



# FY 2022-2023 SDDT Evaluation Update

SDDTAC Data & Evidence Subcommittee

January 11, 2023



# Outcome Data Gathered Through Survey Instrument

- ✓ **Sugar-Sweetened Beverage (SSB) Consumption**
- ✓ **Perceived Health Harm of SSB Consumption**
- ✓ **Food Security**
- ✓ **Fruit and Vegetable Consumption**
- ✓ **Physical Activity**
- ✓ **Social Cohesion/ Connectedness**
- ✓ **Opportunity Gap**
- ✓ **Water Consumption**

# Topics Addressed Through Survey Instrument\*

- **Sugar-Sweetened Beverage (SSB) Consumption**
- **Perceived Health Harm of SSB Consumption**
- Food Security
- Fruit and Vegetable Consumption
- Physical Activity
- Social Cohesion/Connectedness
- Opportunity Gap
- **Water Consumption**
- **Demographics**

Participants in SMS survey will:

- Receive 13-29 text messages
- Send 10-18 text messages

Limit of 160 characters per text (including spaces),  
1 text message per question and 1 per answer.

Target number  
of responses:

**1,000+ overall**  
**200+ for every topic**

\* **Green** topics will be included in all versions of survey (data will come from all SDDT-funded entities).  
**Grey** topics will only be gathered from those SDDT-funded entities that address those outcomes.

# Participants: From most SDDT-Funded Entities

## Community Children's Oral Health Task Forces

- Chinatown Children's Oral Health Task Force
- District 10 Children's Oral Health Task Force
- Mission Children's Oral Health Task Force

## Healthy Food Purchasing Supplements

- Heart of the City Farmers Market
- Vouchers4Veggies

## SFUSD Grants to Community-Based Organizations

- Snack Squad (Health Initiatives for Youth)

## San Francisco Recreation and Parks Department

- Peace Parks
- Requity

## SDDT Healthy Communities Grant, Multi-Year Cohort 1

- Bayview Hunters Point Community Advocates
- BBG / Bounce Back Generation
- BMAGIC
- Community Grows
- Community Well
- Farming Hope
- Instituto Familiar de la Raza
- SF African American Faith-Based Coalition
- SisterWeb
- SOMCAN
- Urban Sprouts

## SDDT Healthy Communities Grant, Policy, Systems, & Environment (PSE)

- 18 Reasons
- Bayview Clinic/Marin City Health & Wellness Center
- CARECEN
- Southeast Asian Development Center
- TNDC: Healthy Corner Stores and Kain'Na

D&E feedback:  
Consider varied  
capacity of funded  
entities to recruit  
survey participants

In 2022-2023, the portfolio approach will **not** include:

- Lactation Coalition and Services (funded in FY 2021-2022)
- SFUSD Oral Health Education and Case Management

- SFUSD Student Nutrition Services
- SFUSD Hydration Stations
- School-Based Sealants





# Survey Questions

# Sugar-Sweetened Beverage (SSB) Consumption

In the last 7 days, how many times did you...

- Drink a can, bottle, or glass of **regular soda** that contained sugar? *Do not include diet soda.*
- Drink a can, bottle, or glass of a **sweetened fruit drink**, such as KoolAid, Sunny D, Hawaiian Punch, or lemonade?
- Drink a can, bottle, or glass of a **sports drink** like Gatorade, PowerAde, or Vitamin Water?
- Drink a glass or can of a **caffeinated energy drink** like Red Bull, Rockstar, or GoGirl?
- Drink a **coffee or tea with sugar**, a **sweetened espresso drink** like a mocha or Frappuccino, or a **sweetened boba tea**?

# Perceived Health Harm of SSB Consumption

How much do you agree or disagree with this statement?

**“I believe that drinks with added sugar (Red Bull, Gatorade, coffee, boba tea, etc.) can harm your health.”**

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Not sure/don't know

# Water Consumption

Is the following statement correct or incorrect?

D&E feedback:  
Change “a program  
funded by the SF Soda  
Tax” to “this program”

**“I now drink water (tap or bottled) more often than I used to *because* of what I have learned from a program funded by the SF Soda Tax.”**

- Yes
- No
- Not sure/don't know



# Demographics

**1. Do you identify as Black, indigenous, or a person of color (BIPOC)?**

*This includes African American/Black, American Indian or Alaska Native, Asian, Latino/a/x or Hispanic, Native Hawaiian or Pacific Islander, and Multiracial.*

**2. Do you identify as LGBTQ+ (lesbian, gay, bisexual, transgender, queer, questioning, etc.)?**

D&E feedback:  
Important to disaggregate among Asian ethnic groups – recommendation to ask about specific Asian ethnic groups

Answer options:

- Yes
- No
- Prefer not to answer

# Food Security

Healthy Food Purchasing Supplement grantees,  
most SDDT Healthy Communities Grantees  
(cohort 1 and PSE)

How often has the following been true?

- **“In the last 12 months, I have worried whether my food would run out before I got money to buy more.”**
- **“In the last 12 months, I couldn’t always afford to eat healthy meals.”**

Answer options:

- Never true
- Sometimes true
- Often true
- Prefer not to answer

How much do you agree or disagree with this statement?

- **“Since getting support from a program funded by the Soda Tax, I have worried less about having enough food.”**
- “Since getting support from a program funded by the Soda Tax, I (and my family) have been able to eat more fruits and vegetables.”**

Answer options:

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Prefer not to answer

D&E feedback: Change “a program funded by the Soda Tax” to “this program”

# Fruit and Vegetable Consumption

Healthy Food Purchasing Supplement grantees, most SDDT Healthy Communities Grantees (cohort 1 and PSE), SFUSD CBO grant

***Before getting support from a program funded by the Soda Tax, how many times would you eat vegetables (fresh, frozen, canned, or cooked) in a typical week?***

***Before getting support from a program funded by the Soda Tax, how many times would you eat fruit (fresh, frozen, or canned) in a typical week? Please do NOT include fruit juice.***

**D&E feedback: Change “a program funded by the Soda Tax” to “this program”**

***In the last 7 days, how many times did you eat **vegetables** (fresh, frozen, canned, or cooked)?***

***In the last 7 days, how many times did you eat **fruit** (fresh, frozen, or canned)? Please do NOT include fruit juice.***

Answer options:

- 1-3 times (in the week)
- 4-6 times (in the week)
- Once each day
- 2 times/day
- 3-4 times/day
- 5 or more times/day

Answer options:

- 1-3 times (in the *past week*)
- 4-6 times (in the *past week*)
- Once each day
- 2 times/day
- 3-4 times/day
- 5 or more times/day

**D&E feedback:  
Change from  
“last 7 days” to  
“yesterday”**



# Physical Activity

Peace Parks, Requity, some SDDT Healthy Communities Grantees (cohort 1 and PSE)

Think about how much time you spend doing *physical activities* where your heartbeat increases and you breathe faster for at least 10 minutes.

This might be brisk walking, biking, gardening, sports, carrying groceries multiple blocks between the store and your home, etc.

In a typical week *before* you first participated in a program funded by the Soda Tax, how much time did you spend doing physical activity?

Since participating in a program funded by the Soda Tax, how much time do you spend in a typical week on activities where your heartbeat increases *for at least 10 minutes*?

Answer options:

- Less than 30 minutes/week
- 30 minutes - 90 minutes
- 1.5 hours - 2.5 hours/week
- 2.5 - 5 hours/week
- More than 5 hours/week



# Social Cohesion/Connectedness + Opportunity Gap

How much do you agree or disagree with this statement?

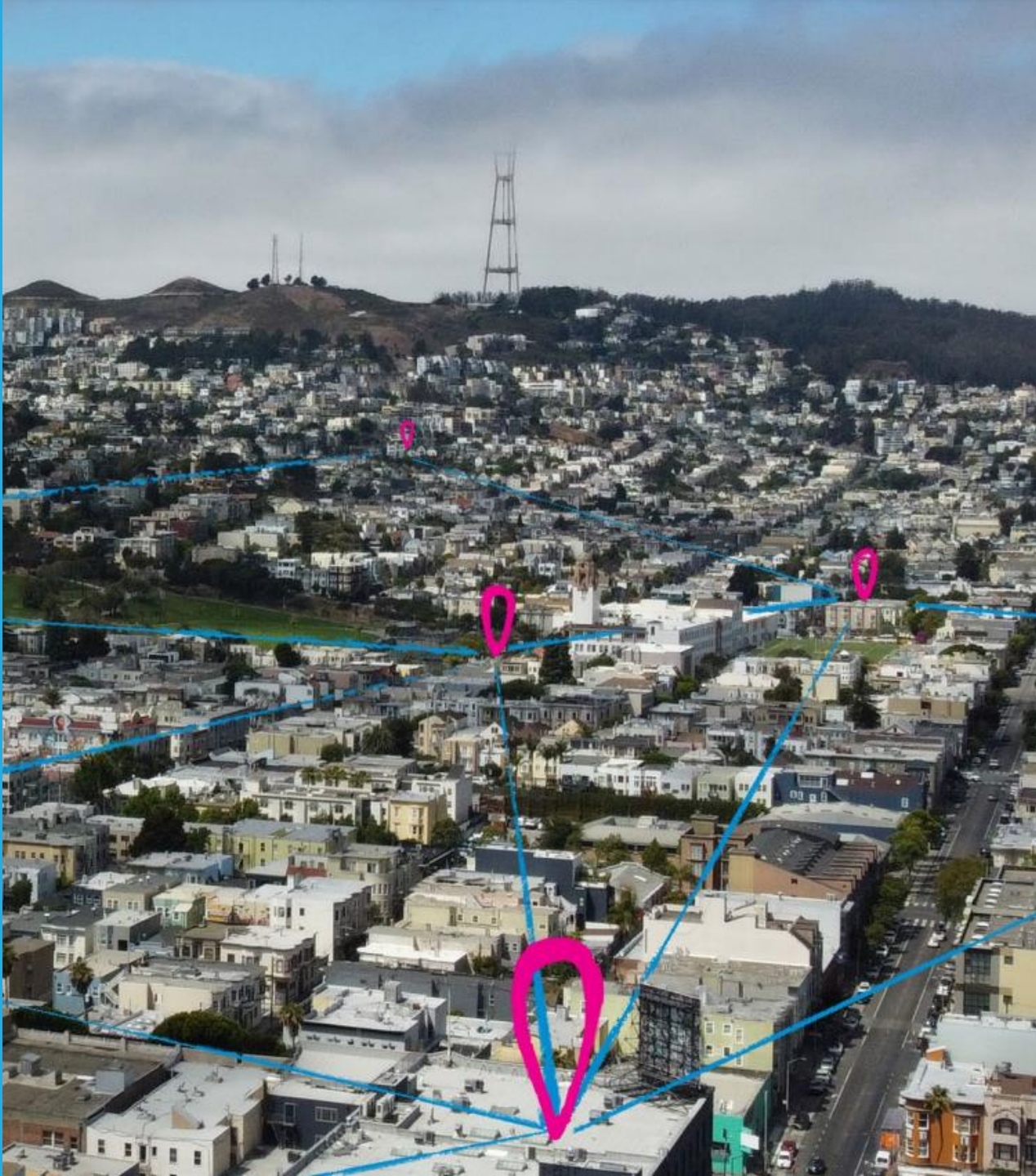
Peace Parks, Requity, some SDDT Healthy Communities Grantees (cohort 1 and PSE)

**"Since participating in a program funded by the Soda Tax, I have felt MORE connected to other people in my community."**

**"Since participating in a program funded by the Soda Tax, I have more hope for my future."**

Answer options:

- Strongly agree
- Agree
- Disagree
- Strongly disagree
- Prefer not to answer



# Questions?



# Stay in Touch!

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