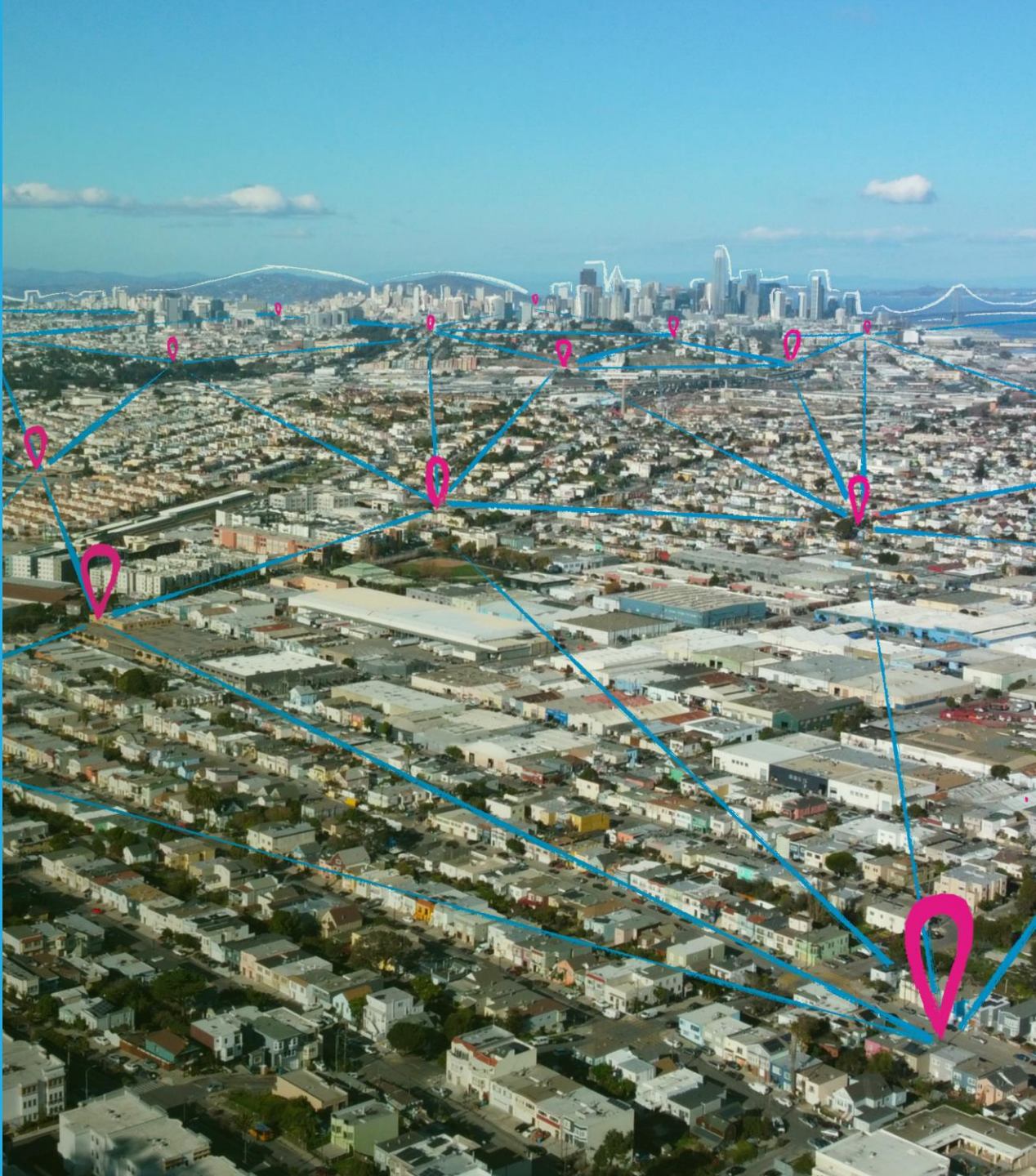


SDDTAC Data + Evidence Subcommittee

SDDT Evaluation Updates: 2021-22 + 2022-23

June 8, 2022



Evaluation Planning



Agenda

1. Overview of SDDT strategies and outcomes (brief!)
2. Evaluation Focus + Activities for FY 2021-22
3. Evaluation Focus + Activities for FY 2022-23

SDDT-Funded Strategies → Shorter-Term Outcomes

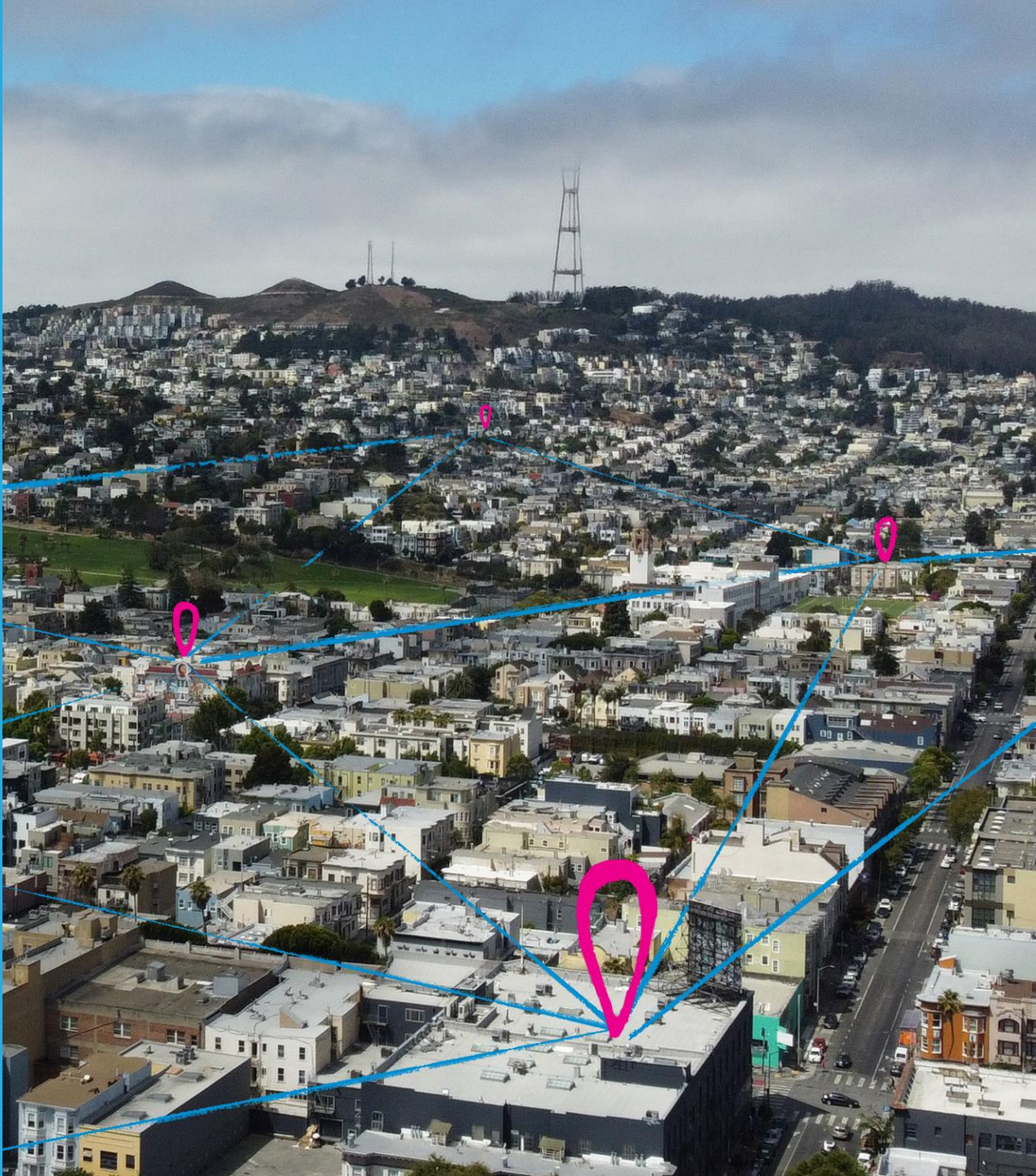
- 1) Build community capacity and develop leadership
- 2) Provide health promoting education, programs, and services
- 3) Provide job readiness, skills training, and career pathways
- 4) Expand access to healthy food, water, and oral health
- 5) Decrease access and availability to sugary beverages
- 6) Increase opportunities for physical activity
- 7) Increase economic opportunities in priority neighborhoods
- 8) Increase healthy messaging related to nutrition

Community + Economic Outcomes

- ↑ Food security
- ↑ Economic opportunity and stability

Behavioral Outcomes

- ↓ Sugary drink consumption
- ↑ Tap water consumption
- ↑ Vegetable/fruit consumption
- ↑ Physical activity
- ↑ Breastfeeding



FY 2021-2022 Evaluation

Evaluation Focus for 2021/2022

Continue to evaluate:

- What and how many strategies are being implemented?
- How many people were reached?
- How are priority populations being engaged?
- What outcomes are being achieved?

Evaluation Focus for 2021/2022

NEW! Interactive web maps + data dashboard to increase community access to and use of evaluation findings (supporting transparency)

Web maps

- Addresses (points) of programs funded by SDDT with info about program, funding amount per FY, each program's SDDT strategies and outcomes
- Population data on SDDT outcomes (e.g., by census tract)

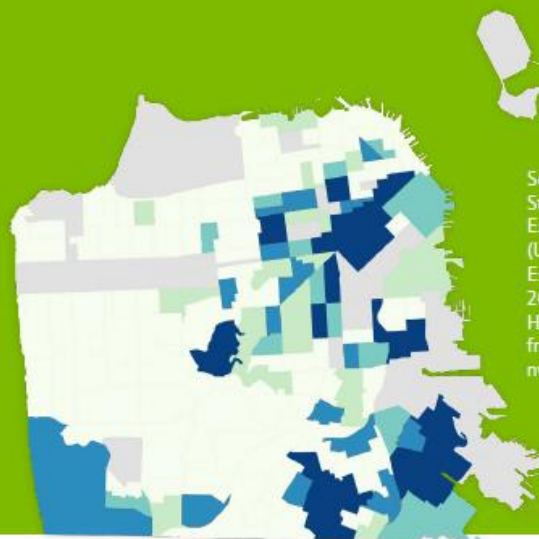
Data dashboard

- Numbers, demographics of participants + staff paid with SDDT funds
- Number of programs + corresponding SDDT revenue supporting implementation of specific SDDT strategies and focused on specific SDDT outcomes

Web Maps

Example Content: Data on Population Outcomes/Context

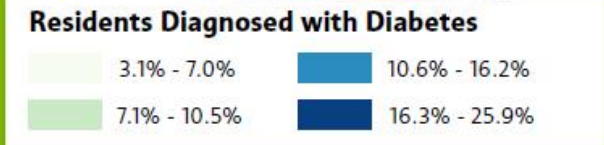
- Life expectancy at birth
- Percent of census tract residents diagnosed with:
 - Diabetes
 - Hypertension
- Percent of census tract residents 65+ who have lost all their teeth



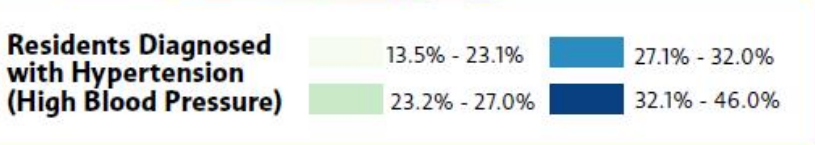
Source: National Center for Health Statistics, U.S. Small-Area Life Expectancy Estimates Project (USALEEP): Life Expectancy Estimates File for California, 2010-2015]. National Center for Health Statistics, 2018. Available from: <https://www.cdc.gov/nchs/nvss/usaleep/usaleep.html>.



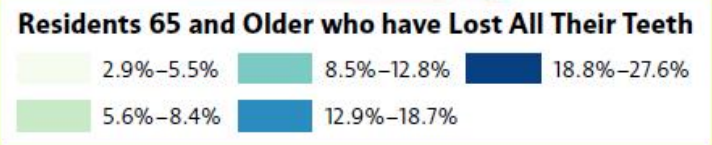
PLACES County Data. (2021) Centers for Disease Control and Prevention National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. <https://www.cdc.gov/places>: Model-based estimate for crude prevalence of diagnosed diabetes among adults aged >=18 years, 2019



PLACES County Data. (2021) Centers for Disease Control and Prevention National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. <https://www.cdc.gov/places>: Model-based estimate for crude prevalence of high blood pressure among adults aged >=18 years, 2019






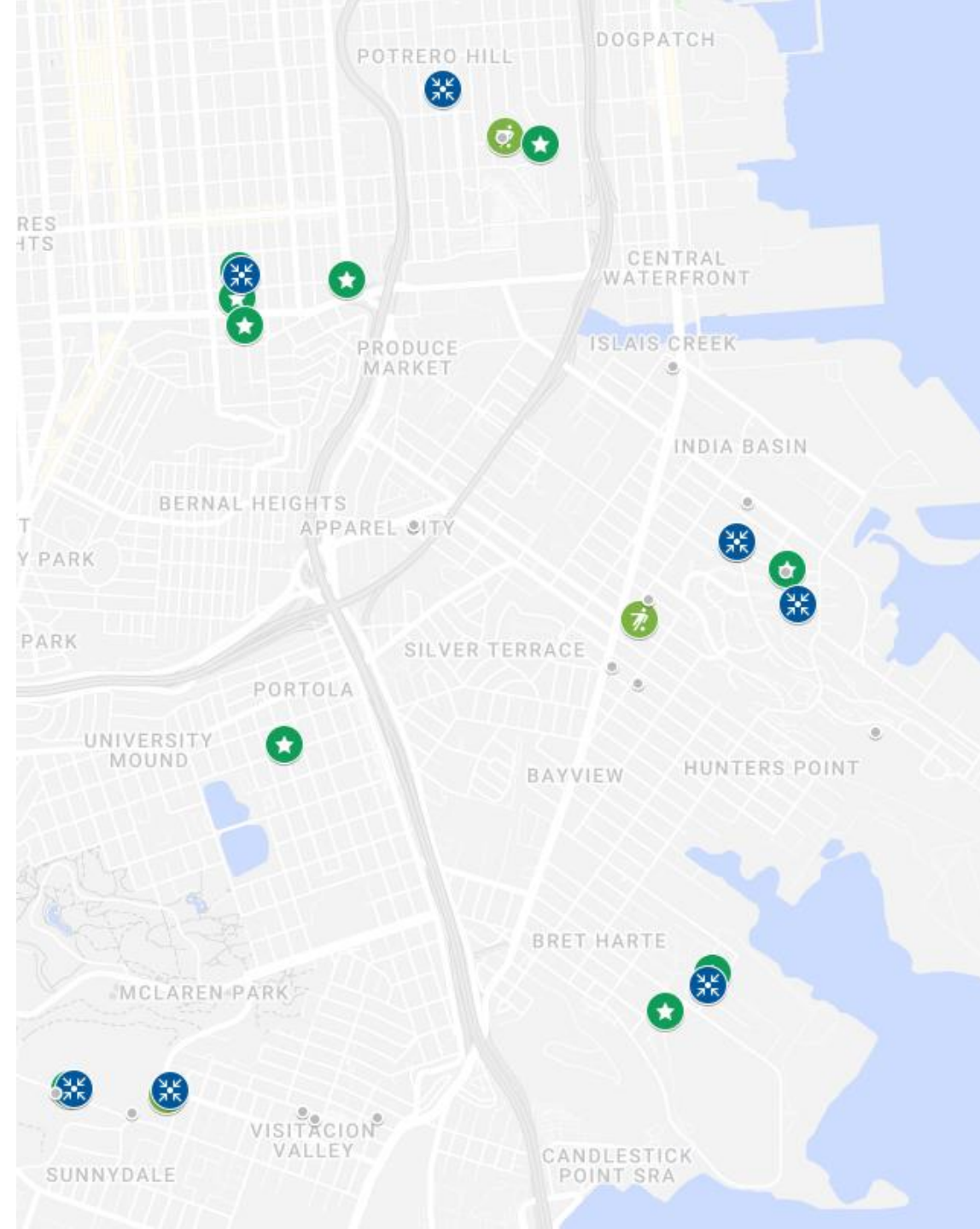
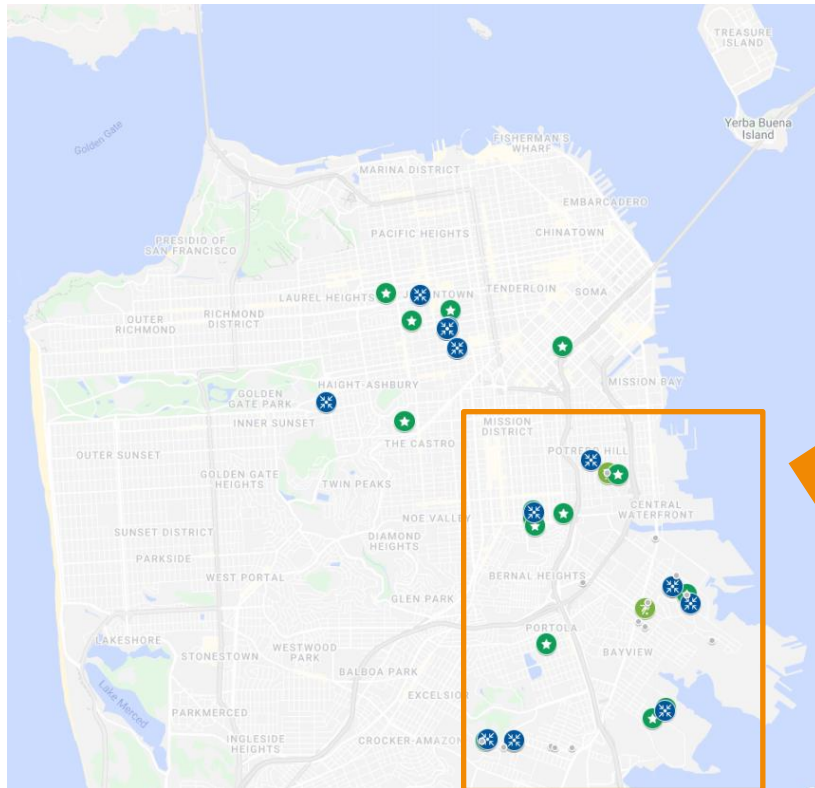
PLACES County Data. (2021) Centers for Disease Control and Prevention National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. <https://www.cdc.gov/places>: Model-based estimate for crude prevalence of all teeth lost among adults aged >=65 years, 2019



Web Maps Example Content

FY 2020-2021 Requity Programming

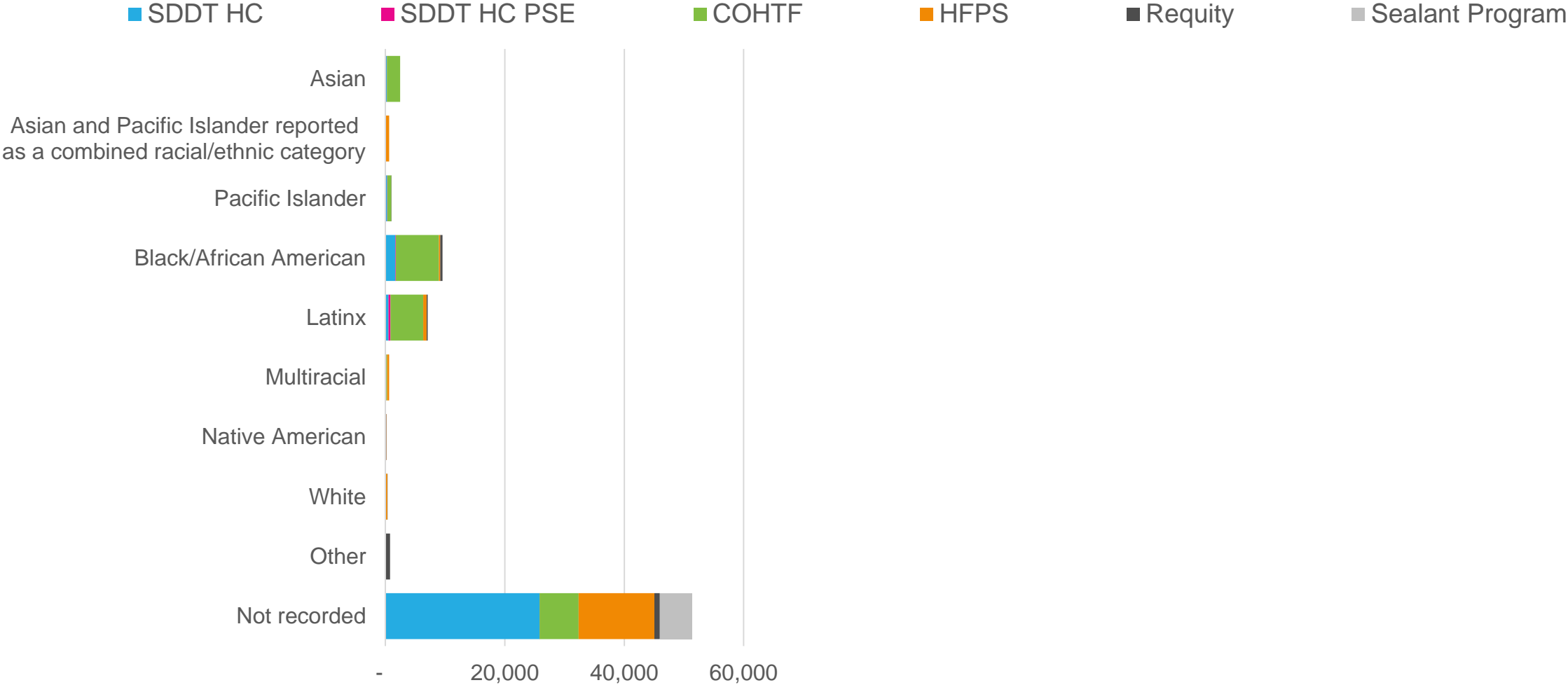
-  Peace Parks
-  Sites of FY 2020-2021 Requity programming
-  SFUSD/DCYF Hubs supported by Requity staff



Example Data Dashboard Content: Participant Profile

Demographics of FY 2020-2021 SDDT-Funded Program Participants

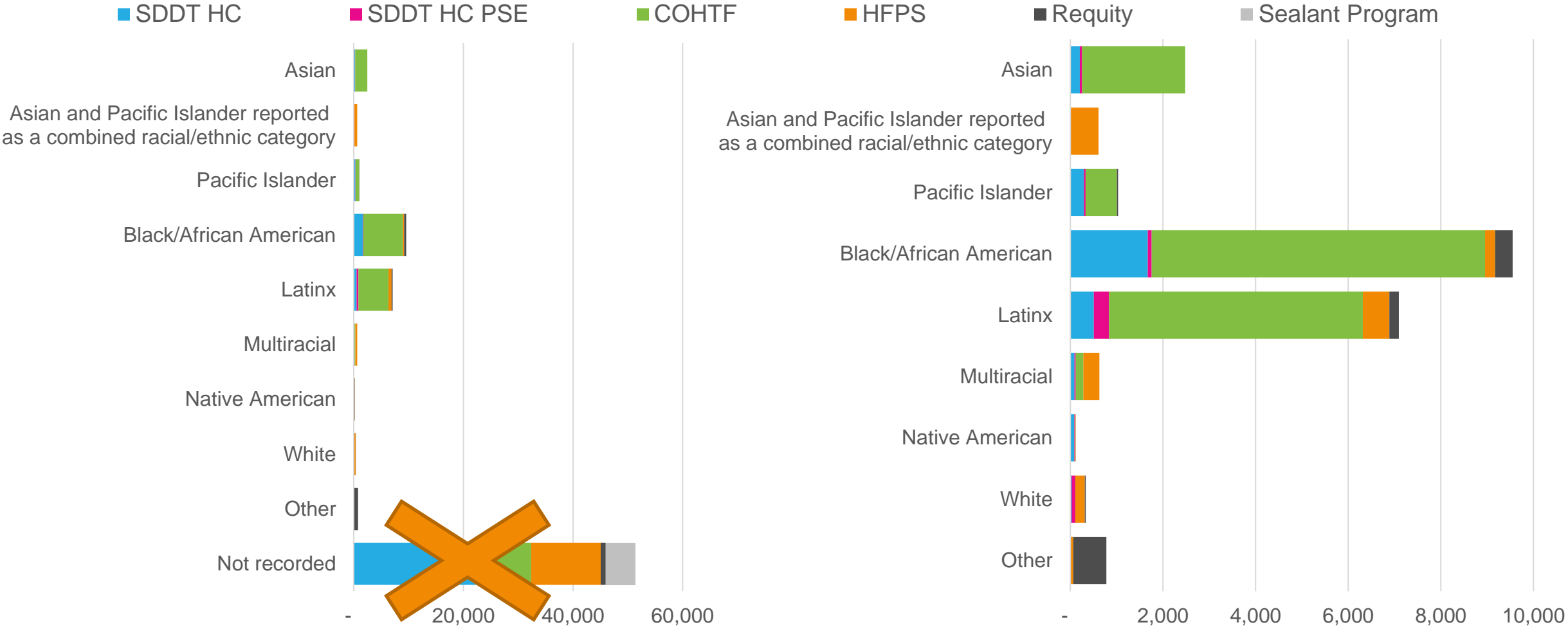
Data reported by 18 grantees (from all 4 SDDT-funded grant programs) and 2 City agency programs



Example Data Dashboard Content: Participant Profile

Demographics of FY 2020-2021 SDDT-Funded Program Participants

Data reported by 18 grantees (from all 4 SDDT-funded grant programs) and 2 City agency programs



Evaluation Focus for 2021/2022

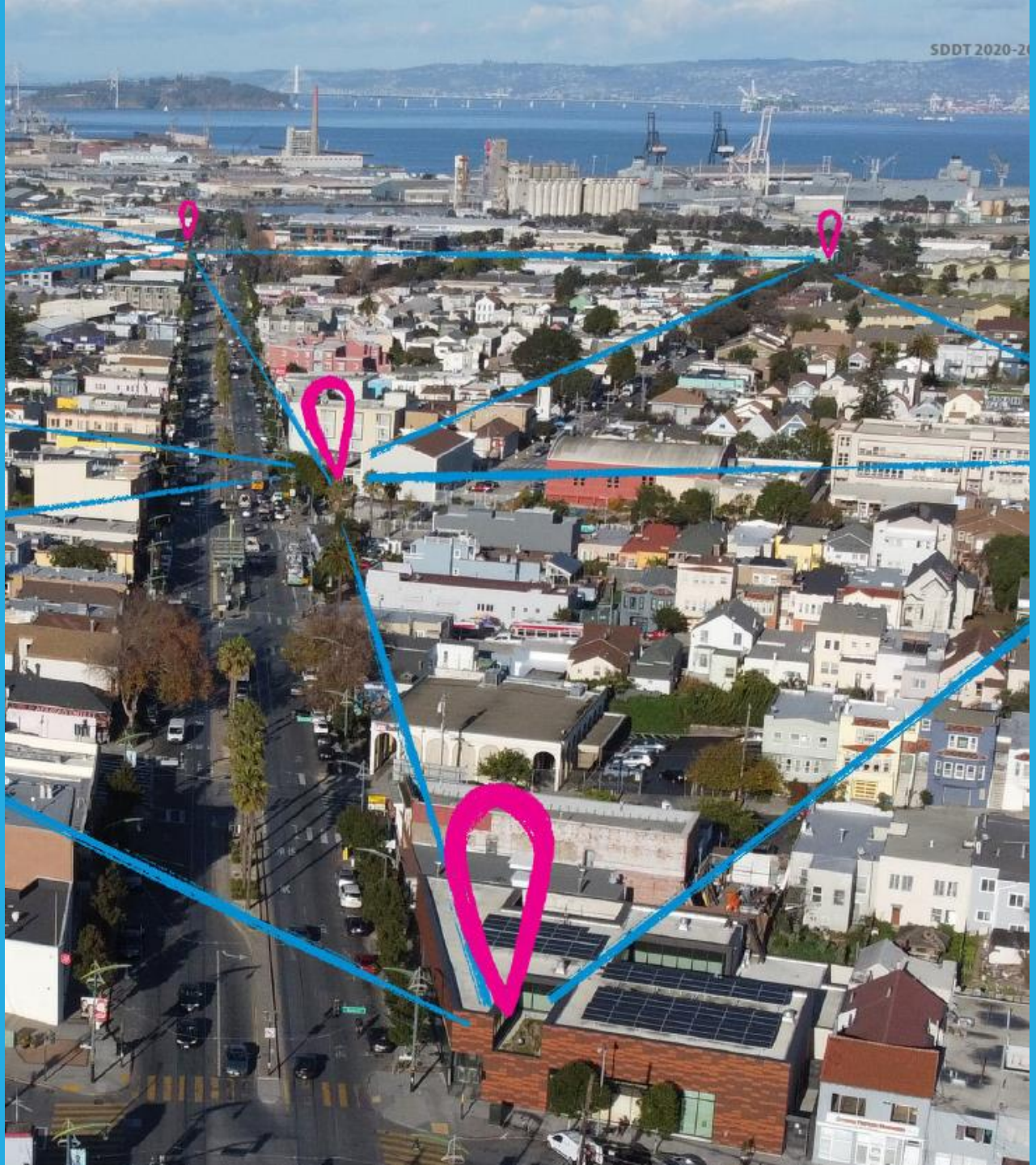
NEW! Evaluate the impact of SDDT multi-year funding

Specifically, we will explore how (likely) multi-year funding impacted:

- **Organizational stability:** Consistent funding to support programs (especially during the pandemic).
- **Organizational effectiveness:** Funding that supports the organization to carry out the programs effectively (in alignment with the mission and vision).
- **Community capacity building:** Organization's ability to increase community capacity (e.g., leadership, job skills, economic opportunity) of key populations.

Key Interview Questions

1. **Context** – How is SDDT funding supporting BIPOC led and BIPOC serving organizations?
 - a. **BIPOC-Led:** management and/or Board of Directors are predominantly BIPOC
 - b. **BIPOC-Serving:** Majority of clients, program participants, or people who benefit from work are BIPOC
2. **What did SDDT funds allow you to do that you wouldn't have been able to do otherwise?**
3. How has SDDT funding contributed to organizational **stability**?
4. How has SDDT funding contributed to organizational **effectiveness**?
5. How, if at all, has SDDT funding contributed to **community capacity** building?



Evaluation Planning for FY 2022-2023

Evaluation Focus for 2022/2023

- ✓ Continue to evaluate:
 - What and how many strategies are being implemented?
 - How many people were reached?
 - How are priority populations being engaged?
 - What outcomes are being achieved?
- ✓ And update the interactive maps + dashboards to support transparency around how SDDT funding has been used/
increase community access to evaluation findings

Evaluation Focus for 2022/2023

NEW! Evaluation Portfolio approach/tools:

R+A will develop brief online + paper survey for program participants that explores specific outcomes according to what the funded entity is working on.

Portfolios group funded entities that focus on achieving the same outcomes:

- 1) Decreasing SSB consumption and/or increasing tap water consumption (awareness of health harms of SSB consumption + beverage industry exploitation)
- 2) Increasing physical activity
- 3) Increasing fruit and vegetable consumption and increasing food security

Considerations: Portfolio Evaluation Approach/Tools

Currently there is not one single outcome that all SDDT-funded entities are working to achieve.

Should there be?

For example: Increased awareness about harms of + inequities related to SSB consumption

Key populations: Focus for 2022/2023

➤ Should key SDDT populations include LGBTQII people? Undocumented people? Immigrants?

Possible criteria: 1) Diet-related chronic disease burden and/or 2) Targeted by beverage industry

	SDDTAC Priority Populations	DPH RFP Priority Populations
Low-income populations	✓	✓
Black/African American	✓	✓
Pacific Islander	✓	
Native American/Native Indian	✓	✓
Latinx	✓	✓
Asian	✓	
Pacific Islander & Asian		✓
Children/Youth/Young Adults between 0-24 years old	✓	✓
Adolescent and TAY males (10-24)		✓
Pregnant women		✓



Questions?

Stay in Touch!

SDDT Evaluation Team

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