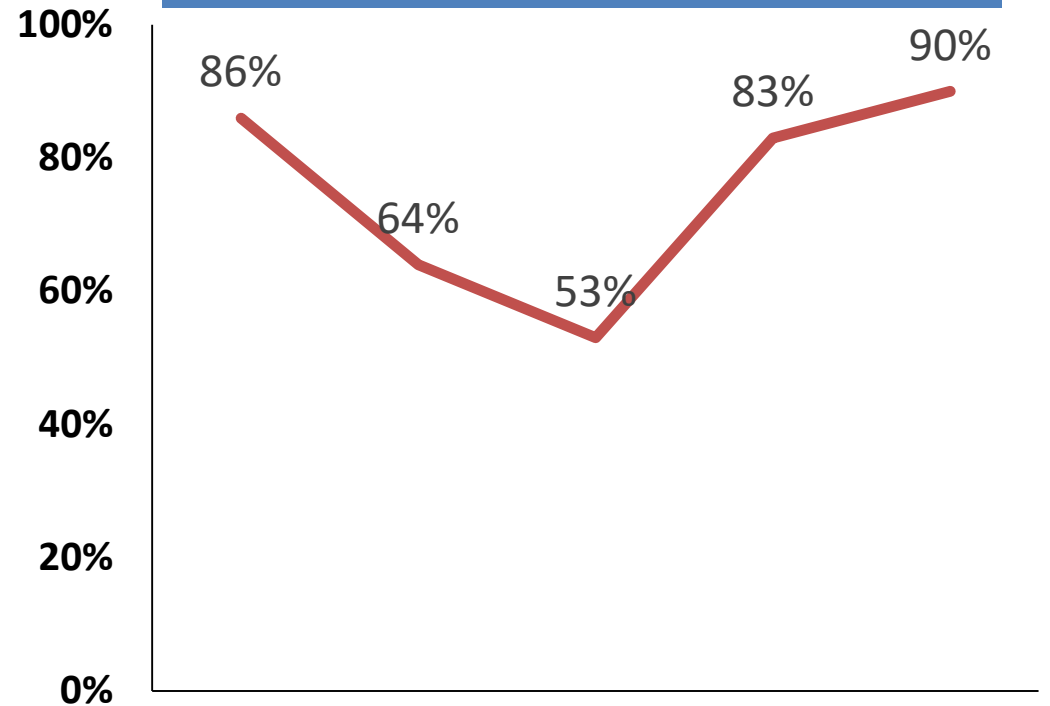
2022*	2021	2020	2019	2018
(6 of 11)	(8 of 12)	(3 of 12)	(3 of 6)	(4 of 7)
2,761	925	692	513	500

**% of Participants with Increased Access to Healthy Foods  
2020-2022  
(program goals range from 70 to 80%)**



2022*	2021	2020	2019	2018
(1 of 12)	(5 of 12)	(2 of 12)	-	-
30	383	387	-	-

**% of Participants with Healthier Food and Drink Consumption  
2018-2022  
(program goals range from 80 to 90%)**

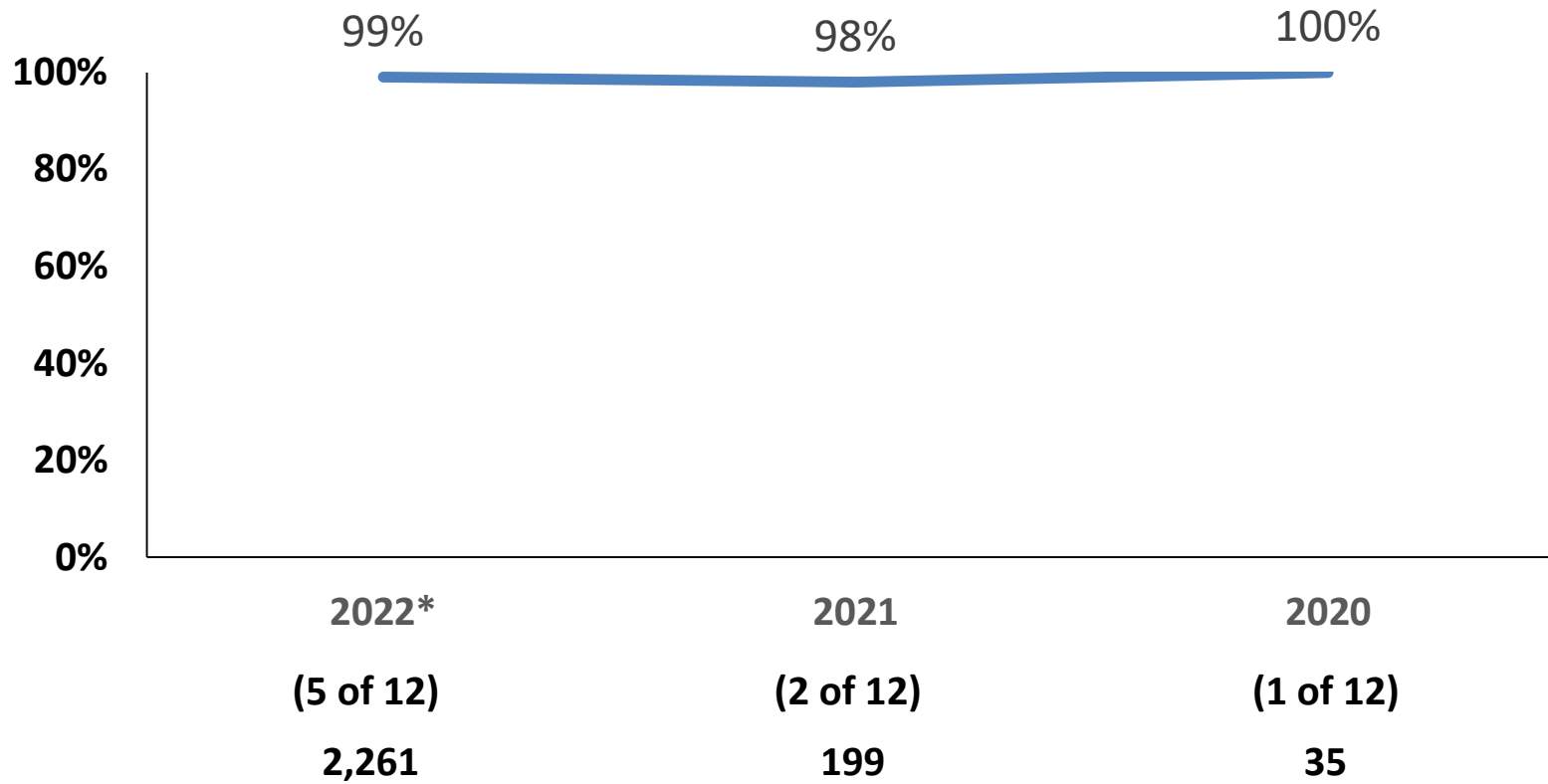


2022*	2021	2020	2019	2018
(1 of 12)	(2 of 12)	(1 of 12)	(2 of 7)	(1 of 7)
1,991	147	41	6,382	358



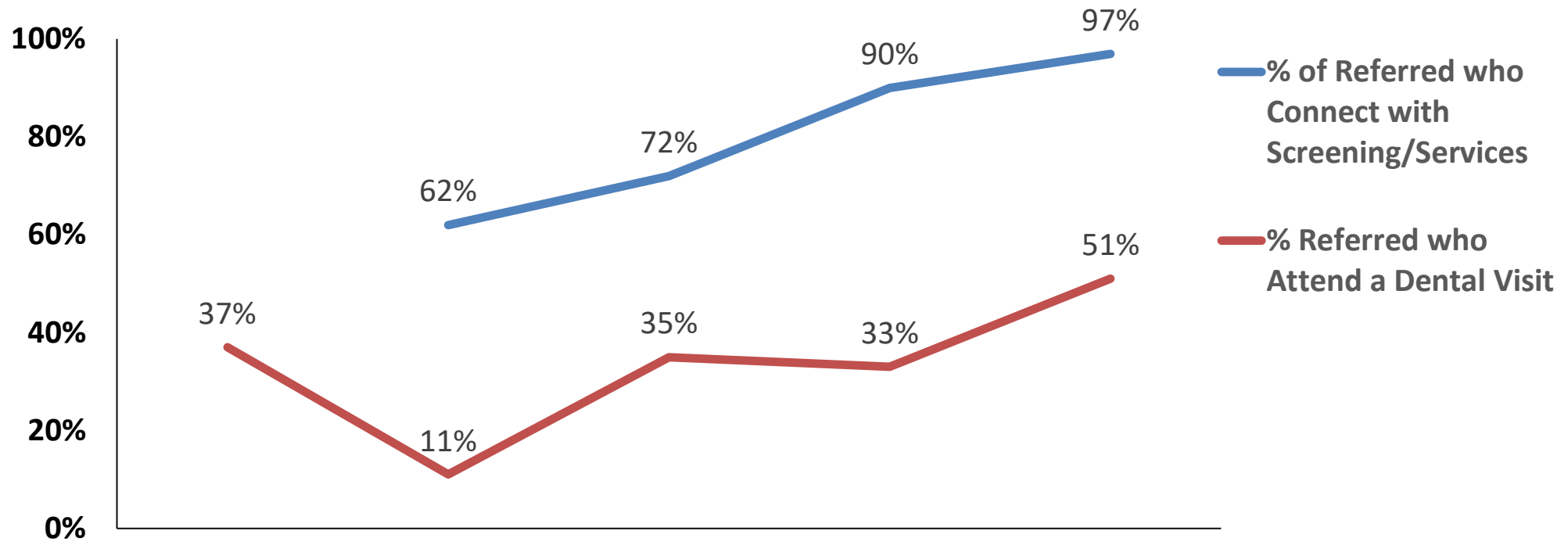
# **% Participants Who Increased Confidence to Make Positive Changes in Their Communities 2020-2022**

(program goals range from 40 to 95%)



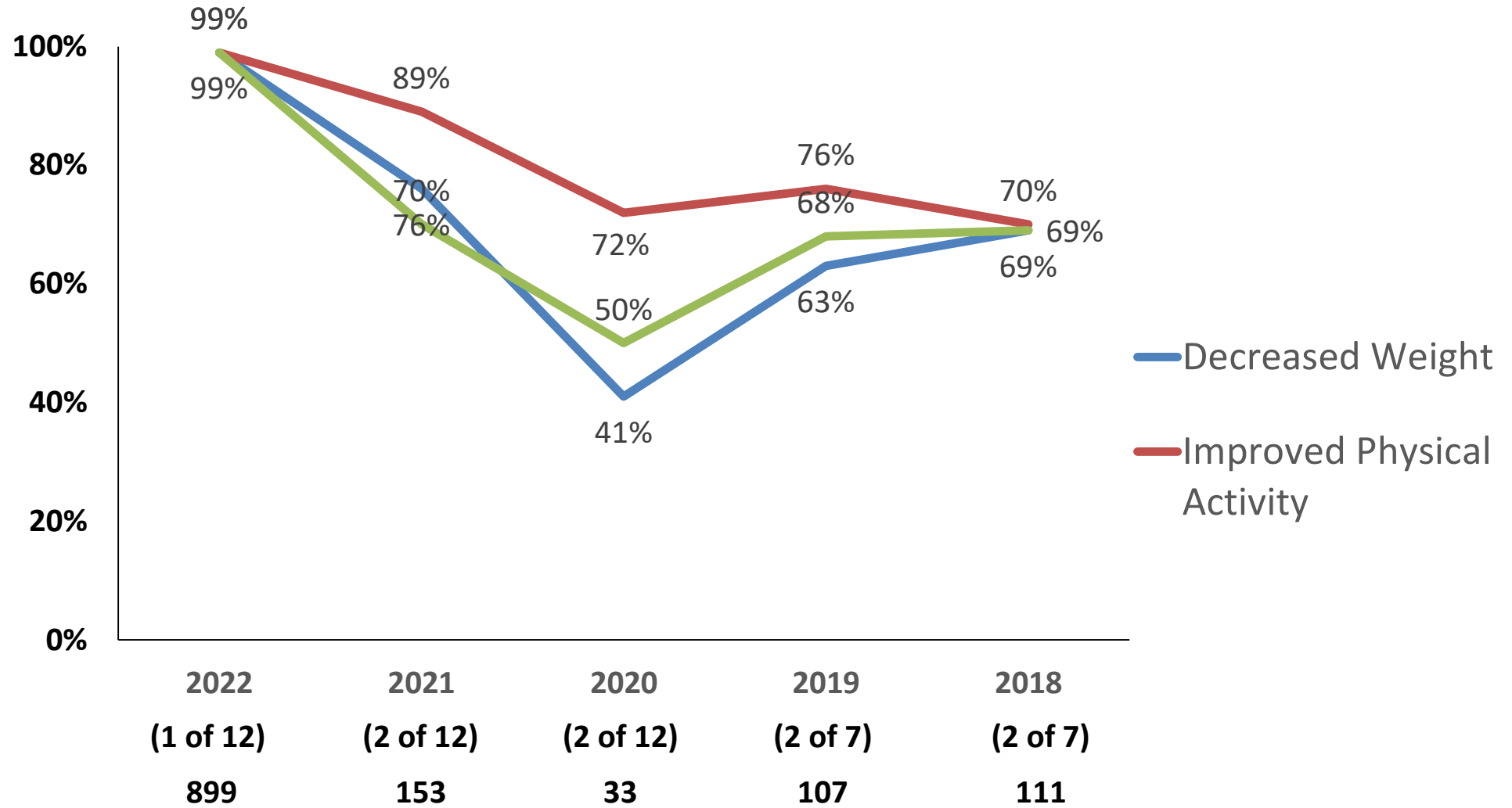
# % Participants with Improved Access to Care 2018-2022

(program goal for primary care = 70%; dental care = 25%)



2022*	2021	2020	2019	2018	
(1 of 12)	(2 of 12)	(1 of 12)	(2 of 7)	(2 of 7)	
Missing	966	144	87	68	Screening
166	960	8	184	28	Dental

# % Participants with Improved Health 2018-2022 (program goals = 60-70%)



# Progress on Policy Changes

- Added to Performance Indicators in 2020 by 2 programs
- City Policy Change: Healthy Checkout Aisle
  - Met goals for support from community residents, organizations and merchants
  - Policy passed in 2020, implemented in Jan 2021
  - Began monitoring merchant compliance (15% in 2021)
- Change in Merchant Knowledge and Support
  - Support policy to limit shelf space for SSBs
  - Intention to offer more healthy snacks at stores (from 33% in 2020 to 86% in 2022)
  - Better understanding of current Berkeley policies (study with UCB, 91%)
  - Taking down SSB ads (71% in 2022)
- Change in Contractor Practices
  - Pledge not to serve SSBs at events

# Qualitative Data Findings: Contractor Perspectives

- Successes
  - Trained residents educate family, friends and community around SSBs, healthy eating and policy change
  - Participants demonstrate increased knowledge and skills in nutrition, reading food labels, SSB industry etc.
  - Contractors using HB funding to secure matching funds
- Challenges
  - Less one-on-one contact with residents due to pandemic
  - Declining participation in some programs due to “Zoom Fatigue”
  - Reduced Measure D funds
  - Burden of reporting data every quarter

# Qualitative Data Findings: Participant/Staff Perspectives

- Benefits of Programs for Participants
  - Adopting healthier habits
    - More water, fewer SSBs
    - More fruits and vegetables, less sugar
  - Bringing messages and modeling behaviors for family, friends and community
- Challenges
  - Many participants want to get back to in-person events
  - Some people had opposite problem of getting to events, preferred Zoom

*With Multicultural Institute (MI); YMCA (YNCA 2 programs - only staff)*

# Update on Population-Level Data on SSB-Related Diseases

- Data Being Tracked by Alameda County:
  - ED Visits, Hospitalizations, Mortality, Years of Life Lost
  - for Diabetes, Hypertension, Ischemic Heart Disease, Non-Traumatic Dental Conditions and Obesity
- To Keep in Mind:
  - Population-level data shows broad trends
  - Hard to attribute directly to HB programs
  - Data is not available by race/ethnicity due to changes in definitions and small numbers
  - Time frame for seeing change in research is decades
  - Can schedule another presentation with the SSBPPE on population-level data

# Summary of Findings

- Participant satisfaction rates were generally high
- Overall, programs met their RBA targets
- Some population-level trends seem better for Berkeley than Alameda County as a whole, but cannot correlate with HB program
- Staff and participant focus group findings:
  - Corroborated RBA findings that participants are increasing knowledge and motivation, developing healthier habits, gaining access to healthy food, health and dental care
  - Highlighted development of community leaders to spread messages and model healthy behaviors
  - Acknowledged pandemic challenges and hope to get back to in-person programs



# Evaluation Limitations and Next Steps

- Evaluation Capacity/Resources
  - No resident street (intercept) survey since 2017
  - California Health Interview Survey Berkeley oversample not done since 2014
  - Limited number of focus groups and participant interviews
- Research Design/Interpretation
  - Cross-sectional snapshots in time
  - Cannot do random sampling
  - Other factors besides HB may be affecting change in attitudes, behavior and chronic disease
  - Hard to isolate any one contracted program or intervention
- Evaluation Next Steps
  - Focus groups with additional HB contractors over the next 6 months
  - Report draft for SSBPPE completed by mid-October

# Future Considerations

## Recommendations from focus groups

- Continue coordination between HB contractors to provide “mutual aid”
- Ask community what programs they would like to have funded
- Fund collaboration between contractors to leverage resources
- Outreach to include more low-income, seniors, unhoused
- Tap strengths of trained community advocates to spread healthy messages
- Provide incentives for participation

## For next HB RFP

- Identify a minimum set of key performance measures as a reporting requirement for all funded contractors
- Include additional points for proposals that incorporate partnerships and collaboration to leverage resources