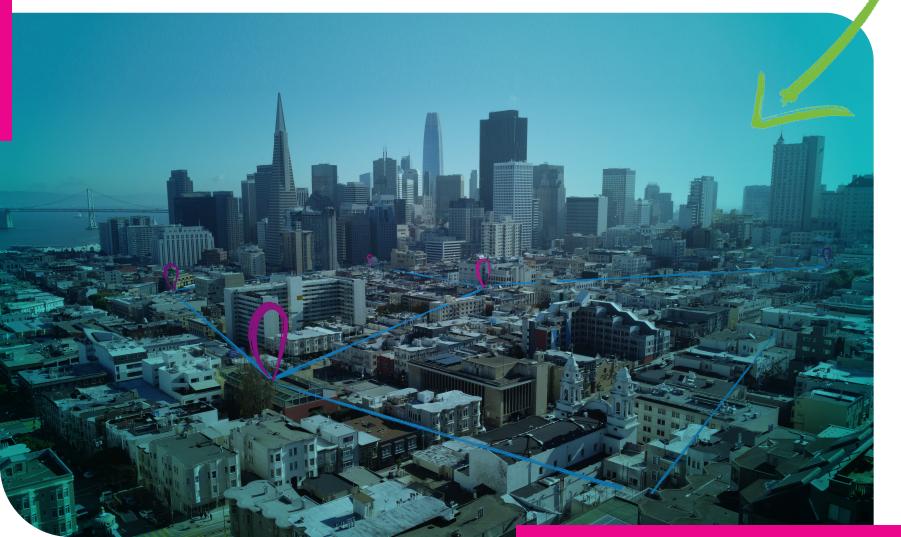
San Francisco Sugary Drinks Distributor Tax

(SDDT) EVALUATION REPORT 2022–2023 EXECUTIVE SUMMARY









Executive Summary

SAN FRANCISCO'S SUGARY DRINKS DISTRIBUTOR TAX (SDDT)

In November 2016, San Francisco voters passed Proposition V, a tax on the distribution of sugar-sweetened beverages. Proposition V established a one-cent per fluid ounce fee on the distribution of sugar-sweetened beverages, syrups, and powders within the City and County of San Francisco; which went into effect on January 1, 2018.

IN FY 2022-23,

72,981 + people +

(at minimum)
participated in SDDTfunded grant programs

23,007 students

were enrolled at schools supported with SDDT funds (46% of all enrolled SFUSD students)

At least **8% of BIPOC San Franciscans (and possibly as high as 13%)** participated in SDDT-funded programming in FY 2022-23¹

The report aligns with the 2020-2025 SDDTAC Strategic Plan (for more information, please see www.sf.gov/sddtac).

86% of SDDT-funded program participants believe that drinks with added sugar can harm their health.

Since participating in an SDDT-funded program, 81% of all participants now drink water more often.

In FY 2022-23, 430 people were paid with SDDT funds as staff or stipended-positions:

91% of these people are BIPOC compared to 72% of employees of the City & County of San Francisco.

80% were residents of San Francisco compared to 42% of employees of the City & County of San Francisco.

^{1.} This calculation was made by dividing SDDT's total number of BIPOC participants in FY 2022-23 by the total number of BIPOC residents in the city. The population-level demographic data is from the U.S. Census Bureau's American Community Survey 5-Year Estimates 2017-2021.

Overview of Findings

The following evaluation findings were generated for SDDT funding in Fiscal Year 2022–2023 (FY 2022–23), which includes July 1, 2022 through June 30, 2023.

Finding 1: Over the past five years, SDDT revenues have been invested in priority populations and places most targeted by the beverage industry.

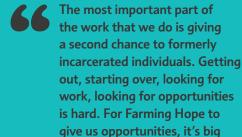
Finding 2: Over the past five years, SDDT investments have accelerated structural and systemic changes, especially in access to healthy food.

Finding 3: Over the past five years, SDDT investments have improved cultural norms related to drinking more water, drinking fewer sugary drinks, and increasing fruit and vegetable consumption.

Finding 4: SDDT investments have increased economic opportunities and strengthened resident leadership within communities most burdened by inequities.

VideoVoice is a participatory approach to storytelling that combines words and images. Watch the full videos at www.sodatax-sf.org/data-overview/#videovoice or scan the QR code below.





and life-changing."

Recommendations

- Continue to encourage San
 Franciscans to drink tap water
 (especially among populations
 that are reticent about the
 safety of tap water).
- 2. Continue to increase awareness about the negative impacts of sugary drinks and to reduce SSB consumption, especially among priority populations and places.
- 3. Ensure SDDT funding promotes policies and structural changes that encourage active lifestyles and physical activity.
- 4. Continue to support efforts to reduce health inequities in oral health outcomes.
- 5. Support residents from priority populations with economic and leadership opportunities.
- 6. Support SDDT-funded entities to increase their capacity to collect demographic participant data.
- 7. Continue to support SDDT evaluation efforts.
- 8. Encourage the use of braided funding to leverage SDDT funds for greater impact.
- 9. Ensure the SDDT Advisory Committee (SDDTAC) exists beyond the current 2028 end-date.
- 10. Share best practices, lessons learned, and evaluation findings from the San Francisco SDDT with other cities to highlight how local sugary drinks taxes can support health equity.



