

Date: August 19, 2019

To: Councilmember Sally Bagshaw, Chair, Neighborhood & Finance Committee

From: Jason Johnson, Director, Human Services Department

Subject: SBT Public Awareness & Counter Marketing Proviso Lift (per Green Sheet 14-8-E-1-2019)

Introduction

The purpose of this memo is to provide a vision and work plan for the Human Service Department's (HSD) public awareness and counter marketing campaign for the Sweetened Beverage Tax (SBT).

The Proviso included in Green Sheet 14-8-E-1-2019 states, *"Of the appropriation in 2019 for the Human Services Department, no Sweetened Beverage Tax funds provided for media campaigns may be spent until approved by ordinance. Council expects to lift the proviso after a report has been submitted and approved by the Finance and Neighborhoods Committee specifying the Department's plans for these funds, including the types of activities that will be supported, the types of entities that will be eligible to apply, and how the Department or contractee will assure the language accessibility or the resulting activities and products, especially for non-english speaking low-income individuals."*

This memorandum meets Community Advisory Board (CAB) expectation for the proviso.

Summary

HSD is tasked with leading a public awareness and counter marketing campaign to reduce consumption of sugary beverages, funded by the City of Seattle's Sweetened Beverage Tax. The SBT is a tax on the distribution of sweetened beverages in the city of Seattle. The tax is collected on the final distribution of sweetened beverages into Seattle for retail sale in the City. For more information on the tax, please refer to the City's [SBT Home Page](#).

In a [memo](#) to Mayor Jenny A. Durkan, the CAB offered the following goals for the project:

- 1) Raise awareness of harmful health effects of sugar-sweetened beverages (SSBs) and of healthier beverage choices.
- 2) Raise awareness of the deceptive and manipulative marketing of SSBs to people of color and low-income communities (especially youth and young adults) and generate action and resistance.
- 3) Raise awareness of Seattle's SBT (how it works, revenues raised, how revenue is being used) and build support for the SBT.

Proviso Response

1) Types of Activities to Be Funded

CAB Ask	HSD's Understanding	Types of Services to Be Funded	Description
"Raise awareness of harmful health effects of sugar-sweetened beverages (SSBs) and of healthier beverage choices."	Public Awareness Campaign on Alternatives to Sugary Beverages & Healthier Choices	<ul style="list-style-type: none"> Advertising Campaign 	<ul style="list-style-type: none"> This campaign will engage an array of media venues, from television, radio, online, and others.
"Raise awareness of the deceptive and manipulative marketing of SSBs to people of color and low-income communities (especially youth and young adults) and generate action and resistance."	Counter Marketing Campaign	<ul style="list-style-type: none"> Youth Engagement Social Media Campaign 	<ul style="list-style-type: none"> A youth engagement campaign will be focused on communicating the impacts of sugary beverages on those most impacted: black and Latinx youth and young adults aged 12-39 years of age. A social media campaign that is agile and responsive to the needs of communities involved.
"Raise awareness of Seattle's SBT (how it works, revenue raised, how revenue is being used) and build support for the SBT."	Public Awareness Campaign on Use of SBT Funds	<ul style="list-style-type: none"> Website 	This website will host information on how SBT funds are used, SBT funded program success, community perspectives, and other useful information.

2) Qualifications for Communications Firms Applying to the Campaign

HSD will develop a Statement of Qualifications (SOQ) to hire a communications firm to work on the public awareness and counter marketing campaign. In addition to qualifications developed internally by HSD and in collaboration with the CAB, HSD will contract with firms that have:

- Predominantly women of color and minority staff and leadership
- Familiarity with communities most impacted by SSBs (Black and Latinx youth and young adults, ages 12-39)
- Experience coalition building
- Knowledge of public awareness campaigns, but especially counter marketing
- Garnered trust with community
- A clear understanding of food access best practices and food justice theory

- The ability to conduct work that considers language accessibility
- The ability to engage and mobilize a youth engagement campaign
- Have knowledge of Seattle’s Community Based Organization (CBO) landscape and the ability to mobilize this network

3) In Collaboration with the CAB

In partnership with the CAB:

- 1) HSD will invite one or two members of the CAB to regularly participate in work group meetings and rating panels.
- 2) HSD will report monthly to the CAB on updates to the work.
- 3) HSD will receive input from the CAB, with the understanding that final decisions on the Public Awareness & Counter Marketing Campaign are up to the Department’s sole discretion.

Project Timeline

Month	Action
October	Communication Firm Selection <ul style="list-style-type: none"> • Counter-marketing workgroup will align CAB recommendations with the scope of work, review data, identify Women & Minority Businesses (WMBE), develop a Statement of Qualifications (SOQ), and select a firm.
October - January	Community Engagement Design <ul style="list-style-type: none"> • In collaboration with selected firm, workgroup will define objectives, determine community engagement methods, define what data will be gathered, identify effective venues for communication, and identify community and youth groups.
February - March	Campaign Design <ul style="list-style-type: none"> • Document findings, assess data and plan campaign kickoff deliverables
April - June	Initial Campaign Kickoff <ul style="list-style-type: none"> • In collaboration with CAB, workgroup, and others, HSD will launch the campaign.

Request to Lift Proviso

The Department believes that requirements of the proviso have been met and is requesting the proviso be lifted and the Department be granted authority to appropriate proviso funding.