

Sweetened Beverage Tax Community Advisory Board

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Vision Statement

The Sweetened Beverage Tax Community Advisory Board’s collective vision for how the beverage tax can positively impact the long-term future of Seattle’s communities:

Nutritious food and clean water are accessible to all, children and families are supported with resources that support healthy development, the burdens of disease and stress are lifted, and there is collective wellbeing, community connection, and joy.

Core Values

The core values of the Sweetened Beverage Tax Community Advisory Board represent the beliefs and behaviors by which all CAB members shall conduct themselves and provide a foundation for decision-making and action:

Racial Justice and Social Equity – We will strive for equitable distribution of resources and power to address the effects of classism and racism and its impact on health and education disparity. We commit to applying a racial equity lens¹ when developing budget recommendations and programmatic guidance, as well as to our internal work practices.

Cultural humility – We recognize we will not know all the nuances of the cultural ways for everyone represented in the City of Seattle and therefore approach with humility, an open mind, and respect.

Voice of the community – We will center on the communities most impacted by health and education inequities and make space for them to speak their concerns and solutions.

Balance between community-driven solutions and scientific evidence – We acknowledge that innovative community ideas can provide important solutions to consider in balance with evidence-based programs, and that there are equity-related challenges in who participates in scientific research that underpins the evidence base.

Transparency – We commit to open and honest communication within the Community Advisory Board, with the communities we serve and represent, and with City officials and staff regarding how we make decisions and how SBT funds are allocated and spent.

Accountability – We are responsible to hold the City accountable to the actions outlined in the ordinance and advise the City Council and Mayor based on our role of representing the community. We are also accountable to the communities we represent.

Trust – We commit to cultivating trust by building and repairing relationships

¹ The SBT CAB uses the [racial equity lens framework](#) developed by facilitator and consultant Maketa Wilborn.

Budget Principles

The budget recommendations of the Sweetened Beverage Tax Community Advisory Board are rooted in the fundamental conviction that investments supported by the beverage tax revenues should prioritize allocation of funds to communities disproportionately affected by health, child development and education inequities, especially those related to the adverse health effects of sugary drinks. To ensure this, the CAB recommends the following budget and operational principles.

Programs funded through SBT revenue are expected to be aligned with these principles, in addition to following the stated intent of the ordinance and addressing the elimination of health and education inequities. We strongly recommend the City similarly align allocation plans for Sweetened Beverage Tax revenue and implementation of programs and services.

Priority populations: All programs and activities funded by the SBT should focus on reaching communities of color, immigrants, refugees, people with low income, and individuals with limited-English proficiency. Youth from these communities are also a priority. In addition to experiencing the effects of classism and racism that lead to health, child development, and education inequities, these communities are disproportionately targeted by the sugary drink industry.

Place-based focus areas: Programs and activities funded by the SBT should focus on areas where communities of color, immigrants, refugees, people with low income and individuals with limited-English proficiency live.

Community-driven: Programs and activities funded by the SBT should be led, guided or implemented by community-based organizations that have authentic relationships with the focus community. As stated in the CAB's core values, we acknowledge that innovative community ideas can provide important solutions to consider in balance with evidence-based programs.

Culturally responsive: Programs and activities funded by the SBT should be culturally responsive and delivered in ways that are accessible and comfortable for the focus population (or community).

Address immediate needs and focus on systems change: Programs and activities funded by the SBT should address people's immediate needs and address the root causes that allow disparities and inequities to exist in the first place. This is a "both/and" situation. We aspire for direct services and systems change to work together.

Meeting Agreements

The following meeting agreements were developed by the Sweetened Beverage Tax Community Advisory Board to outline how we will work together respectfully and effectively. We adapted some agreements from those used by Equity Matters and Pomegranate Center.

1. Value time

- Be present and come to meetings prepared
- Commit to good facilitation and time keeping
- Take responsibility for your contributions

2. Share airtime

- Be aware when it's appropriate to step up and when to step back
- One speaker at a time, don't speak over or interrupt others when they are speaking

3. Propose something better, don't just criticize

- No blame – accept collective responsibility for decisions the group has made
- Avoid making inferences or assumptions – seek understanding
- Don't react – first, listen to understand and then comment

4. Be willing to accept a level of discomfort and be courageous and kind

- Address issues of racism and social inequities challenges dynamics and can put people in vulnerable positions.
- Commit to facing these issues with courage and kindness to seek authentic solutions

5. Pay attention to power dynamics

- Pay attention to who speaks most frequently, who gets interrupted, and whose ideas are adopted or dismissed.
- Openly discuss power in meetings: *Call out* to bring public attention to harmful words or behavior; *Call in* (invite a 1:1 or small group conversation) if you see someone being pushed out, neglected, or ignored

6. Balance between knowledge and lived experience

- We value the lived experiences of communities who collectively drive solutions as well as evidence based approached to improving health inequity

7. Think outside the box and challenge our own lens

- Be open to new and different ideas than the ones you hold

8. Respect different learning styles and processing styles

- Accommodate all learning and processing styles by allowing time for reflection
- Include a variety of decision-making and processing
- Ask for clarity when needed and spend time to ensure shared understanding

9. Keep focus on the common goal

- Avoid getting caught in unnecessary details to ensure we can accomplish what is in front of us.