

SDDT Evaluation Update

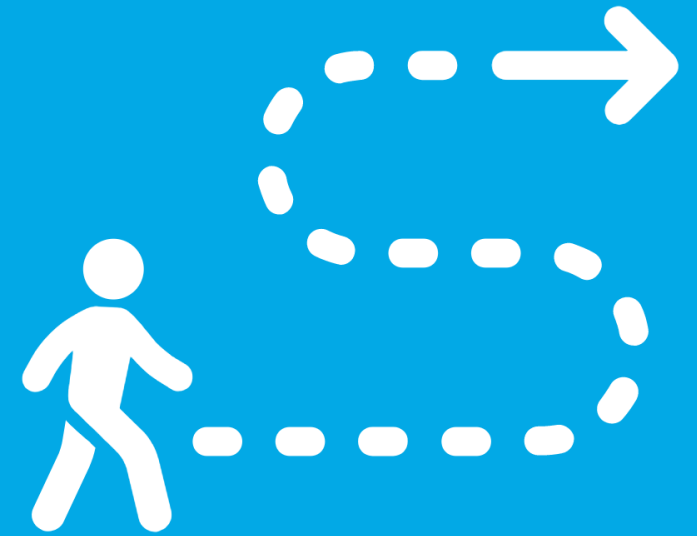
San Francisco Sugary Drinks Distributor Tax Advisory Committee

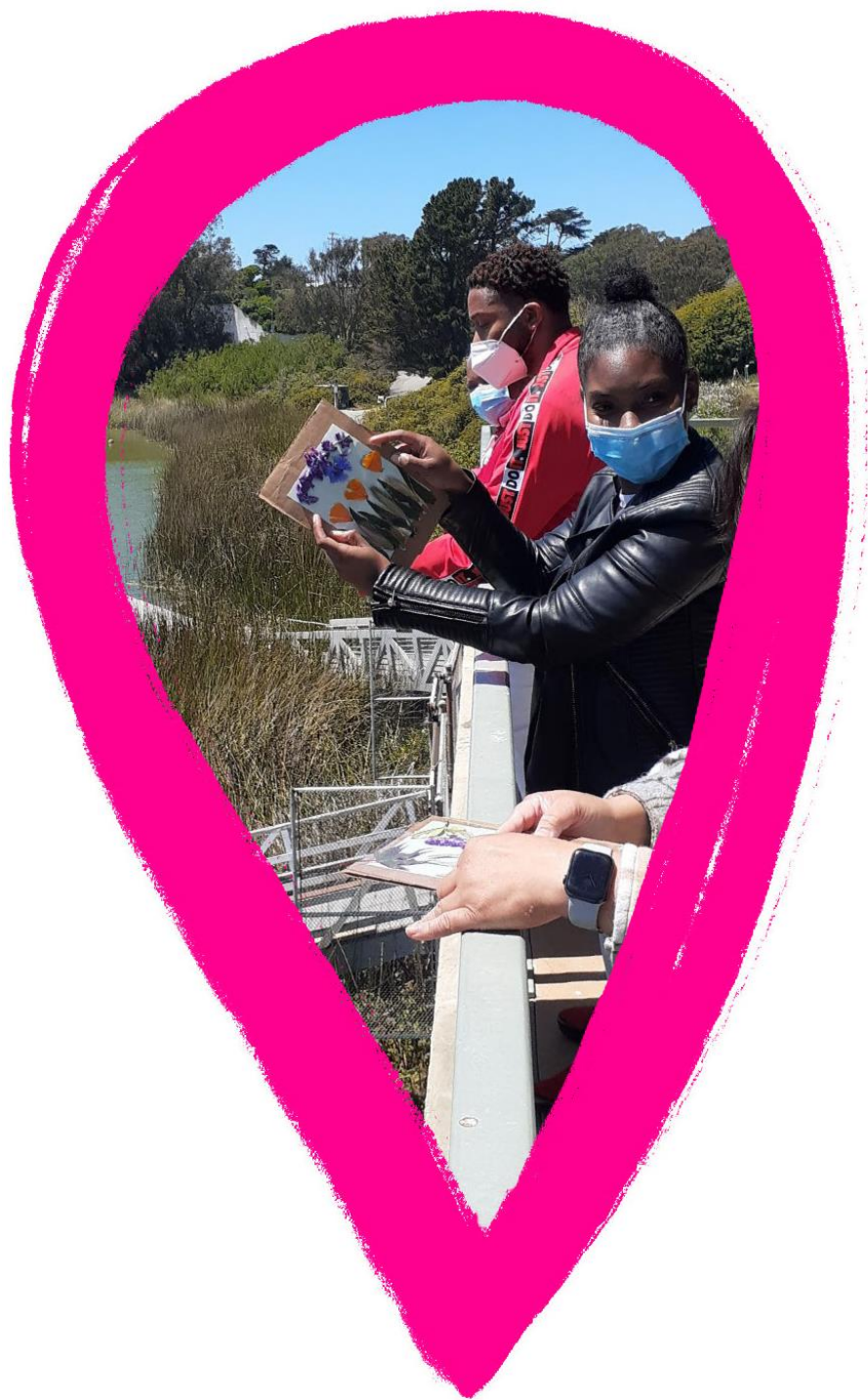
Data & Evidence Subcommittee meeting - August 2, 2023



Agenda

1. SDDT Evaluation Framework
2. FY 2022-2023 Evaluation Data
3. Interactive online SDDT data
4. FY 2023-2024 Evaluation Plan
5. Questions?





SDDT Evaluation Framework

SDDT Evaluation Framework

Aligns with the Strategic Plan for the Sugary Drinks Distributor Tax Advisory Committee (SDDTAC), adopted in 2019, including:

- ✓ Vision
- ✓ Values
- ✓ Priority
- ✓ Populations
- ✓ Strategies
- ✓ Outcomes
- ✓ Impact

- The values in the SDDT Evaluation were updated slightly based on feedback from programs and agencies receiving SDDT funding.
- For the FY 2023-2024 evaluation, we will be updating the SDDT strategies—more soon!



The Foundation for the SDDT Evaluation

Values

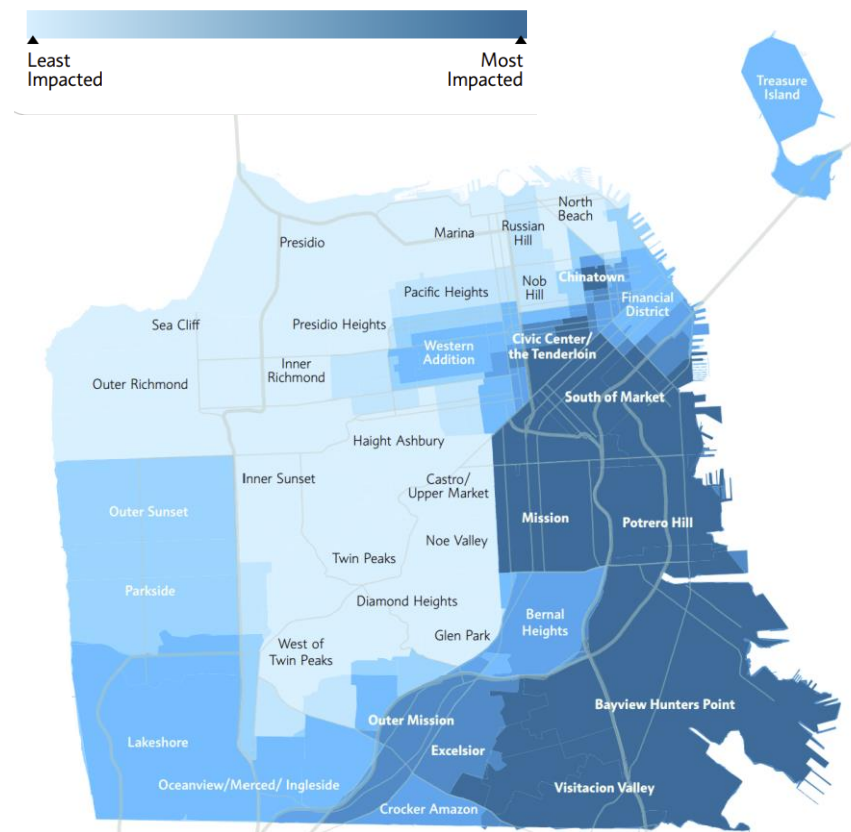
for SDDT-Funded Work

- ✓ Expand interventions led by promotores / community health workers
- ✓ Ensure work is culturally responsive, linguistically relevant and trauma-informed
- ✓ Address structural inequities + policies
- ✓ Work collaboratively

Priority Populations

Communities experiencing disproportionate levels of diet-related chronic diseases and those targeted by the soda industry. The identified priority populations are both distinct and also frequently overlap.

Neighborhoods Most Impacted by Diet-Sensitive Chronic Diseases



- Low-income San Franciscans
- Community members who identify as:
 - Black/African American
 - Pacific Islander
 - Native American
 - Latino/a/x
 - Asian
- Children, youth, and young adults 0-24 years old



SDDT Strategies

To be streamlined in late 2023

Goal 1: Healthy People!

Strategy 1) Build community capacity and develop leadership

Strategy 2) Provide health promoting education, programs, and services

Strategy 3) Provide job readiness, skills training, and career pathways

Strategy 4) Expand access to healthy food, water, and oral health

Goal 2: Healthy Places!

Strategy 5) Decrease access and availability to sugary beverages

Strategy 6) Increase opportunities for physical activity

Strategy 7) Increase economic opportunities in priority neighborhoods

Strategy 8) Increase healthy messaging related to nutrition

SDDT Outcomes + Desired Impact

Improve community + economic conditions

- ↑ Increase in economic opportunity and stability
- ↑ Increase in food security

Improve behavioral outcomes

- ↑ Increase in tap water consumption
- ↑ Increase in fresh produce consumption
- ↑ Increase in breast/chestfeeding
- ↑ Increase in physical activity
- ↓ Decrease in sugary drink consumption

Improve health outcomes

Decrease:

- ↓ Dental caries
- ↓ Hypertension
- ↓ Type 2 Diabetes
- ↓ Heart disease
- ↓ Obesity
- ↓ Stroke
- ↓ Other diet-sensitive chronic disease

Desired Impact: Eliminate health disparities and achieve equity

Core Evaluation Questions

- What **strategies** are being implemented?
How? In what **communities** and **places**?
- How many are impacted? Who is impacted / participating? How are **priority populations** engaged?
- What **outcomes** are being achieved?
For what **communities** and **places**?





Update on 2022-2023 Evaluation Data

2022-2023 Evaluation Data Sources	SDDT Participant Survey	Annual or Biannual Data Request/Reports	Other Data
<p>Community-Based Grants</p> <ul style="list-style-type: none"> • SDDT Healthy Communities Grant, Multi-Year Cohort 1 • SDDT Healthy Communities Grant, Policy, Systems, & Environment • SFUSD Grants to Community-Based Organizations • Food Security Fund 	✓	✓	<ul style="list-style-type: none"> ✓ VideoVoice with 4 grantees from SDDT HC Cohort 1 ✓ Survey of SFAAFBC congregations
<p>San Francisco Recreation & Parks Department</p> <ul style="list-style-type: none"> • Peace Parks • Requity 	✓	✓	
<p>San Francisco Unified School District</p> <ul style="list-style-type: none"> • Hydration Stations • Student-Led Action • Student Nutrition Services 			<ul style="list-style-type: none"> ✓ Data from Wellness Champions ✓ Meetings with SFUSD staff to identify additional data
<p>Food Access: Healthy Food Purchasing Supplements Grantees</p>	✓	✓	
<p>Oral Health: Community Children’s Oral Health Task Forces</p>	✓	✓	
<p>School-Based Oral Health Services</p> <ul style="list-style-type: none"> • Oral Health Education & Case Management • School-Based Sealants 		✓	
<p>Lactation: Lactation Coalition and Services (funding allocated in FY 2021-2022)</p>	✓	✓	<ul style="list-style-type: none"> ✓ Data from landscape scan and coalition convening
<p>SDDT Infrastructure</p>			<ul style="list-style-type: none"> ✓ Data from Sugar & Decoloniality trainings

SDDT Participant Survey

Topics Addressed

- 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

Target: 1,000 surveys

951 completed to-date!

*1 program to collect their
50 surveys in August*

Target: 200 + for each topic
Achieved!

VideoVoice with SDDT Healthy Communities Grantees

VideoVoice is a way to tell a visual story that combines words and images. It is an adaptation from PhotoVoice, participatory research technique originally created by Caroline Wang, at University of Michigan, Ann Arbor.

Wang, CC. (1999). Photovoice: A Participatory Action Research Strategy Applied to Women's Health. *Journal of Women's Health* 8 (2): 185-192.

SDDT VideoVoice

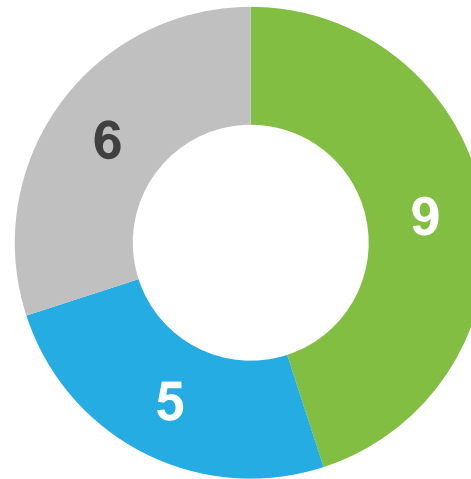
4 organizations that received the SDDT Healthy Communities grant in cohort 1 (September 2019-June 2023) were selected to submit videos that provide an overview of the organization and describe the impact of the organization from a participant perspective.

- Bayview Hunters Point Community Advocates
- Community Grows
- Farming Hope
- SOMCAN

Highlight: SF African American Faith-Based Coalition

- San Francisco African American Faith-Based Coalition was a SDDT Healthy Communities grantee during cohort 1 (September 2019-June 2023)
- Leaders from the **20 congregations that make up the SFAAFBC** were invited to complete a survey in June 2023 to quantify the reach of the coalition and changes related to sugary drinks given anecdotal information about the shift in social norms at their institutions over the course of the grant.
- **14 congregations** responded, reporting changes that impact
 - **6,125 individual members of these congregations AND**
 - **9,270 additional community members** served through events, food distribution, etc.

All SFAAFBC congregations (n=20)



- We no longer serve sugary drinks at events that we organize.
- We do sometimes serve sugary drinks at events BUT we do it much less than we used to.
- Not reported (did not participate in survey)

We now make sure that drinking water is available at all events.



Our church/congregation's leadership has adopted a formal policy around beverages

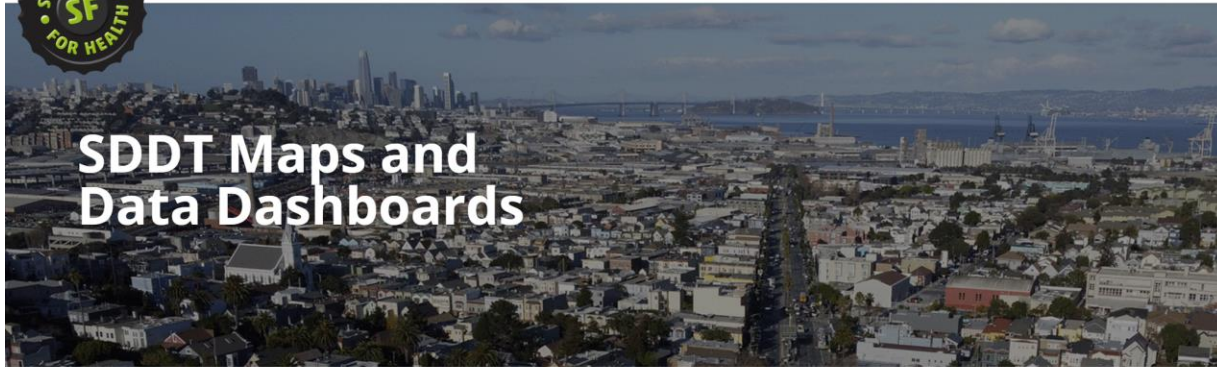


We now encourage people who use our space for celebrations to serve water and/or to not serve sugary drinks





SDDT Maps and Data Dashboards



Background

As part of the SDDT evaluation, Raimi + Associates developed a series of interactive maps and data dashboards to track information related to funded entities and allocated resources over time. Please click on the three mapping and data dashboard tools to explore this information.

Contextual Maps

Explore relevant contextual maps for San Francisco. This page includes maps about race and ethnicity, income and poverty, as well as health outcomes.

[View the Maps](#)

Funded Entities Maps

Using a series of interaction maps, view the locations, types and other information about SDDT funded entities from all fiscal years since 2019.

[View the Maps](#)

SDDT Data Dashboards

Interact with several data dashboards to explore the resources allocated to funded entities over time.

[View the Dashboards](#)

Data Disclaimer:

The data presented in these maps and data dashboards was created by SFDPH and R+A for SDDT Evaluation purposes only; the maps and data dashboards were designed and operated solely for SFDPH staff, SDDT Funded Entities and general public education. SFDPH and R+A do not guarantee the accuracy of the data presented. By entering this site, you acknowledge that SFDPH and R+A will not be responsible for any damage, loss or injury resulting from use of the information herein. Site users agree to defend, indemnify, and hold harmless SFDPH and R+A, its directors, officers, and employees, from and against any and all actions, damages, costs, liabilities, claims, demands, losses, judgments, penalties, costs and expenses, including attorney's fees, arising out of, or in any way connected with, the use of the applications and/or the data contained therein.



Online, Interactive Evaluation Data





Job training with Fan



FY 2023-2024 Evaluation Activities



SDDT Evaluation Activities *during* FY 2023-2024

Project Management

Analyzing and Reporting Evaluation Data from FY 2022-2023

- Finishing VideoVoice for selected cohort 1 SDDT HC grantees
- Cleaning, analyzing SDDT-funded program participant survey (SMS and online)
- Cleaning, analyzing SFAAFBC member congregations survey
- Cleaning, analyzing annual and biannual reporting for all SDDT-funded entities, and presenting data for PowerBI and ArcMap Online
- Preparing annual evaluation report

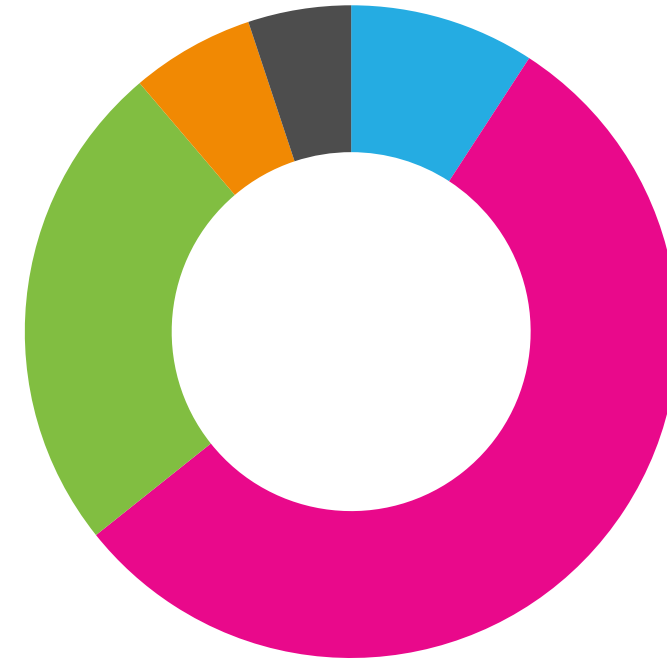
FY 2023-24 Evaluation Data Collection

- Participant survey of SDDT-funded programs
- Revised reporting templates for funded entities
- Development of new eval tools for 3 PSE grantees finishing in FY 2023-2024

Technical Assistance for SDDT grantees

- 2 trainings
- 2 hours each for the following grantees
 - 6 cohort 2 SDDT Healthy Communities grantees (4 of 6 new)
 - 3 SFUSD community-based organization grantees (all new)
 - 1 new Children's Oral Health Task Force lead agency (new)

Incentives (\$10,000)



■ Project management

■ Analyzing and reporting evaluation data from FY 2022-23

■ FY 2023-24 Eval Data collection

■ Technical Assistance for SDDT grantees

■ Incentives (\$10,000)

Stay in Touch!

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