



Sugary Drinks Distributor Tax (SDDT) Evaluation Plan FY20-21

April 2021

Agenda

- Hellos!
- Evaluation Updates
- Overview of Evaluation Plan
- Questions
- Timeline & Next Steps

Evaluation Updates

- ✓ **Completed FY 19/20 SDDT evaluation report and executive summary,** highlighting a story of impact focused on strengthened community leadership and addressing structural inequities
- ✓ **Finalized evaluation plan** with feedback from SDDT stakeholders

Evaluation Plan

1. Alignment

1. SDDT Strategic Plan
2. City-Wide Priorities
3. National Best Practices

2. Collaborative Approach

1. Stakeholder engagement
2. Established reporting forms with revisions based on grantee feedback

3. Results-Based Accountability Framework

Evaluation Questions

1. What strategies are being implemented?
2. How are priority populations being engaged?
3. What outcomes are being achieved? For what communities and places?

Evaluation Plan: Logic Model

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

Metrics

□ Process metrics related to strategies

- **(Example) Strategy 2: Provide health promoting education, programs, services**
 - ✓ Number of people from priority populations engaged and how (e.g., 1-time education event, 1-time service delivered per participant, weekly program, services provided throughout pregnancy)
 - ✓ Number and type provided in priority neighborhoods
 - ✓ Qualitative: Grantee work plans; report narratives; possibly interviews/focus groups.

Metrics

□ Process metrics related to outcomes

- **(Example) SDDT Values: Expand interventions led by promotoras/community health workers**
 - ✓ Number of funded programs/agencies using SDDT funds to support interventions led by promotoras/community health workers
 - ✓ Number of promotoras/community health workers employed with SDDT funding (fully or partially)
 - ✓ FTE for promotoras/community health workers employed with SDDT funding (i.e., time paid for with SDDT funds)
 - ✓ Qualitative: Report narratives, interviews

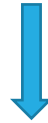
Metrics

□ Program Outcome and Population-Level Metrics

○ (Example) Community + Economic Outcomes

○ Shorter-term outcomes

- ✓ Increase in food security
- ✓ **Increase in economic opportunity and stability**



○ Metrics for SDDT-funded work

- ✓ Dollar value of Healthy Food Purchasing Supplement vouchers redeemed with small, local businesses (local farmers and corner stores)
- ✓ Annual sales data for Healthy Retail stores
- ✓ Qualitative data on the trajectory/careers of job training participants, paid interns, and promotoras/community health workers supported by SDDT funded programs

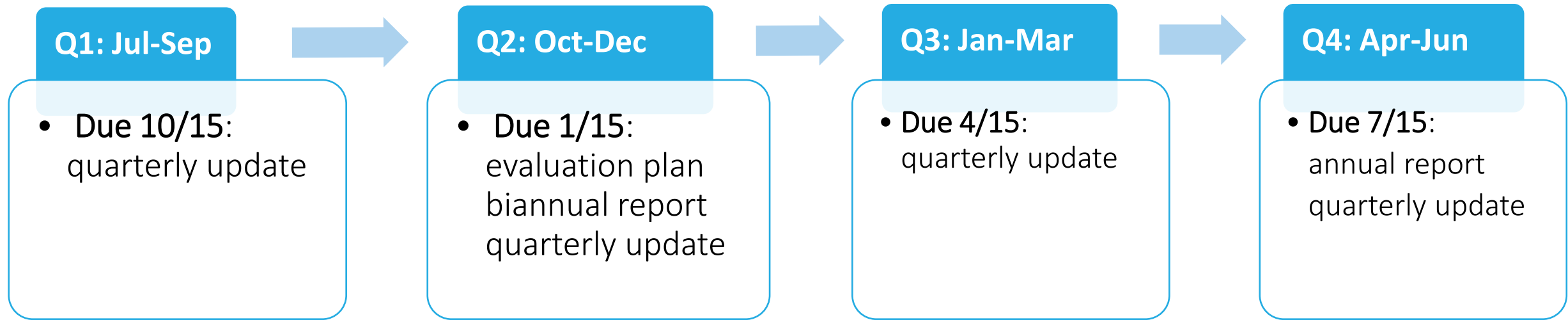
○ Population-level metrics (longer-term, 5-10 years)

- ✓ Employment rate
- ✓ Median household income

Methods and Data Collection

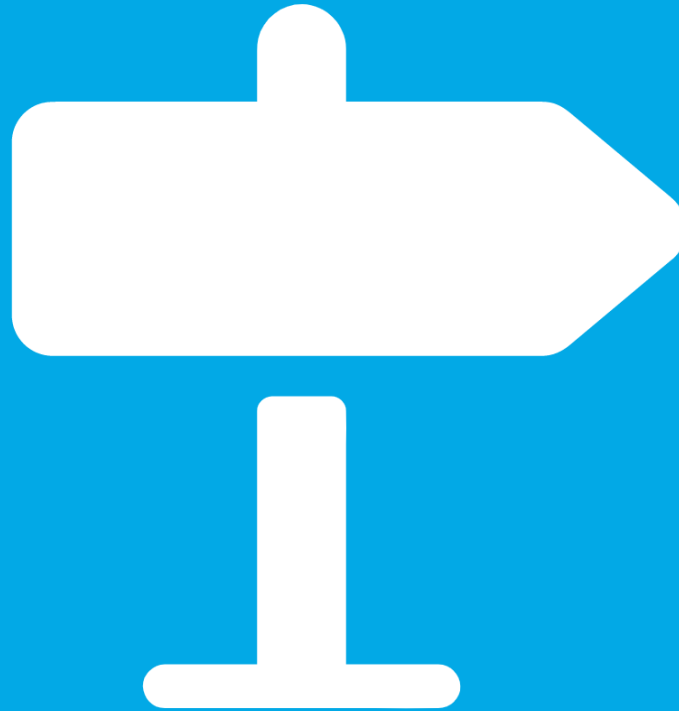
1. Evaluation participation plan
2. Quarterly updates
3. Biannual reports
4. Annual reporting
5. Participant pre/post surveys
6. Qualitative data collection

Timeline



Questions & Next Steps

Questions?



Next Steps

- Coordinate with funded organizations to gather evaluation data for 20/21
- SDDTAC interviews
- Grantee/funded partner profiles

Stay in Touch!

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