

# Sugary Drinks Distributor Tax Funding Initiative

## SDDT Funded Program Evaluation: Overview, Activities, and Resources

### Overview

SDDT evaluation activities can be thought of on two levels. The first level of evaluation seeks to understand the impacts of the law including the impact of the overall SDDT Funding Initiative. This first level is broad and looks across funded programs and projects. Example first level evaluation questions, organized by Results Based Accountability (RBA) key question, are:

**How much did we do?** What and how many activities did SDDT funding support and how many persons were reached by these activities?

**How well did we do it?** Do persons in target populations have leading roles in SDDT funded programs and projects and are opportunities and services offered by programs accessed by target populations?

**Is anyone better off?** Do persons, particularly those in target populations, participating in SDDT work focusing on nutrition increase their fruit and vegetable consumption?

The second level is program specific evaluation in which aspects of a particular program are examined in more depth. Like the umbrella evaluation, program evaluations will need to address the RBA key questions (How much did we do? How well did we do it? Is anyone better off?). However, as activities completed for the umbrella evaluation will at least in part address “How much was done?” and “Is anyone is better off?”, emphasis in the program evaluation can be placed in answering “How well we did we do it?”.

### Umbrella Evaluation Activities

All SDDT funded programs:

- 1) Quarterly Program Update:** Both as part of the grant management and program evaluation requirements, grantees are required to complete program updates quarterly. Grantees must use the provided template and upload a template as well as all deliverables to their project specific google drive folder. Quarterly program updates are due every January 15<sup>th</sup>, April 15<sup>th</sup>, July 15<sup>th</sup>, and October 15<sup>th</sup>.
- 2) Biannual Report:** Funded programs are required to complete a biannual report using the template provided. Reports are due every January 15<sup>th</sup> and July 15<sup>th</sup> and must be uploaded to their project specific google drive folder.
- 3) SDDT Funding Initiative Evaluation Participation Plan:** All funded programs must work with the evaluation team to create a brief, 1-2-page, document stating how they will meet the requirements of the umbrella evaluations. A participation plan template is provided. During one-on-one meetings we will start to fill in the template; a completed plan is due January 1, 2020.

SDDT funded programs which expect to interact with each client on a repeated basis (i.e. training program, workshop/class series, etc.)

- 4) Pre-post matched surveys:** Programs interacting with clients on a repeated basis are required to administer Pre/ post matched surveys. On the first, or earliest possible, interaction programs will ask clients to complete the pre-survey. On the last planned interaction programs will ask the clients to complete the survey a second

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time. The survey tool will be provided in electronic and paper versions and each program will receive 2 tablets to facilitate clients taking the surveys.

SDDT funded programs which expect to have very brief, non-recurrent interactions (i.e. booth at a street event)

5) **Short form surveys:** Programs interacting with clients on a brief, non-recurrent basis are required to administer a short form survey.

### Program Evaluation

Funded programs are required to undertake their own program evaluation which is intended to provide a deeper investigation and to be more specific to each funded program than the SDDT Funding Initiative Evaluation (umbrella evaluation). In year 1 grantees are expected to develop an evaluation plan. Implementation is expected to begin by year 2 and a final report documenting the results is due at grant completion (July 15, 2022 or earlier). Funded Programs with existing evaluation plans and activities may build upon their current work in lieu of creation of a new plan.

#### Program evaluation must:

- Contribute information on if and why the program or a part of the program works or not
- Identify lessons learned and provide guidance for future direction
- Involve community input
- Align with and complement the Umbrella evaluation
- Document how results are incorporated into their work.
- Use Results Based Accountability

### Additional Evaluation Funding

For community-based organizations receiving SDDT funding in FY2019-2020, a onetime stipend of up to \$10,000 is available to cover any costs associated with participating in the umbrella evaluation or in developing or undertaking a program evaluation. Funds must be used by July 1, 2020.

### Evaluation Schedule

Activity	Due Date
Evaluation interviews	Fall 2019
One-on-one meetings	November 2019
Quarterly Project Updates	January 15 <sup>th</sup> , April 15 <sup>th</sup> , July 15 <sup>th</sup> , and October 15 <sup>th</sup>
Biannual Report	January 15 <sup>th</sup> and July 15 <sup>th</sup> of each year
Program Evaluation Plan	July 1, 2020
Program Evaluation	Through June 2022
Program Evaluation Final Report	July 15, 2022
Pre Survey	First encounter with clients
Post Survey	Last encounter with clients