



# SDDTAC

## FY 21/22 Evaluation Findings

December 14, 2022

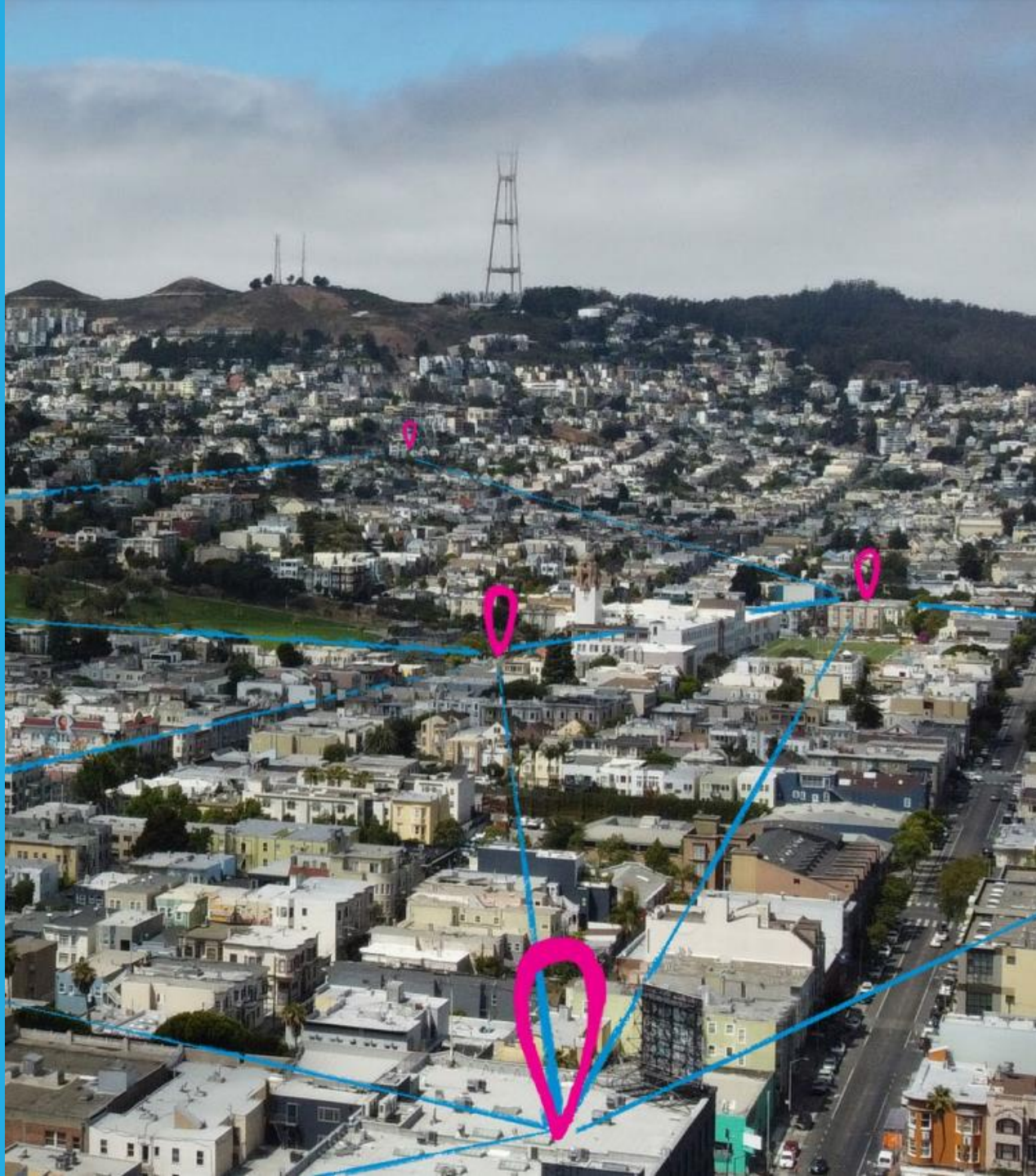


# Agenda

1. Review findings and recommendations for FY 2021-2022 SDDT Evaluation Report
  - Present SFUSD SNS Outcome Data
2. Gather feedback on recommendations
3. Review PowerBI Data Visualization/Dashboards



# 2021-2022 SDDT Evaluation Report



# FY 2021/2022 Contextual Data

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.

Between 2018-19 and 2021-22:

Sales tax revenue:

12% ↓

SDDT revenue:

26% ↓

# FY 2021/2022 Evaluation Contextual Data

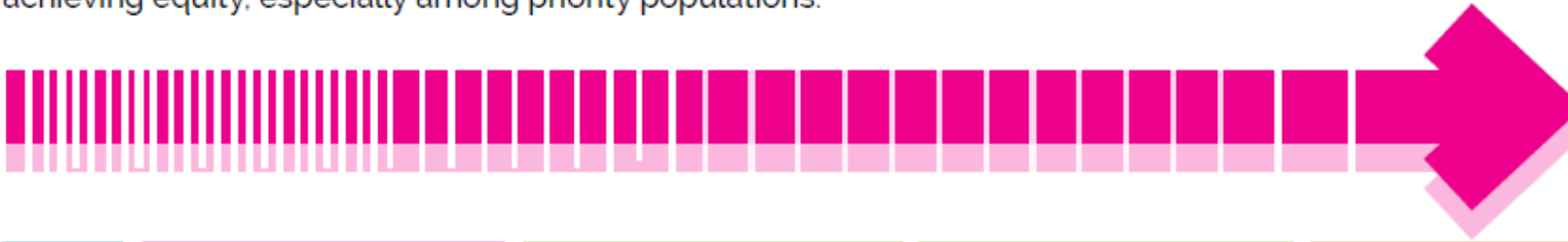
Since the SDDT was implemented in Jan 2018, San Franciscans,' purchasing and consumption of sugary drinks has decreased significantly (✓).

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	✓



The SDDT evaluation logic model is presented below. The logic model aligns with the SDDT Advisory Committee's strategic plan and includes the ultimate desired impact of eliminating health disparities and achieving equity, especially among priority populations.



GOALS	STRATEGIES	SHORT-TERM OUTCOMES	LONG-TERM OUTCOMES	DESIRED IMPACT
Healthy People	<ol style="list-style-type: none"> <li>1) Build community capacity and develop leadership</li> <li>2) Provide health promoting education, programs, and services</li> <li>3) Provide job readiness, skills training, and career pathways</li> <li>4) Expand access to healthy food, water, and oral health</li> </ol>	Improve economic conditions for individual workers and local businesses <ul style="list-style-type: none"> <li>• Increase in economic opportunity and stability</li> </ul>	Improve community + economic outcomes in priority neighborhoods <ul style="list-style-type: none"> <li>• Increase in hiring and economic opportunity</li> </ul>	Eliminate health disparities and achieve equity, especially among priority populations
		Cross-cutting outcomes (smaller scale to larger scale) <ul style="list-style-type: none"> <li>• Increase in food security</li> <li>• Increase in fruit/vegetable consumption</li> </ul>		
Healthy Places	<ol style="list-style-type: none"> <li>5) Decrease access and availability to sugary beverages</li> <li>6) Increase opportunities for physical activity</li> <li>7) Increase economic opportunities in priority neighborhoods</li> <li>8) Increase healthy messaging related to nutrition</li> </ol>	Improve behavioral outcomes <ul style="list-style-type: none"> <li>• Decrease in sugary drink consumption</li> <li>• Increase in tap water consumption</li> <li>• Increase in breastfeeding</li> <li>• Increase in physical activity</li> </ul>	Improve health outcomes <ul style="list-style-type: none"> <li>• Dental caries</li> <li>• Heart disease</li> <li>• Hypertension</li> <li>• Obesity</li> <li>• Type 2 Diabetes</li> <li>• Stroke</li> <li>• Other diet-related chronic disease</li> </ul>	

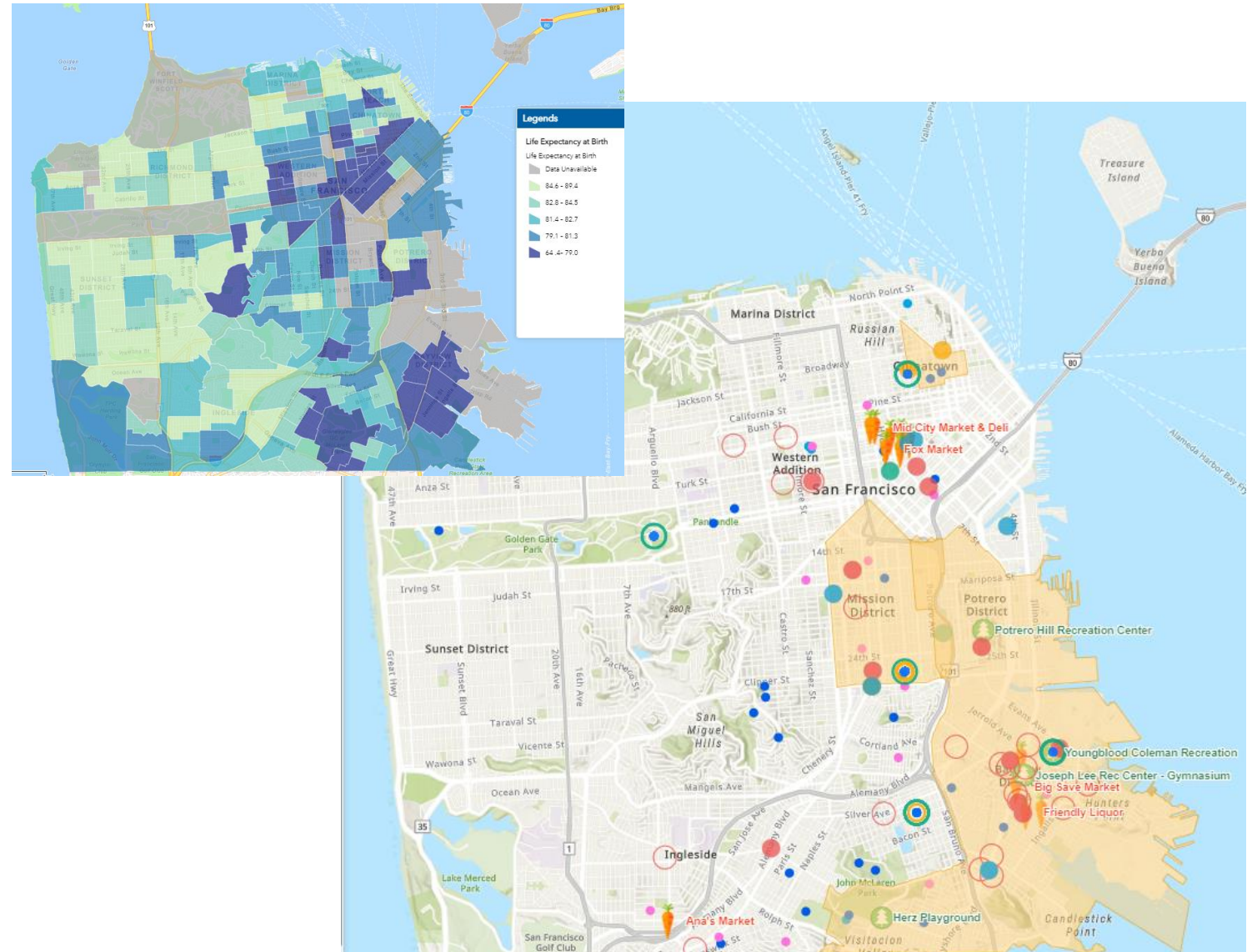
# SDDT Evaluation Logic Model

# 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. **By supporting organizational stability, multi-year funding has increased the effectiveness of BIPOC-serving programming and increased community capacity among BIPOC community members.**
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.



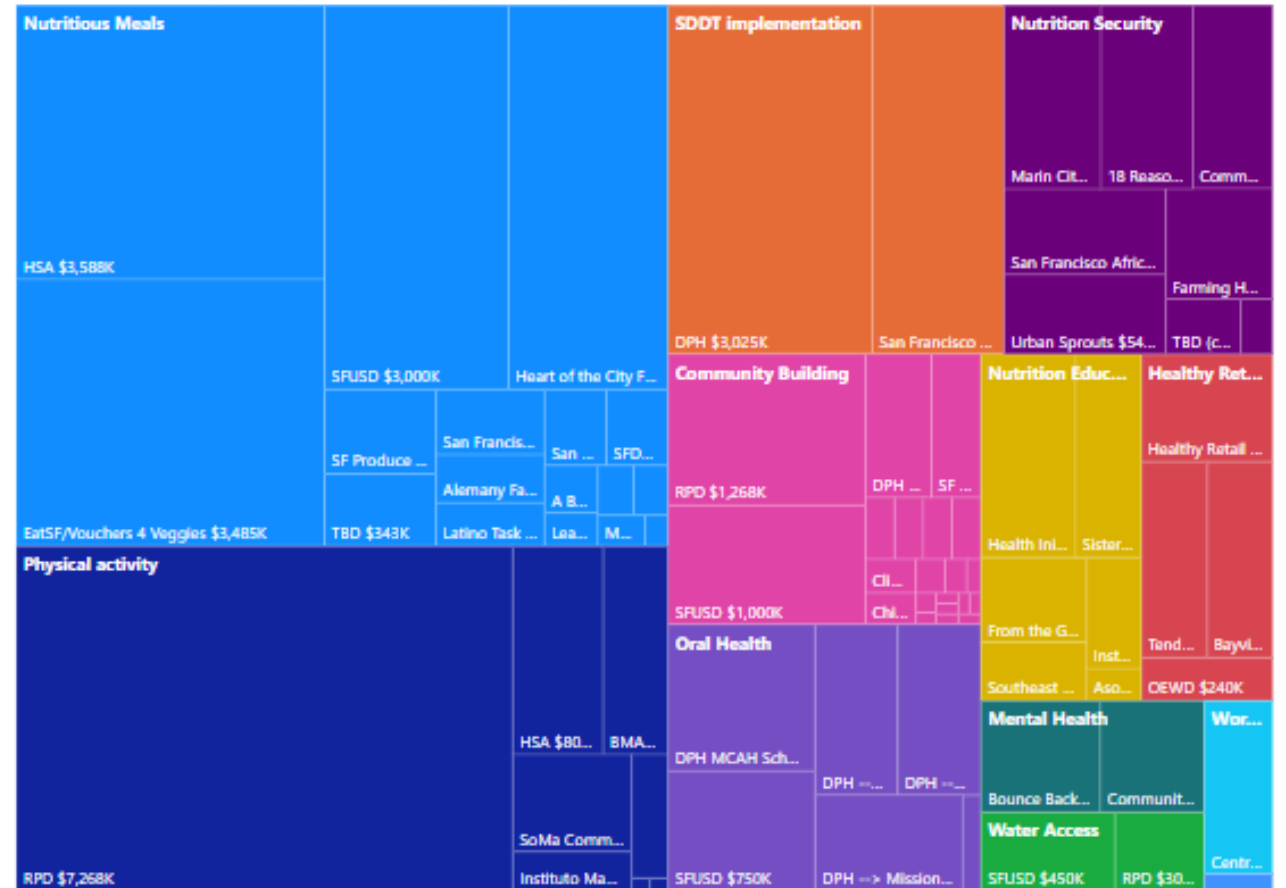


# FY 2021/2022 Evaluation Findings

## 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. By supporting organizational stability, multi-year funding has increased the effectiveness of BIPOC-serving programming and increased community capacity among BIPOC community members.

Organizational  
Stability



Organizational  
Effectiveness



Community  
Capacity  
Building

- ✓ Developing infrastructure, new programs and obtaining additional funding
- ✓ Supporting job stability and retention by funding key staff, providing living wages and increasing benefits
- ✓ 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
- ✓ Helping to close gaps related to accessing and using technology.
- ✓ Providing leadership opportunities and job skills training
- ✓ Deepening movements of resistance to oppression, sense of place, community, and power

# 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

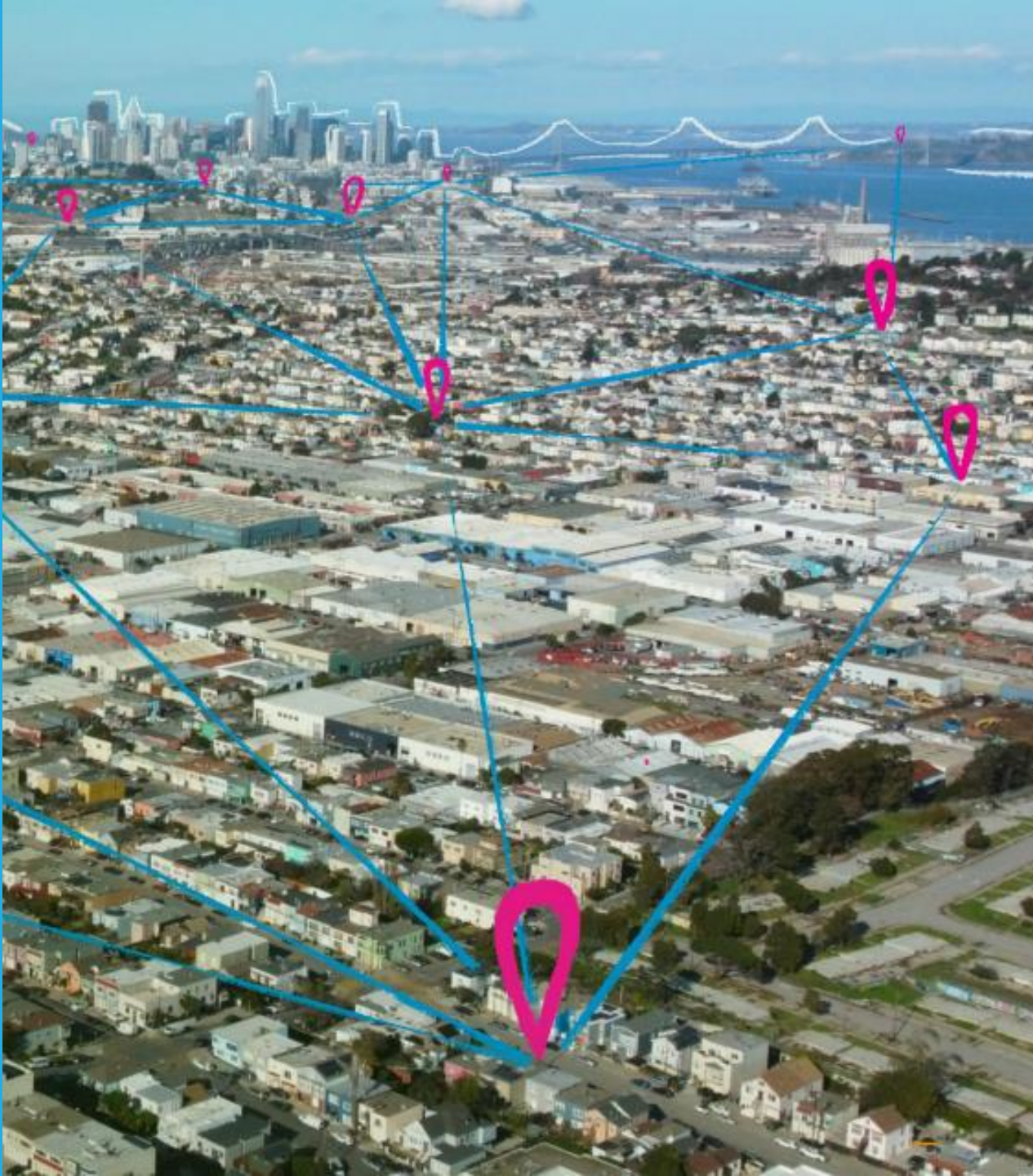
↑ Physical activity

↑ Tap water consumption

↑ Breastfeeding

↑ Vegetable/fruit consumption

↑ Preventative oral health care



# Findings from SFUSD Nutrition Services Data

# SFUSD's Kitchen Models

## Warming Kitchen (Heat & Serve)

- Elementary schools, and small middle and high schools
- Limited/no kitchens
- **Reliant on pre-made meals**

## Regional Kitchen (Refresh)

- Regional kitchen at McAteer supports SFUSD's EED sites
- **Prepare all meals from scratch**

## Production Kitchen (Refresh)

- Larger middle and high schools
- Have **dedicated kitchen space**
- Some have outdated/inadequate equipment
- **Prepare all meals on site → 100% Refresh**

**39% of  
SFUSD  
students are  
at a Refresh  
site**

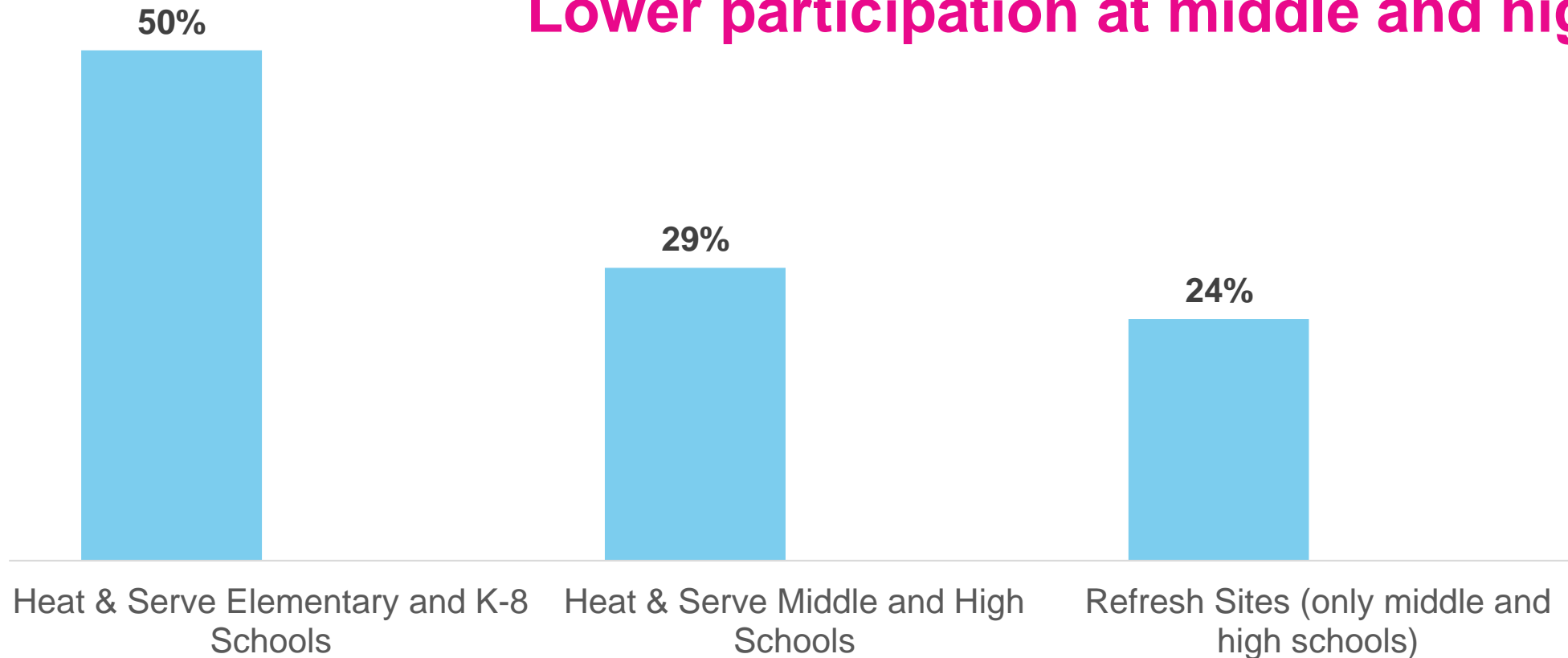
# Findings

- SFUSD and SDDT investments in **Refresh** sites have led to **greater student participation** in healthy school lunches.
- Between fall 2019 and fall 2021, **100% Refresh** sites had the **greatest increase** in school healthy meal participation (both lunch and breakfast).

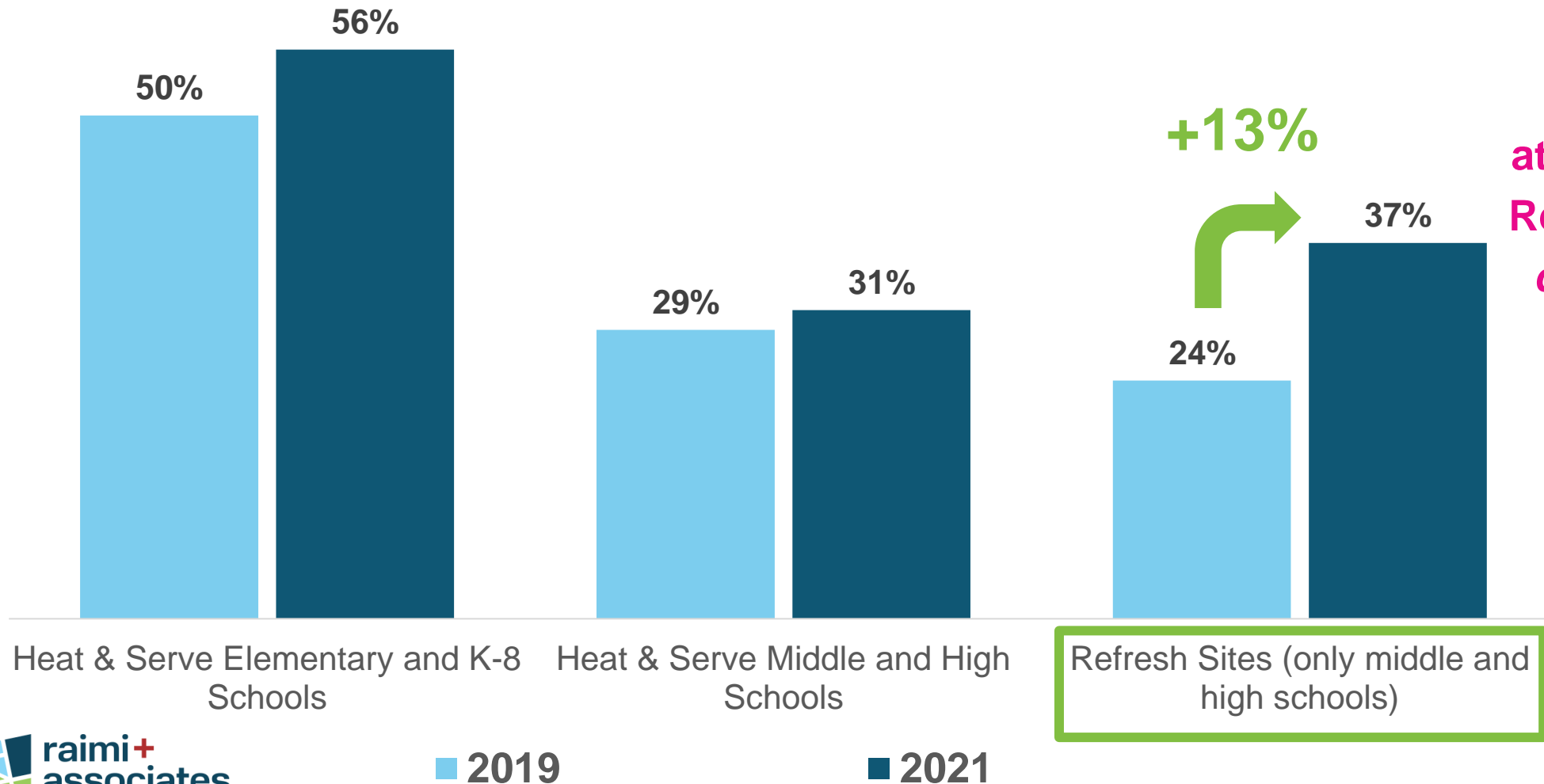
# Average Daily Lunch Participation

Highest participation at elementary schools.

Lower participation at middle and high schools.



# Change in Average Daily Lunch Participation



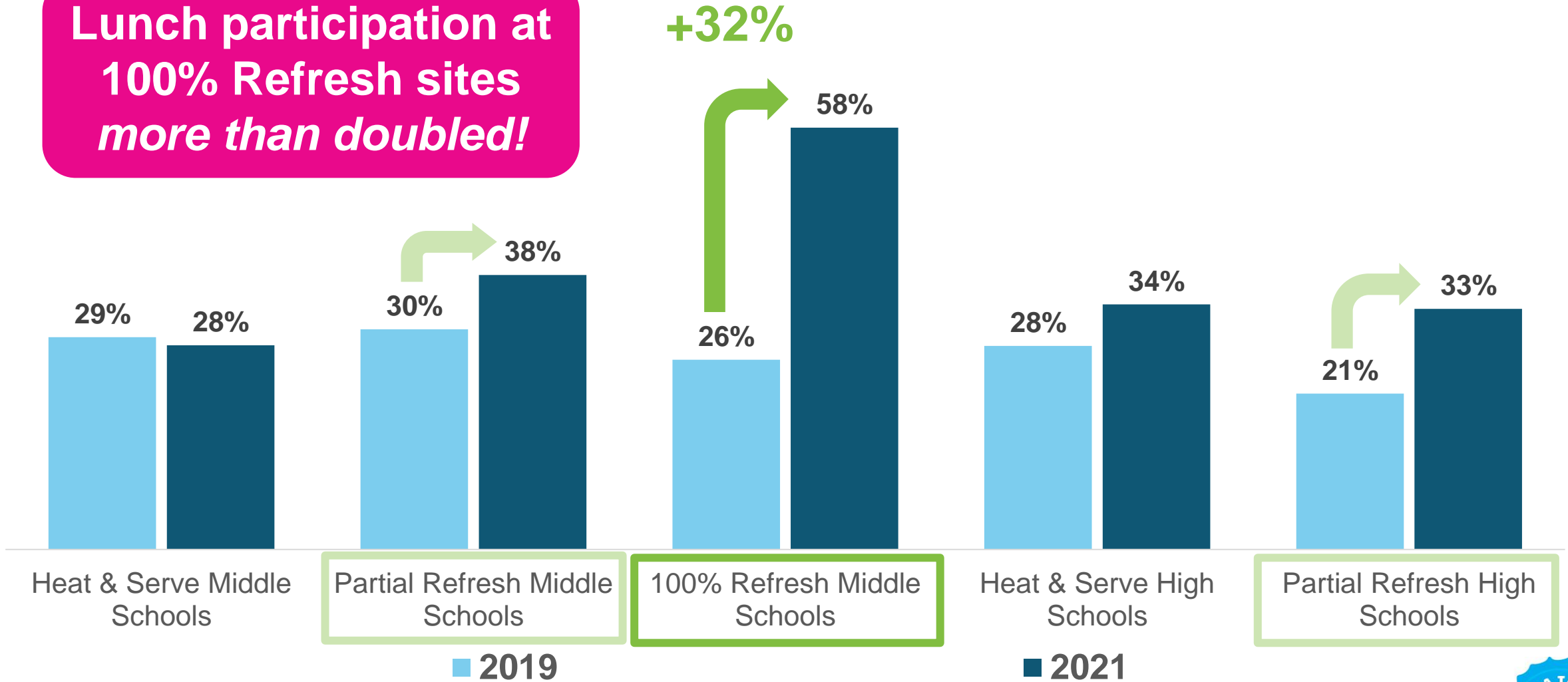
In fall 2021,  
**2,223 more**  
**students**  
ate school lunch at  
Refresh sites every  
day compared to  
fall 2019 – even  
with decreased  
enrollment!

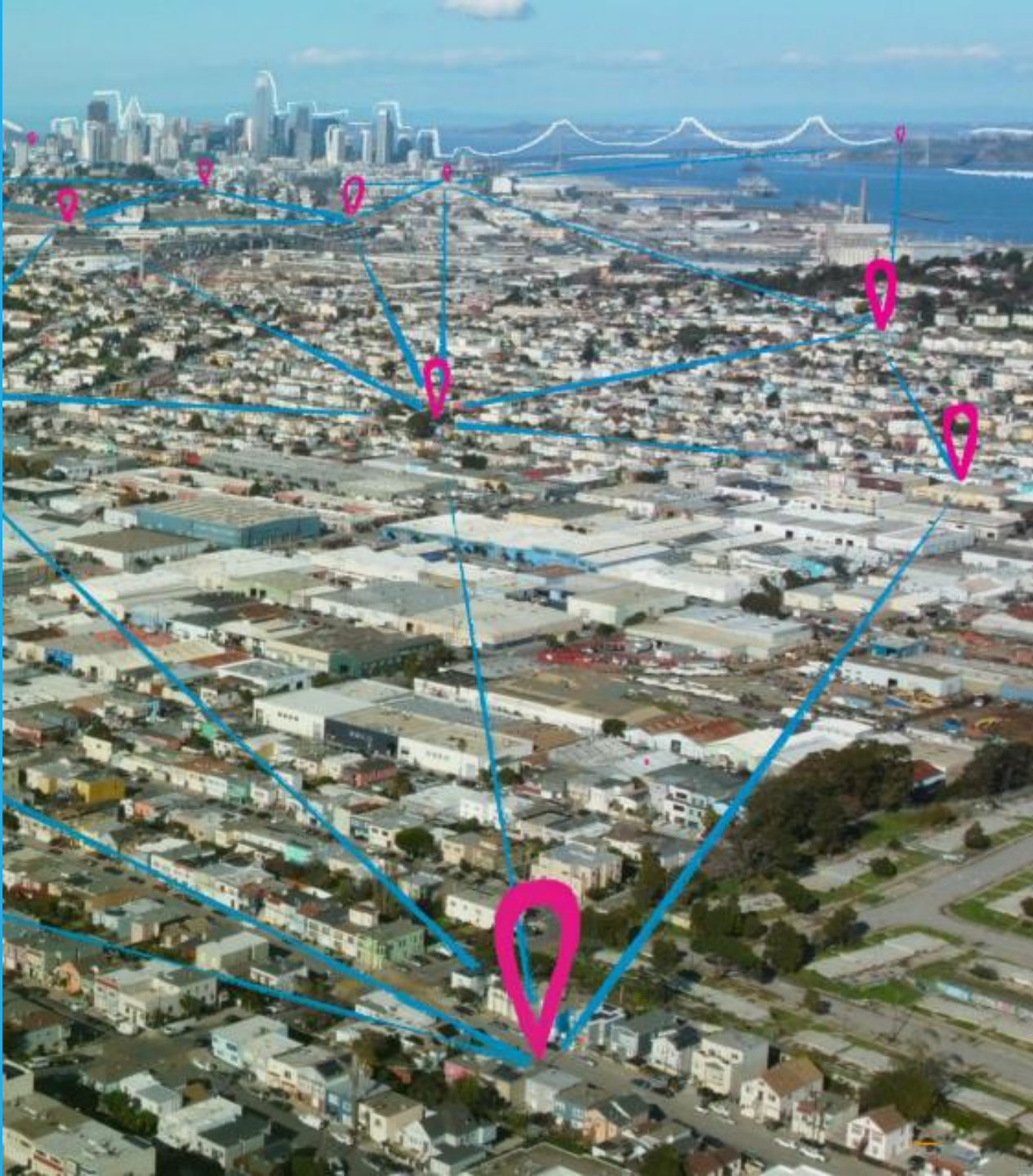




# Change in Lunch Participation (Middle & High Schools)

Lunch participation at 100% Refresh sites more than doubled!





# Draft Recommendations

# 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.**
  - Additional data about SDDT revenue sources is critical to being able to make more precise recommendations about where funding should be directed
  - Analyze SF Health Network EMR records to explore affects of soda tax on health outcomes

# Draft Recommendations

3. Continue to use multi-year grants to support emerging BIPOC–led organizations and mitigate structural barriers.
4. Continue to direct funding to key strategies that work to achieve prioritized outcomes, especially those strategies that have long-lasting benefits (i.e., benefits that go beyond the funding period).
  - Increase funding for economic development efforts – by increasing SDDT funding and/or by identifying other funding opportunities throughout the City and County of SF
  - Fund the conversion of designated Heat and Serve sites to 100% Refresh sites in SFUSD and
  - Fund kitchen and warehouse facilities to allow the District to become more self-reliant and decrease its dependence on outside vended meals to continue supporting increased student participation in healthy school lunches

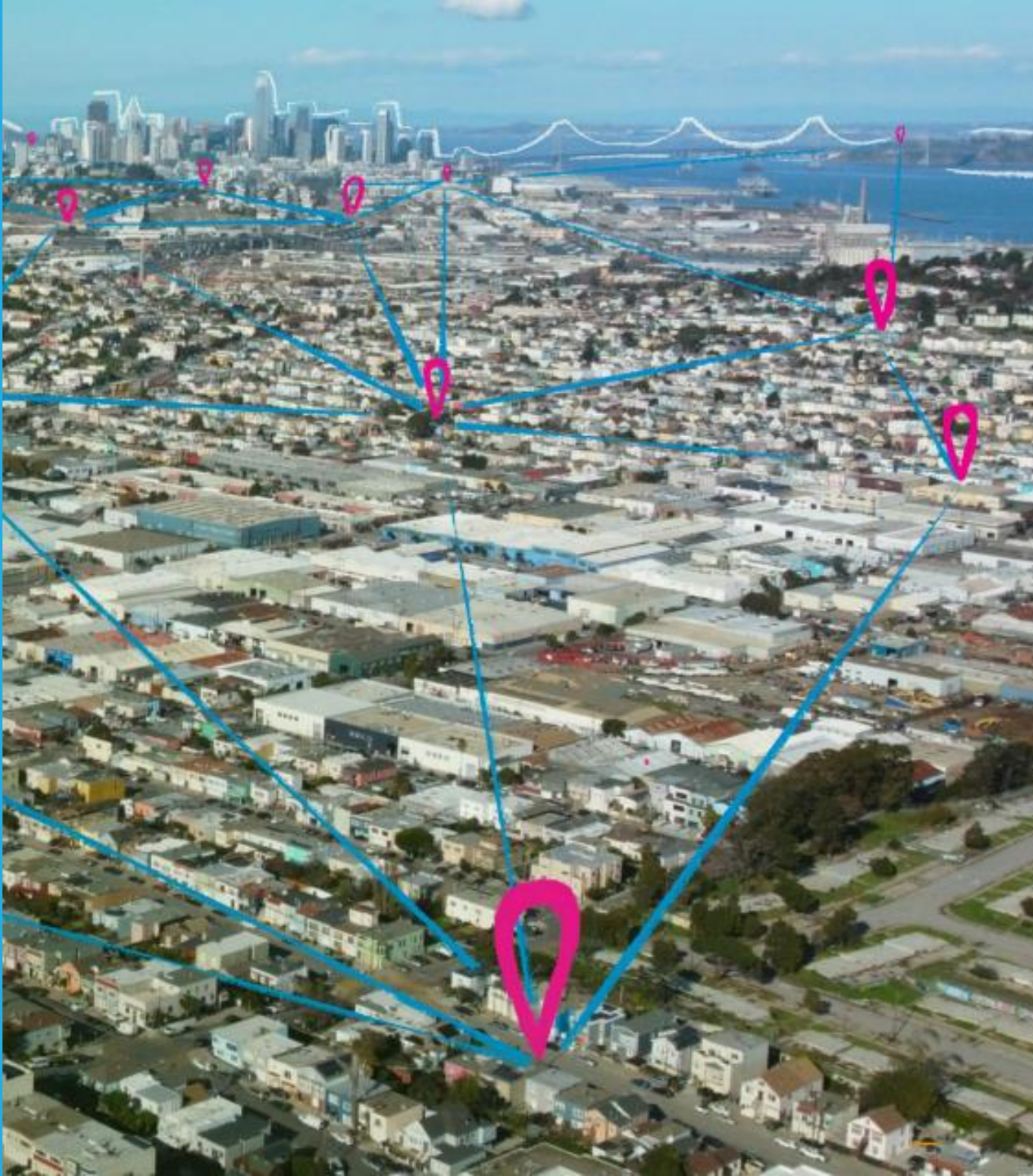
# Draft Recommendations

5. Support all funded entities in promoting drinking water and reducing sugary beverage consumption.
6. Leverage funded entities trusted relationships with impacted community members to increase participation in existing services and benefits (e.g., assisting with enrollment in CalFresh).

# 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.



# 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 implementation of specific SDDT strategies and focused on specific SDDT outcomes



# 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)

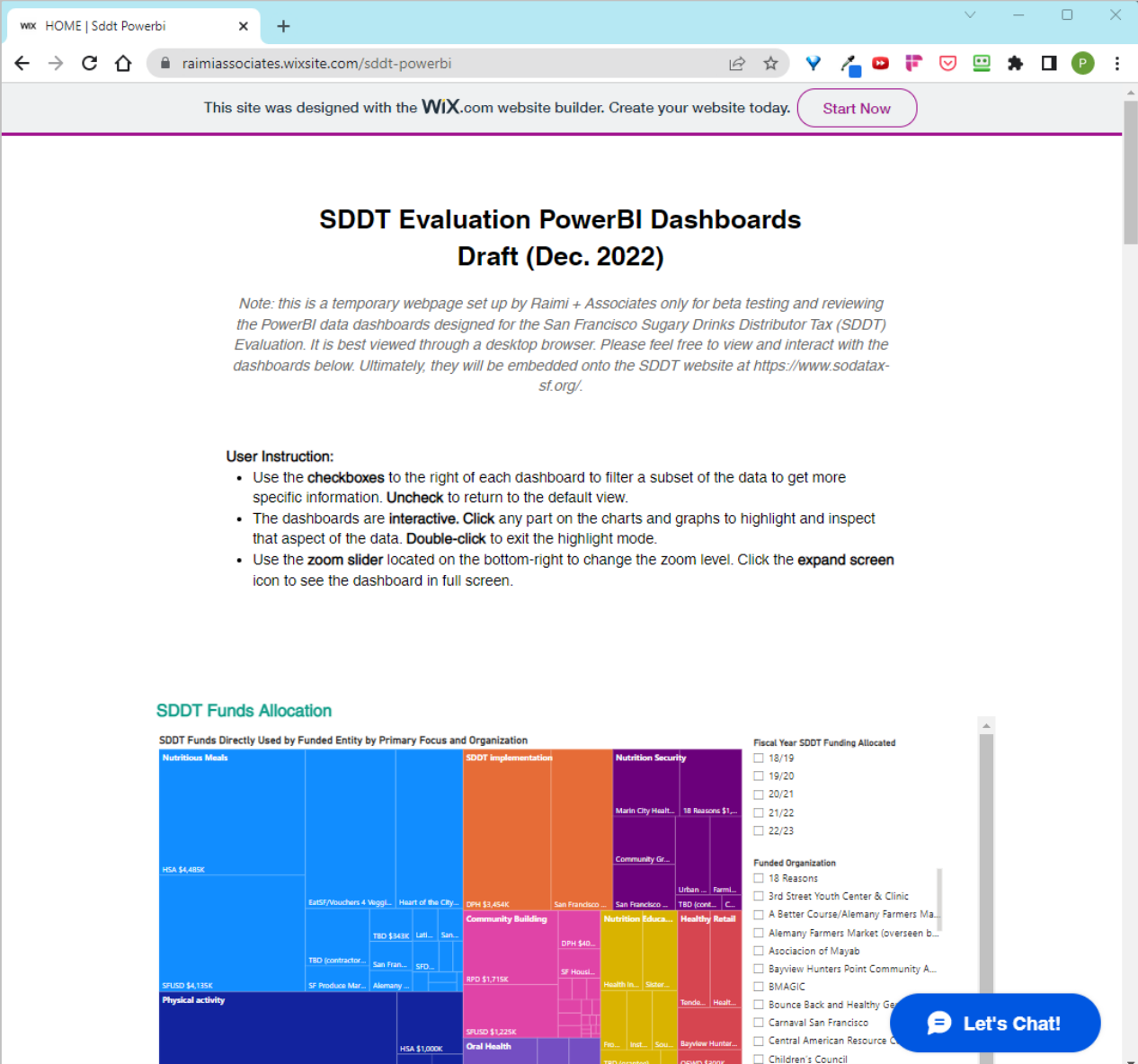
## Goal 2: Healthy Places



- Contextual Data
  - Health Outcomes
  - Demographics
- SDDT-Funded Entities (year + type)
- Reach of SDDT-Funded Work into San Francisco Neighborhoods

# PowerBI Dashboard Preview (Beta Test)

[https://  
raimiassociates.  
wixsite.com/  
sddt-powerbi](https://raimiassociates.wixsite.com/sddt-powerbi)



wix HOME | Sddt Powerbi

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## SDDT Evaluation PowerBI Dashboards Draft (Dec. 2022)

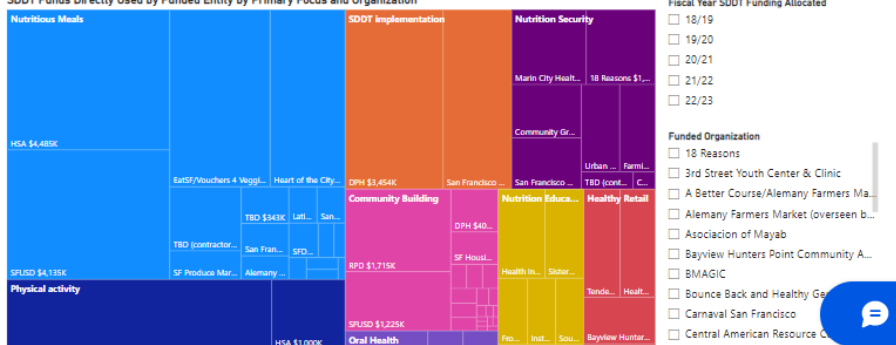
*Note: this is a temporary webpage set up by Raimi + Associates only for beta testing and reviewing the PowerBI data dashboards designed for the San Francisco Sugary Drinks Distributor Tax (SDDT) Evaluation. It is best viewed through a desktop browser. Please feel free to view and interact with the dashboards below. Ultimately, they will be embedded onto the SDDT website at <https://www.sodatax-sf.org/>.*

**User Instruction:**

- Use the **checkboxes** to the right of each dashboard to filter a subset of the data to get more specific information. **Uncheck** to return to the default view.
- The dashboards are **interactive**. **Click** any part on the charts and graphs to highlight and inspect that aspect of the data. **Double-click** to exit the highlight mode.
- Use the **zoom slider** located on the bottom-right to change the zoom level. Click the **expand screen** icon to see the dashboard in full screen.

### SDDT Funds Allocation

SDDT Funds Directly Used by Funded Entity by Primary Focus and Organization



**Fiscal Year SDDT Funding Allocated**

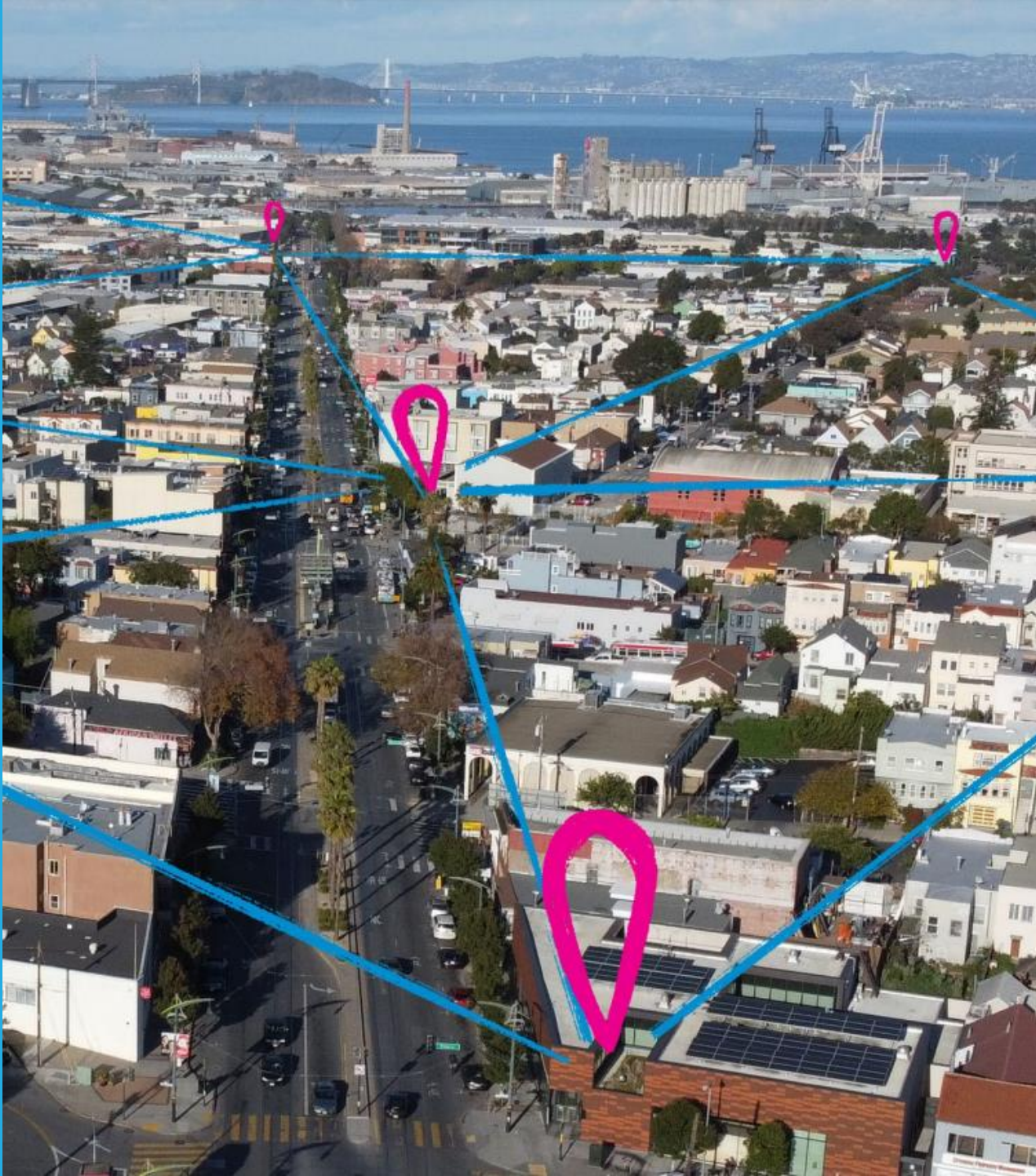
- 18/19
- 19/20
- 20/21
- 21/22
- 22/23

**Funded Organization**

- 18 Reasons
- 3rd Street Youth Center & Clinic
- A Better Course/Alemany Farmers Ma...
- Alemany Farmers Market (overseen b...
- Asociacion of Mayab
- Bayview Hunters Point Community A...
- BMAGIC
- Bounce Back and Healthy Ge...
- Carnaval San Francisco
- Central American Resource C...
- Children's Council

[Let's Chat!](#)





# Questions?



# Stay in Touch!

## SDDT Evaluation Team

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