

**SDDTAC**

# **SDDT Evaluation Updates: 2021-22 + 2022-23**

**August 17, 2022**



# Agenda

1. Overview of SDDT strategies and outcomes
2. FY 2021-22 Evaluation Foci + Reporting
3. Update on FY 2022-23 Evaluation Data

# 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

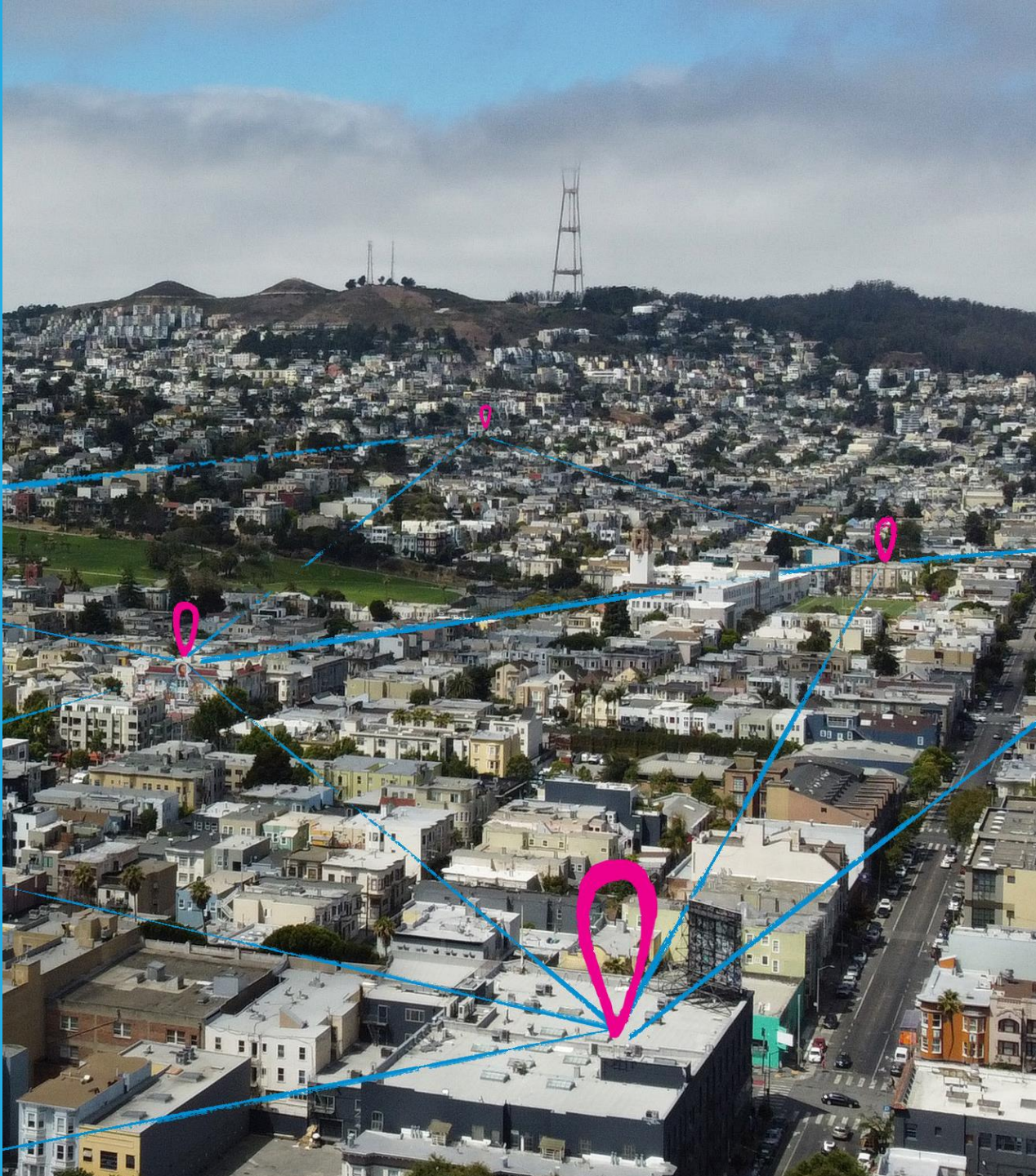
↑ Vegetable/fruit consumption

↑ Physical activity

↑ Breastfeeding

↑ Preventative oral health care





# 2021-2022 SDDT Evaluation Reporting

# Evaluation Foci 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 Foci for 2021/2022

## **NEW!** Evaluate the impact of SDDT multi-year funding

Specifically, we will explore if and how 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 Foci for 2021/2022: Standardization

## **NEW!** Data requested from all funded entities:

- **About SDDT-funded activities + services:**

Number of unduplicated participants, languages in which programs + services were offered, San Francisco neighborhoods where activities took place

- **About people who participated in SDDT-funded activities + services:**

San Francisco neighborhoods where participants live, participant demographic profile

- **About people paid wages or stipends with SDDT funds:**

San Francisco neighborhoods where people paid live, demographic profile of people paid, languages spoken of people paid



# Evaluation Reporting 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)

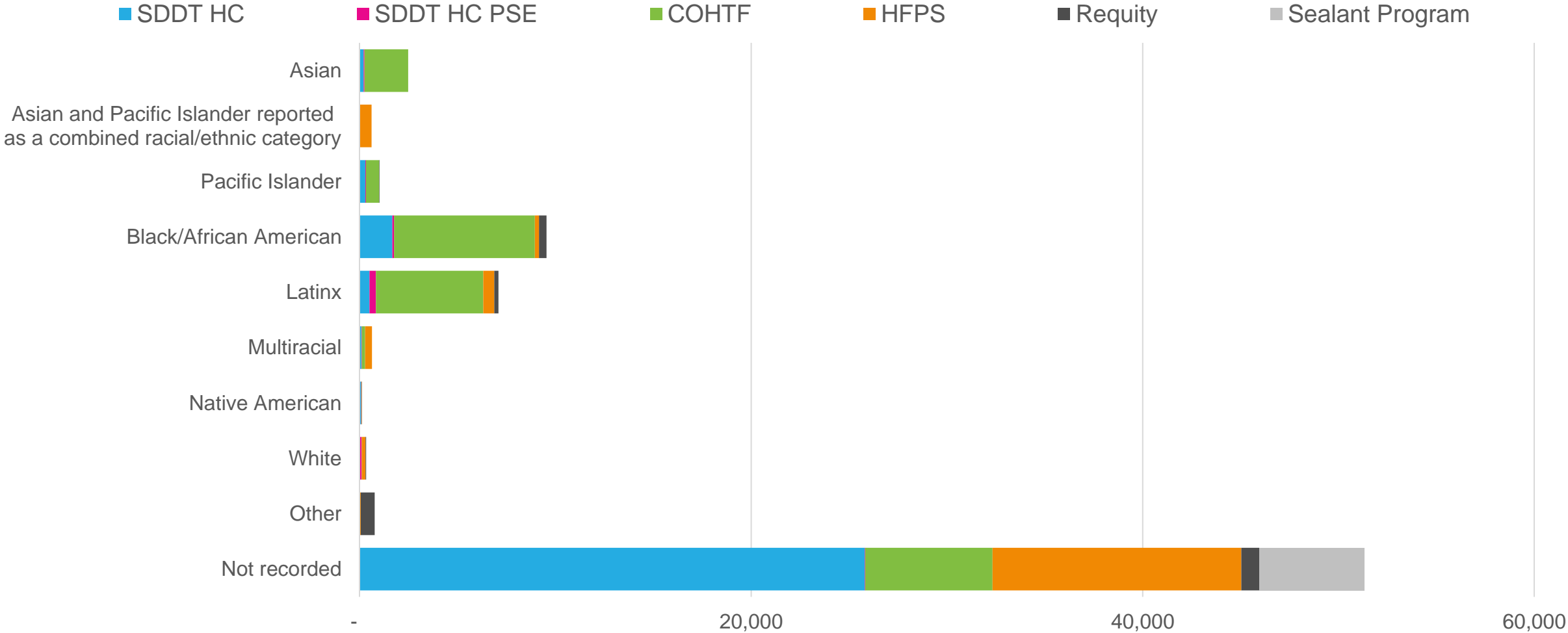
## Data dashboard

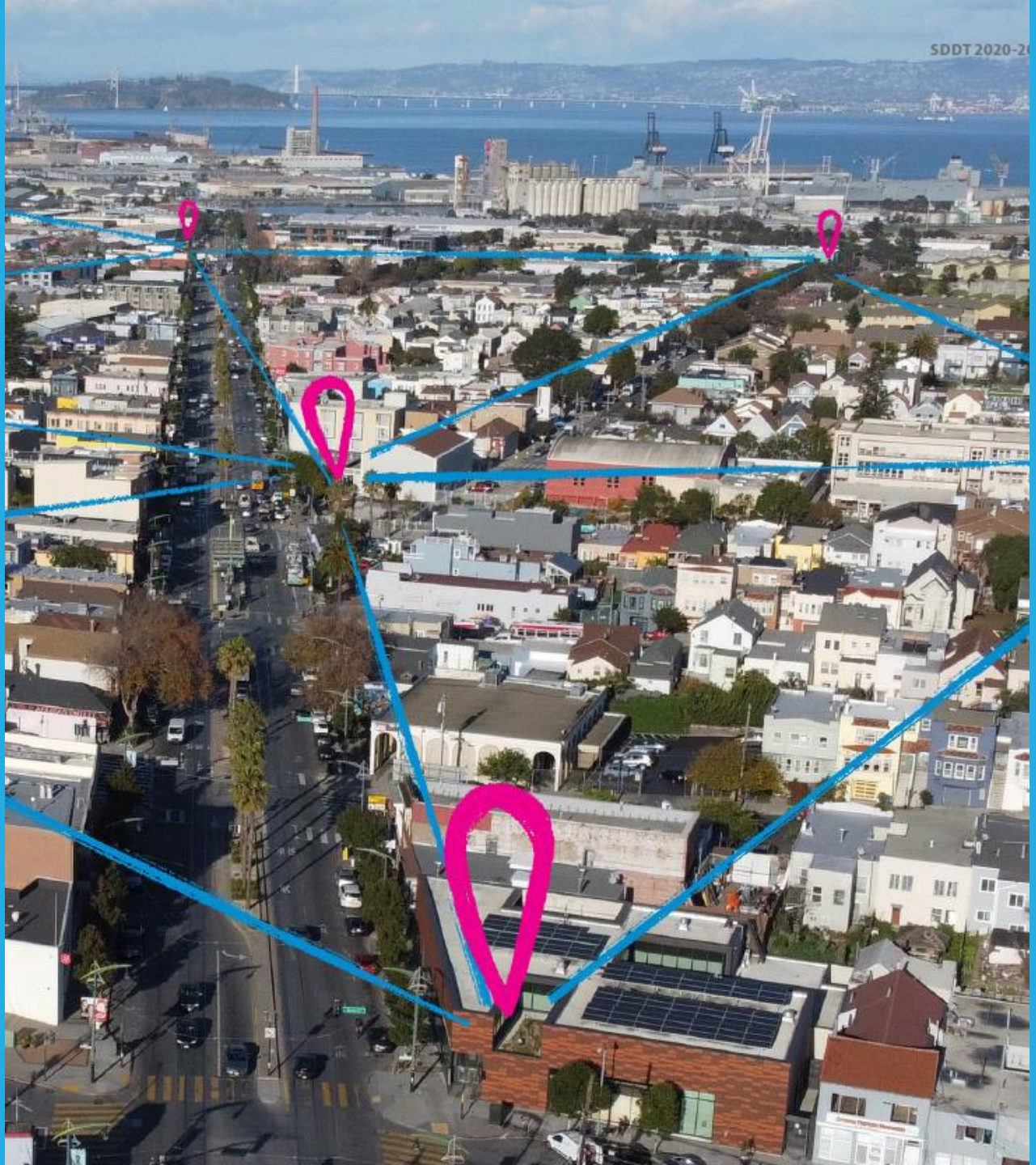
- Numbers, demographics of participants + staff paid with SDDT funds
- Number of programs + corresponding SDDT revenue supporting implementation of specific SDDT strategies and focused on specific SDDT outcomes

# 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





# 2022-2023 SDDT Evaluation Plan

# 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



# **NEW!** Evaluation Data in FY 2022/2023

## Survey portfolio:

- **All:** Data on increased awareness of health harms of SSB consumption
- **Most:** Recruit participants to participate in survey with relevant outcomes
- **Some:** Facilitate alternate method to gather data on relevant outcomes

## Annual reporting:

- **Unduplicated number of participants per fiscal year**
- **Support enrolling in CalFresh and/or WIC; referrals to enrollment support**

# 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 (and/or awareness of beverage industry exploitation/targeted marketing)
- 2) Increasing physical activity
- 3) Increasing fruit and vegetable consumption and increasing food security



Questions?

# Stay in Touch!

## SDDT Evaluation Team

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