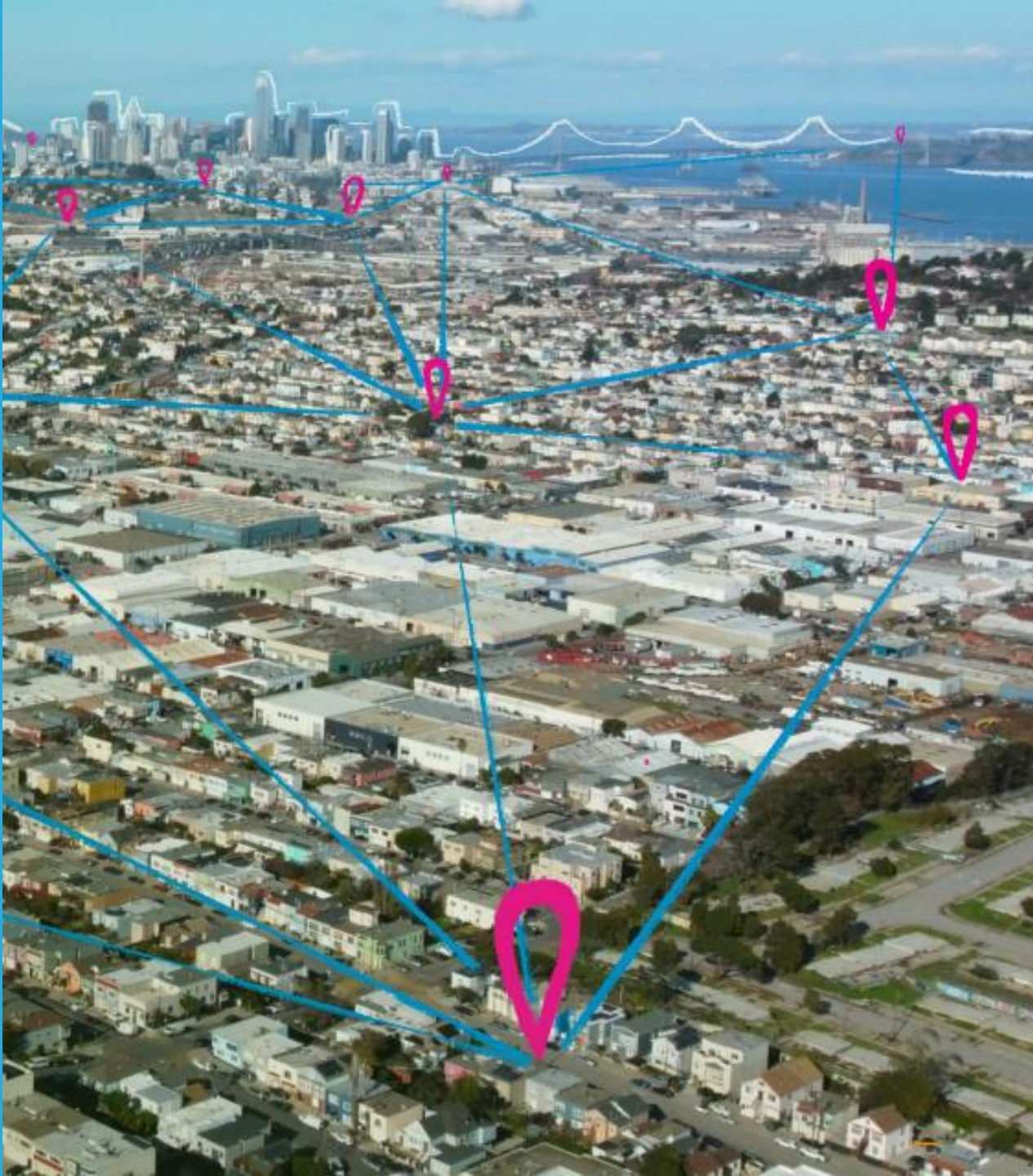# SDDTAC

Data + Evidence Subcommittee

December 7, 2022

Agenda

1. Preview PowerBI Data Visualization/Dashboards

2. Review findings and recommendations for FY 2021-2022 SDDT Evaluation Report

   ➢ Present SFUSD SNS Outcome Data

3. Gather feedback on recommendations

SDDT Web Maps + Data Dashboards

Making SDDT Data Transparent + Interactive

To be embedded in SodaTax-SF.org

✓ 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 dashboards

- Numbers, demographics of participants + staff paid with SDDT funds

- Number of programs + corresponding SDDT revenue supporting implement-ation of specific SDDT strategies and focused on specific SDDT outcomes

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Making SDDT Data Transparent + Interactive

Goal 1: Healthy People

- Contextual Data: SDDT revenue

- SDDT Funding Allocations

- Strategies Implemented by SDDT-Funded Entities + Foci Outcomes

- Demographics of SDDT-Funded Program Staff and Participants (coming soon)

Goal 2: Healthy Places

- Contextual Data
  - Health Outcomes
  - Demographics

- SDDT-Funded Entities (year + type)

- Reach of SDDT-Funded Work into San Francisco Neighborhoods

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PowerBI Dashboard Preview (Beta Test)

https://
raimiassociates.
wixsite.com/
sddt-powerbi

2021-2022 SDDT Evaluation Report

FY 2021/2022 Evaluation Contextual Data

Overall, between 2018-19 and 2021-22:

12% ↓ in sales tax revenue

26% ↓ in SDDT revenue

SDDT and sales tax revenues have followed the same general trend of decreasing the first and second year of the COVID-19 pandemic and increasing in 2021-22 (compared to the previous year/pandemic levels).

However, SDDT revenue (a proxy for SSB sales and consumption) decreased more than sales tax AND has had a much smaller increase in the past year compared to the increase in sales tax revenue.

Annual Change in San Francisco Revenue

■ Sales & Use Tax   ■ Sugary Drinks Distributor Tax

2018-19 to 2019-20	2019-20 to 2020-21	2020-21 to 2021-22

- 30%
- 15%
- 0%
- -15%

-16%   -18%   -18%   -21%   28%   15%
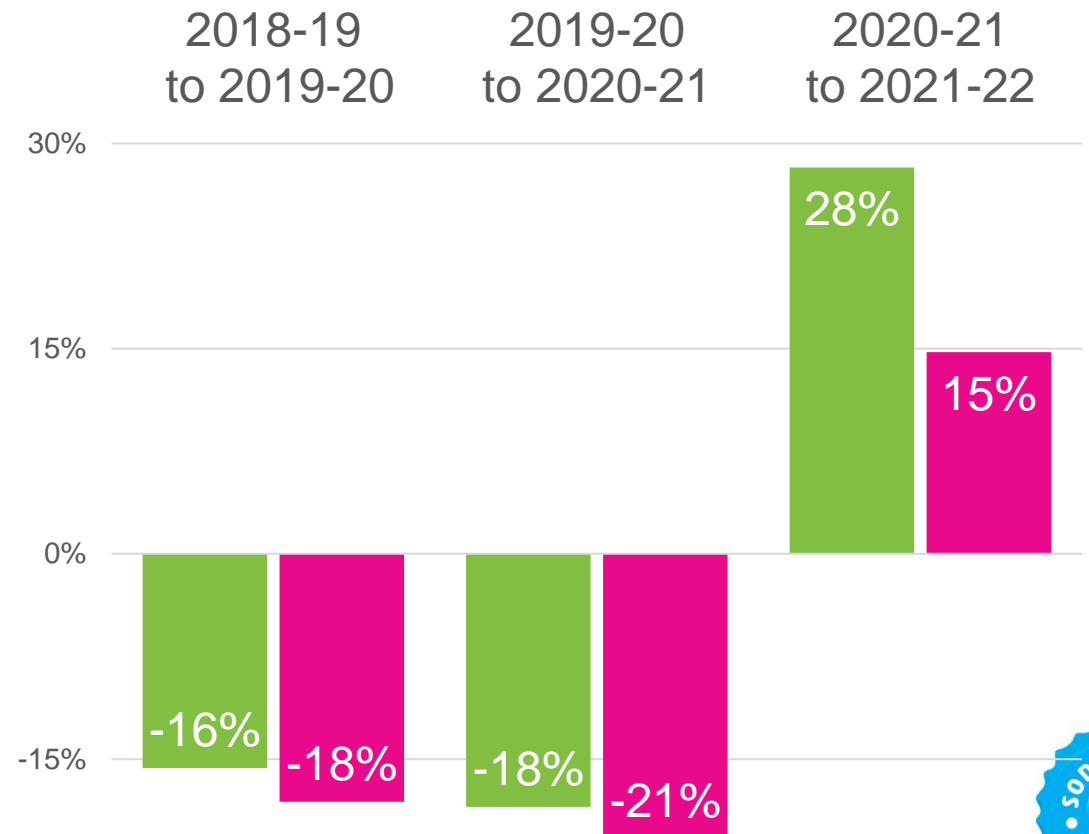
FY 2021/2022 Evaluation Contextual Data

Since the SDDT was implemented in Jan 2018, San Franciscans,' purchasing and consumption of sugary drinks has decreased significantly (✔).

Additionally, individual programs supported with SDDT funding have begun to demonstrate success in most other outcomes (✔).

Improve behavioral outcomes	
Decrease in sugary drink consumption	✔
Increase in fruit/vegetable consumption	✔
Increase in physical activity	✔
Increase in breastfeeding	✔
Increase in tap water consumption	
Improve economic conditions for individual workers/ families and local businesses	
Increase in food security	✔
Increase in economic opportunity and stability	✔

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Four Evaluation Findings for FY 2021/2022

1. SDDT funding continues to go to the **people + places most burdened by diet-sensitive chronic disease** and targeted by the sugar-sweetened beverage industry.

2. SDDT funding allocations **continue to support key strategies** and work to **achieve priority outcomes**.

3. Receiving multiple years of SDDT funding has **increased the effectiveness, stability and capacity of BIPOC-led and BIPOC-serving** funded entities.

4. An SDDT investment in SFUSD Student Nutrition Services infrastructure in FY 19/20 has resulted in a **large increase in participation in healthy school lunches** in FY 21/22.

FY 2021/2022 Evaluation Findings

1. **SDDT funding is going to the people + places most burdened by diet-sensitive chronic disease and targeted by the SSB industry.**
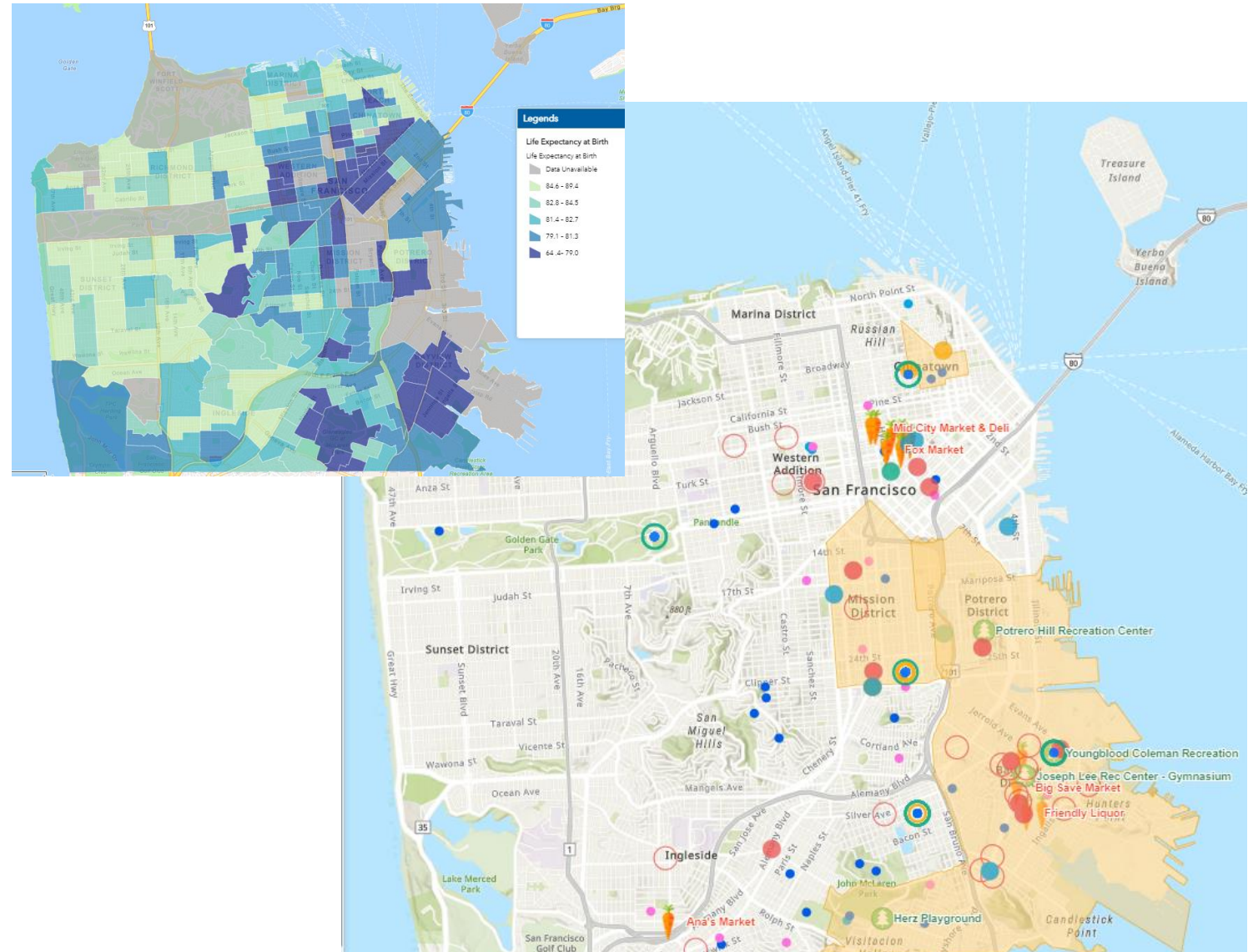
FY 2021/2022 Evaluation Findings

2. **SDDT funding allocations continue to support key strategies and work to achieve priority outcomes.**

Over the last 3 years, SDDT funding has focused mostly on funding education about nutrition, food security and the negative effects of sugary drinks; opportunities for physical activity; preventive oral health services; as well as addressing the root causes of diet-related chronic disease.

SDDT Funds Directly Used by Funded Entity by Primary Focus and Organization
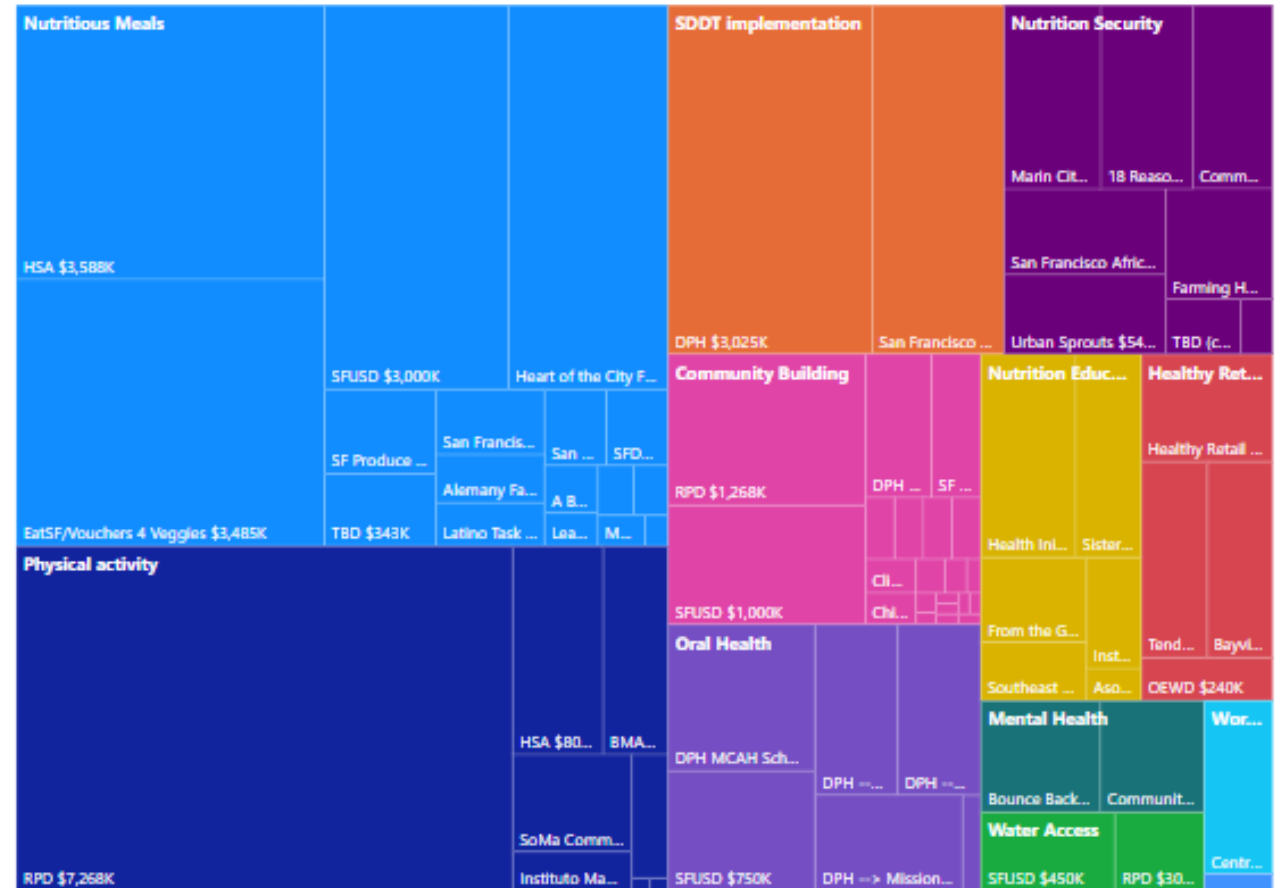
FY 2021/2022 Evaluation Findings

3. **Receiving multiple years of SDDT funding has increased the effectiveness, stability and capacity of BIPOC-led and BIPOC-serving funded entities.**

Organizational Effectiveness
- ✓ Building infrastructure in BIPOC-led and BIPOC-serving organizations
- ✓ Pursuing the longer-term mission to eliminate racism and other root causes of health and economic disparities
- ✓ Focusing on culturally responsive programming and responding to inequities
- ✓ Creating programmatic strategies with and for communities served

Organizational Stability
- ✓ Developing infrastructure, new programs and obtaining additional funding
- ✓ Supporting job stability and retention by funding key staff, providing living wages and increasing benefits

Capacity Building
- ✓ Helping to close gaps related to accessing and using technology.
- ✓ Providing needed leadership opportunities and job skills training
- ✓ Deepening movements of resistance to oppression, sense of place, community, and power

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FY 2021/2022 Evaluation Findings

4. **An SDDT investment in SFUSD Student Nutrition Services infrastructure in FY 19/20 has resulted in a large increase in participation in healthy school lunches in FY 21/22.**

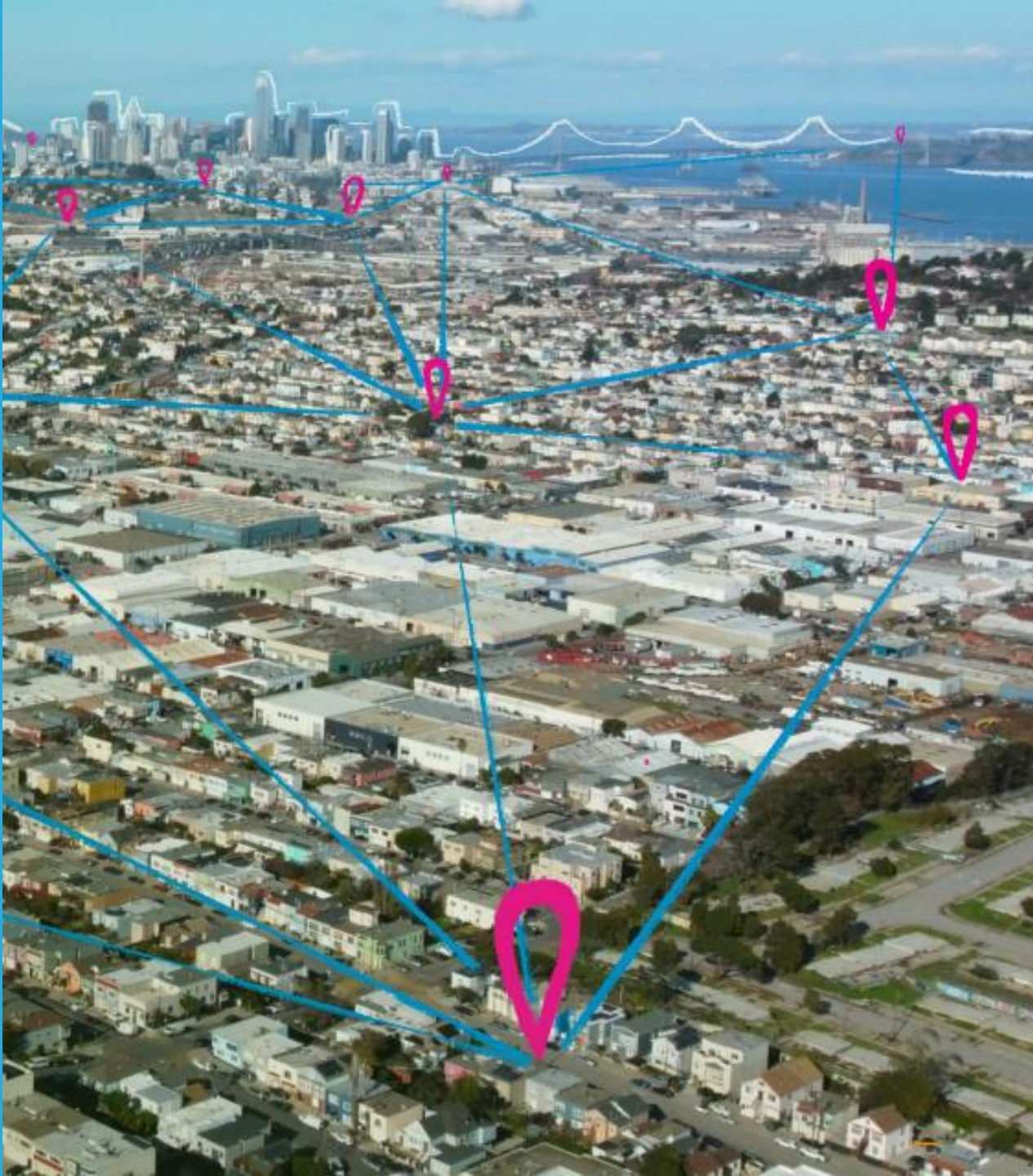**SDDT Community + Economic Outcomes**

↑ **Food security**

↑ Economic opportunity and stability

SDDT Behavioral Outcomes

↓ Sugary drink consumption

↑ Tap water consumption

↑ Vegetable/fruit consumption

↑ Physical activity

↑ Breastfeeding

↑ Preventative oral health care

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Findings from SFUSD Nutrition Services Data

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SFUSD's Kitchen Models

Warming Kitchen (Heat & Serve)

- Elementary schools, and small middle and high schools

- Limited/no kitchens

- **Reliant on pre-made meals**

Production Kitchen (Refresh)

- Larger middle and high schools

- Have **dedicated kitchen space**

- Some with outdated/inadequate kitchen equipment

- **Prepare all meals on site → 100% Refresh**

Regional Kitchen (Refresh)

- Regional kitchen at McAteer supports SFUSD's EED sites

- **Prepare all meals from scratch**

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Enrollment & Attendance by Kitchen Model Type

About 39% of SFUSD students are at a Refresh site

■ Total enrollment

■ Average daily attendance
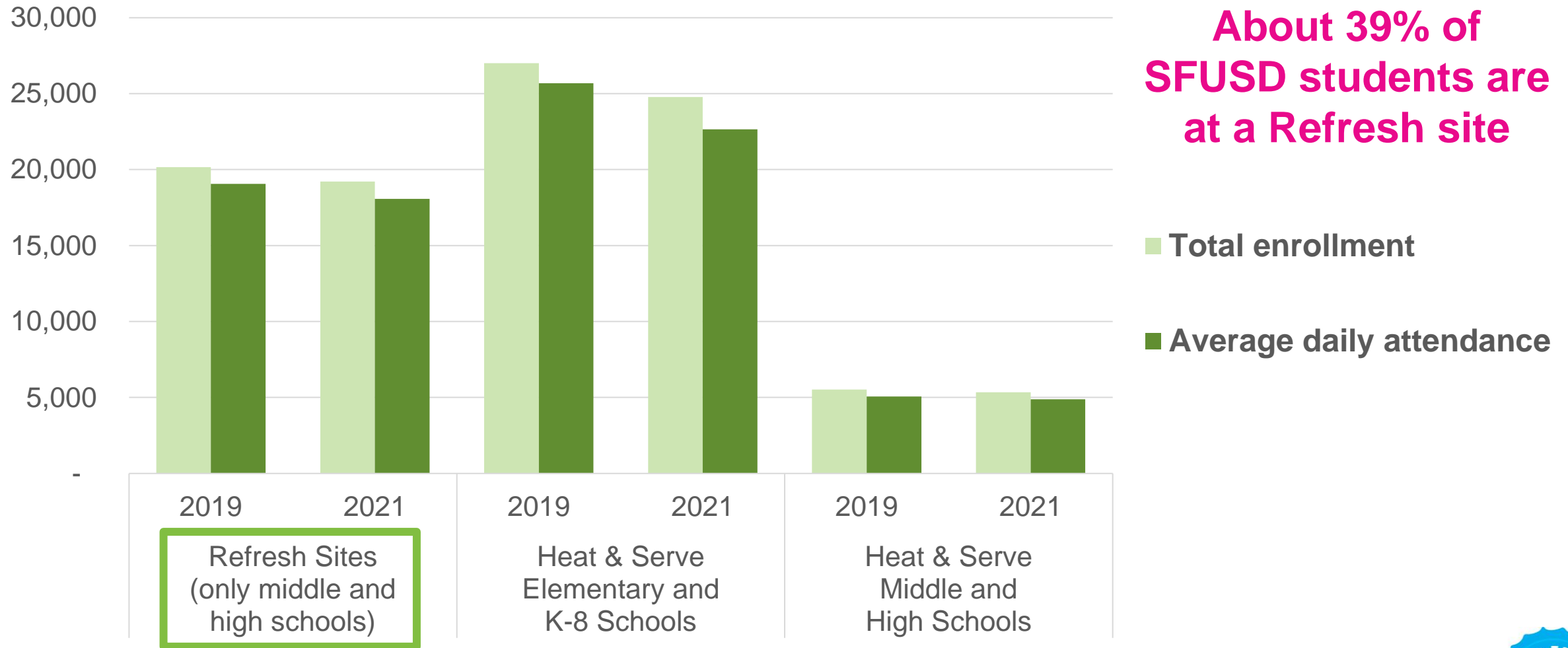
Findings

- SFUSD and SDDT investments in **Refresh** sites have led to **greater student participation** in healthy school lunches.

- **100% Refresh sites saw the greatest increase** in school healthy meal participation (both lunch and breakfast)

- **Spectrum effect** among middle school lunch participation

  - (Increase @ **100% Refresh** sites) **>** (Increase @ **Partial Refresh** sites) **>** (Decrease @ Heat & Serve sites)

Change in Average Daily Breakfast Participation

Chart: Change in Average Daily Breakfast Participation comparing 2019 and 2021.

- Heat & Serve Elementary Schools: 2019 = 16%, 2021 = 14%
- Heat & Serve Middle Schools: 2019 = 10%, 2021 = 5%
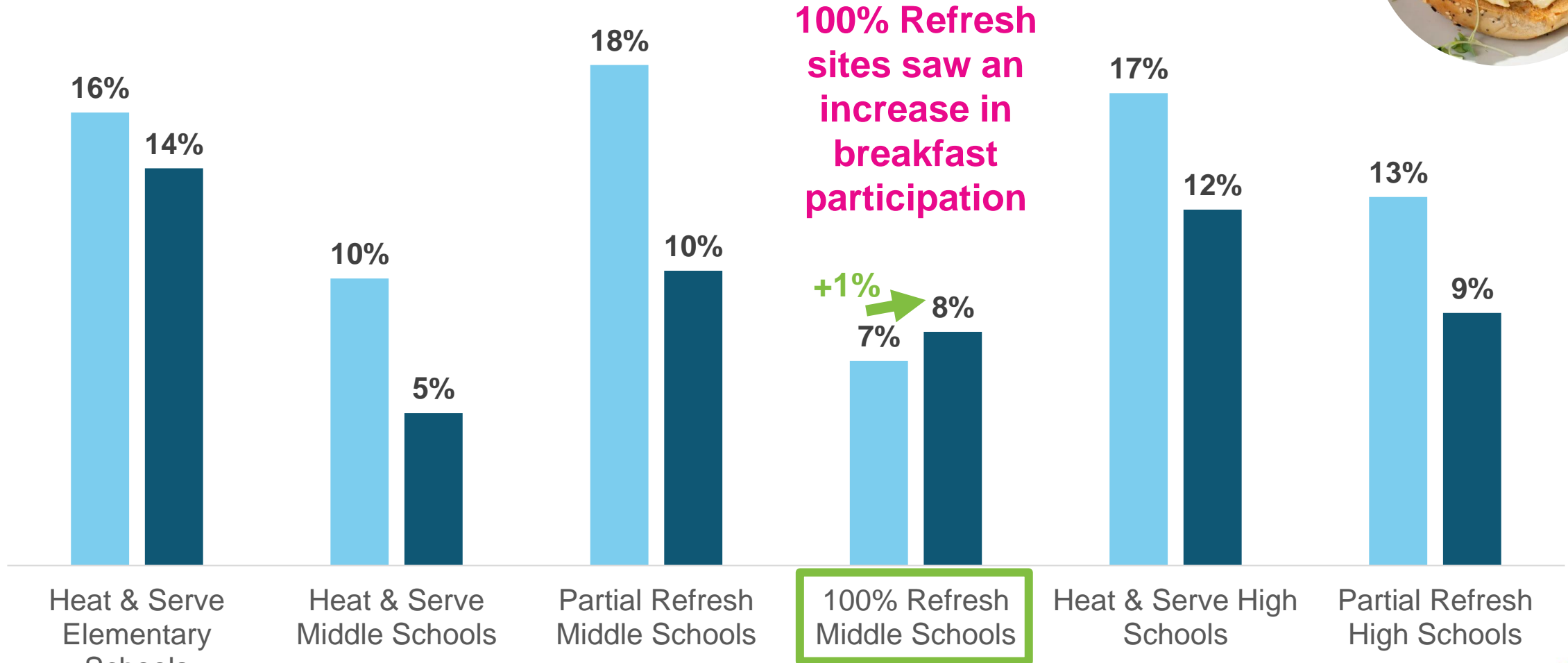- Partial Refresh Middle Schools: 2019 = 18%, 2021 = 10%
- 100% Refresh Middle Schools: 2019 = 7%, 2021 = 8%
- Heat & Serve High Schools: 2019 = 17%, 2021 = 12%
- Partial Refresh High Schools: 2019 = 13%, 2021 = 9%

Legend: 2019, 2021

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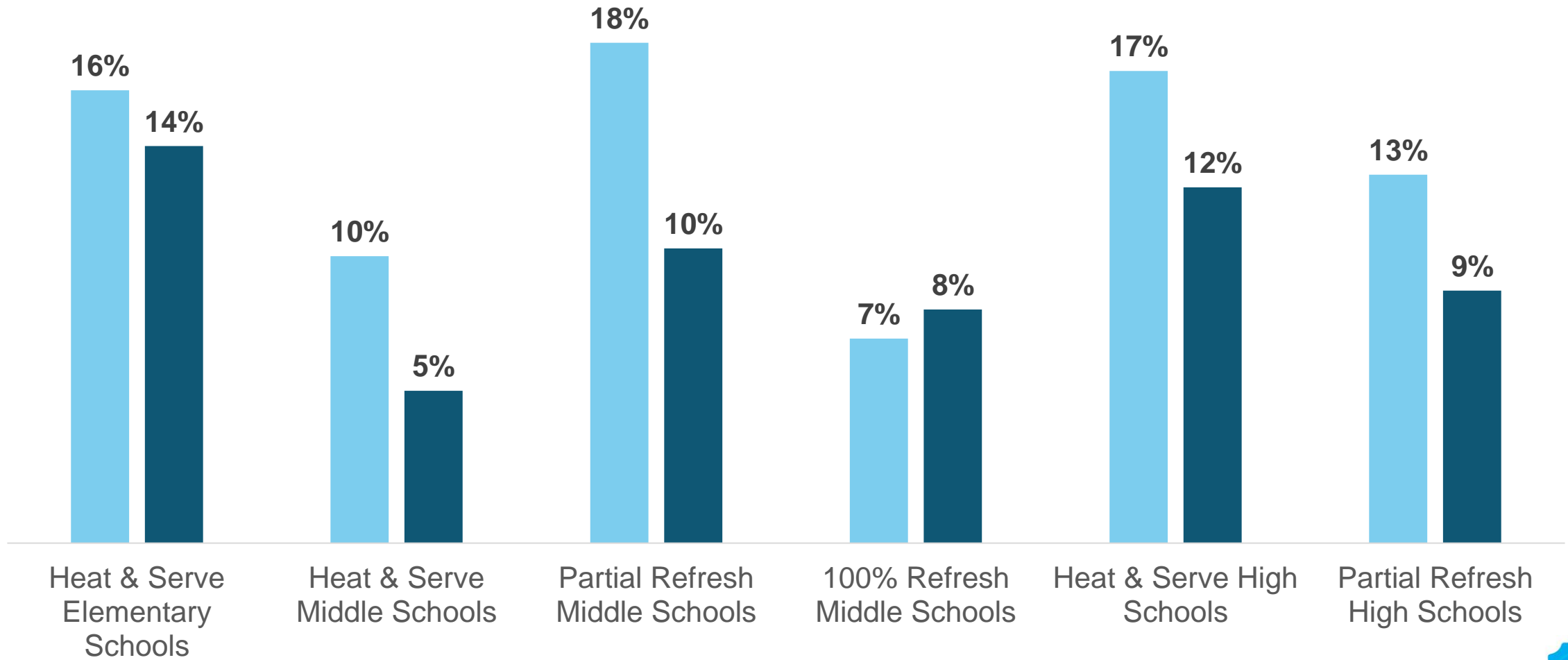
Change in Average Daily Breakfast Participation

100% Refresh sites saw an increase in breakfast participation

Heat & Serve Elementary Schools: 16% (2019), 14% (2021)

Heat & Serve Middle Schools: 10% (2019), 5% (2021)

Partial Refresh Middle Schools: 18% (2019), 10% (2021)

100% Refresh Middle Schools: 7% (2019), 8% (2021) — **+1%**

Heat & Serve High Schools: 17% (2019), 12% (2021)

Partial Refresh High Schools: 13% (2019), 9% (2021)

2019 ■ **2021**

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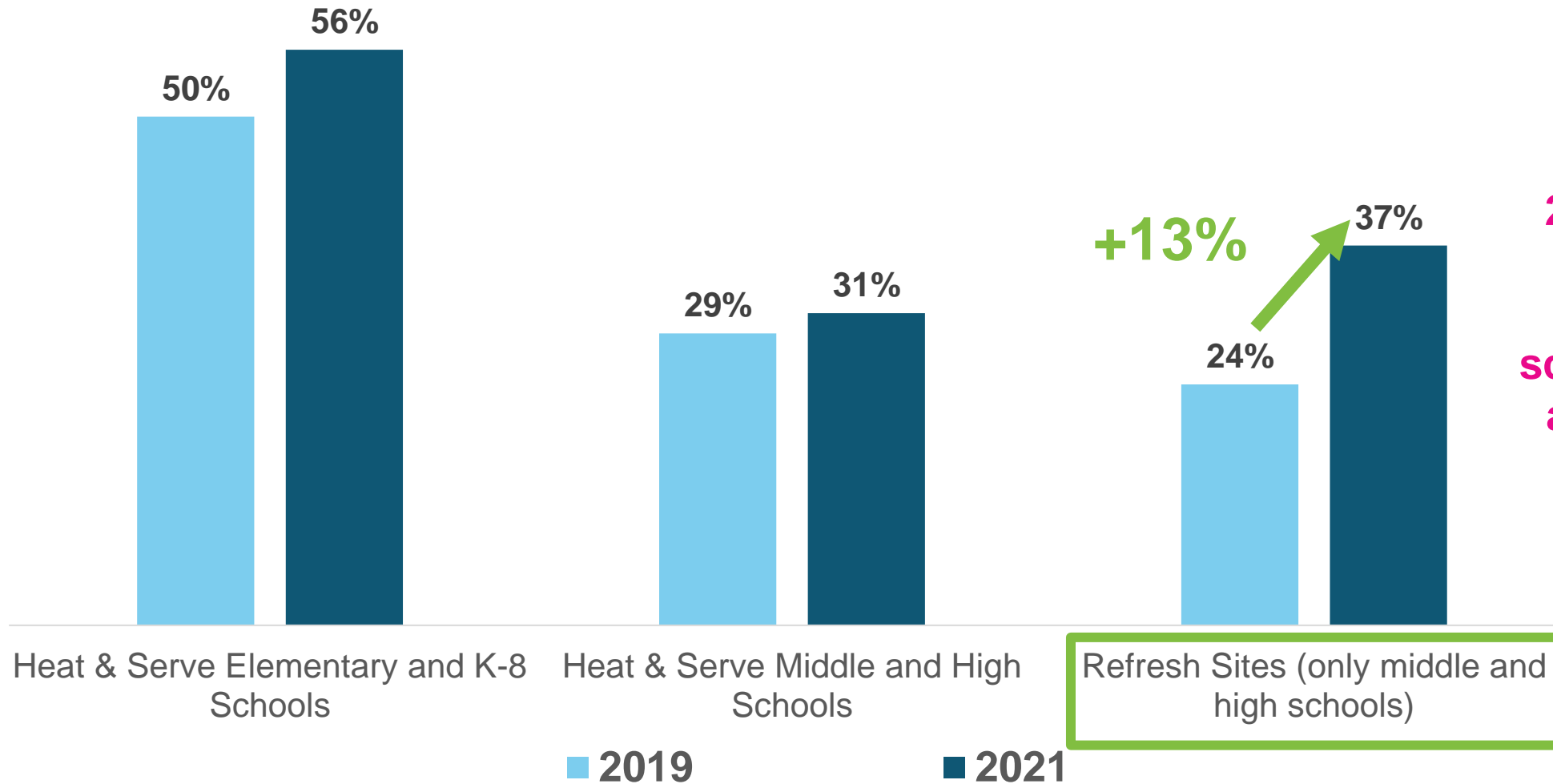SODA TAX · SF · FOR HEALTH

Average Daily Lunch Participation

**High participation at elementary schools.
Lower participation at middle and high schools.**

50%

29%

24%
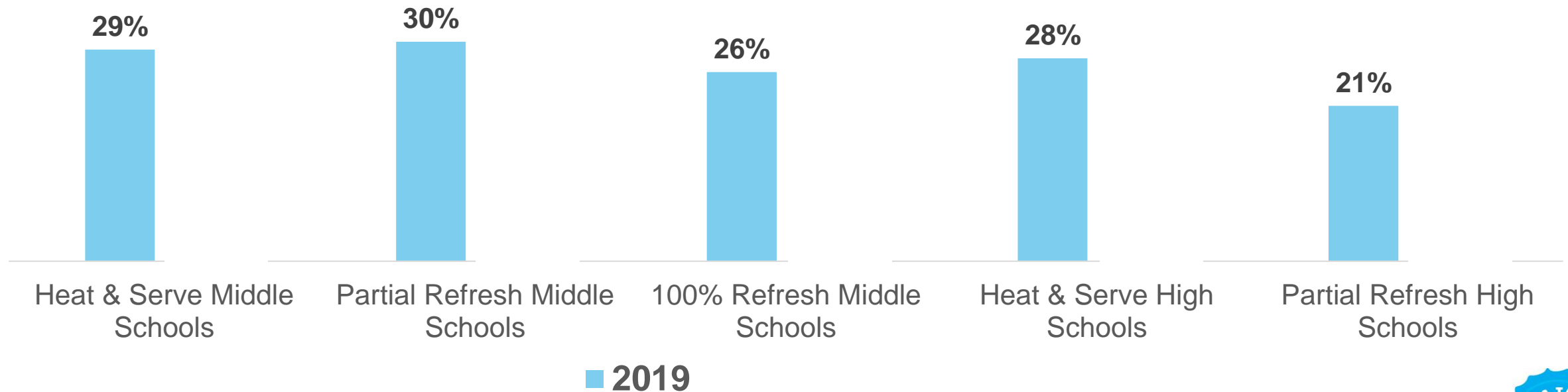
Heat & Serve Elementary and K-8
Schools

Heat & Serve Middle and High
Schools

Refresh Sites (only middle and
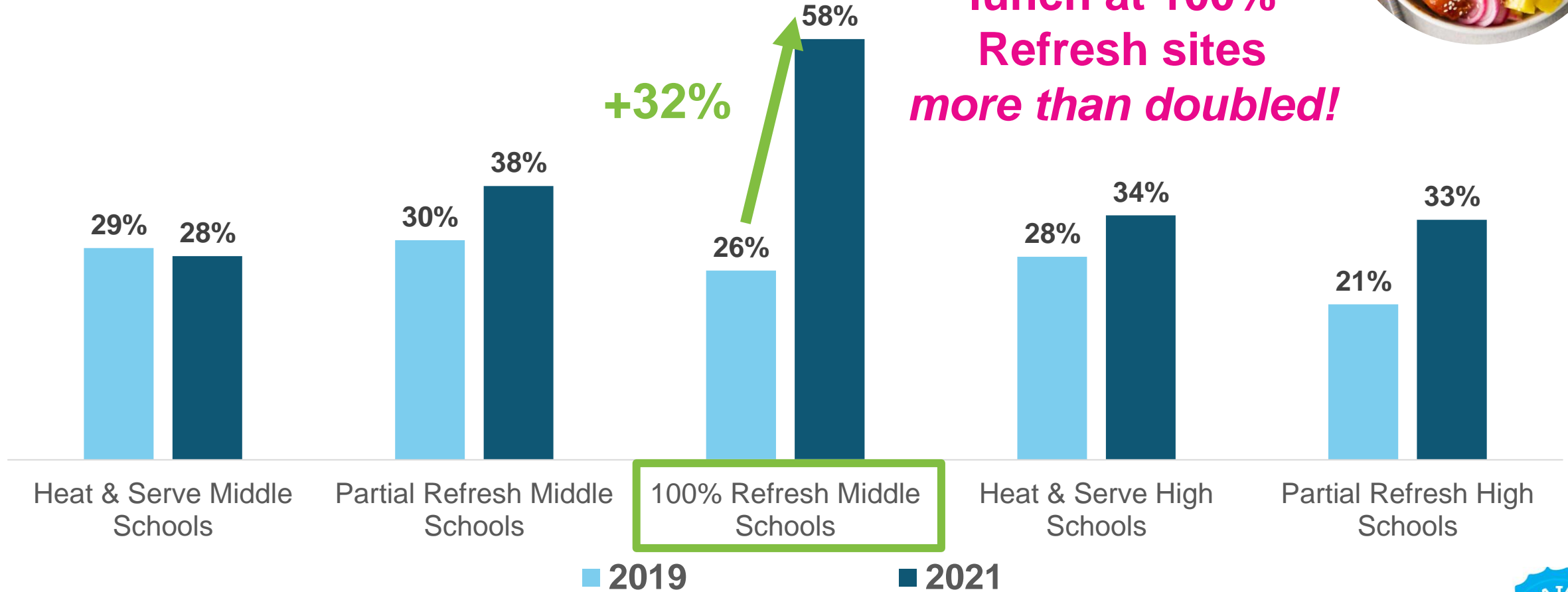high schools)

■ 2019

Change in Lunch Participation (Middle & High Schools)

Student participation in lunch at 100% Refresh sites _more than doubled!_

+32%

	Heat & Serve Middle Schools	Partial Refresh Middle Schools	100% Refresh Middle Schools	Heat & Serve High Schools	Partial Refresh High Schools
2019	29%	30%	26%	28%	21%
2021	28%	38%	58%	34%	33%

■ 2019   ■ 2021

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Draft Recommendations

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Draft Recommendations

1. **Work with other City entities to leverage additional funding opportunities that align with SDDT priorities**

2. **Continue to direct funding to the neighborhoods most targeted by sugary drinks marketing and prioritized populations who are at highest risk of diet-related chronic disease.**

3. **Continue to use multi-year grants to support emerging BIPOC–led organizations and mitigate structural barriers.**

Draft Recommendations

4. **Continue to direct funding to key strategies that work to achieve prioritized outcomes.**

   a) Direct additional SDDT funds to strategies and programming that have long-lasting benefits (i.e., benefits that go beyond the funding period)

   b) Increase funding for economic development efforts – by increasing SDDT funding and/or by identifying other funding opportunities throughout the City and County of SF

   c) Fund conversion of partial refresh and heat and serve sites to being 100% refresh sites in SFUSD to continue supporting increased student participation in healthy school lunches.

   d) Increase the focus on the health benefits of drinking water.

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Draft Recommendations

Internal recommendation:

❏ **Dedicate more SDDT Advisory Committee time to engaging with evaluation findings and strategizing about how to effectively counter ongoing harmful practices of the sugary drinks industry.**

Questions?

Stay in Touch!

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