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

<table>
<thead>
<tr>
<th>GOALS</th>
<th>STRATEGIES</th>
<th>SHORT-TERM OUTCOMES</th>
<th>LONG-TERM OUTCOMES</th>
<th>DESIRED IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy People</td>
<td>1) Build community capacity and develop leadership</td>
<td>Improve economic conditions for individual workers and local businesses</td>
<td>Improve community + economic outcomes in priority neighborhoods</td>
<td>Eliminate health disparities and achieve equity, especially among priority populations</td>
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<tr>
<td></td>
<td>2) Provide health promoting education, programs, and services</td>
<td>• Increase in economic opportunity and stability</td>
<td>• Increase in hiring and economic opportunity</td>
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<td></td>
<td>3) Provide job readiness, skills training, and career pathways</td>
<td>Cross-cutting outcomes (smaller scale to larger scale)</td>
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<tr>
<td></td>
<td>4) Expand access to healthy food, water, and oral health</td>
<td>• Increase in food security</td>
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<tr>
<td></td>
<td>5) Decrease access and availability to sugary beverages</td>
<td>• Increase in fruit/vegetable consumption</td>
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<td></td>
<td>6) Increase opportunities for physical activity</td>
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<td>7) Increase economic opportunities in priority neighborhoods</td>
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<td></td>
<td>8) Increase healthy messaging related to nutrition</td>
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<tr>
<td>Healthy Places</td>
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<tr>
<td></td>
<td>1) Build community capacity and develop leadership</td>
<td>Improve behavioral outcomes</td>
<td>Improve health outcomes</td>
<td></td>
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<tr>
<td></td>
<td>2) Provide health promoting education, programs, and services</td>
<td>• Decrease in sugary drink consumption</td>
<td>• Dental caries</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3) Provide job readiness, skills training, and career pathways</td>
<td>• Increase in tap water consumption</td>
<td>• Heart disease</td>
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<tr>
<td></td>
<td>4) Expand access to healthy food, water, and oral health</td>
<td>• Increase in breastfeeding</td>
<td>• Hypertension</td>
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<tr>
<td></td>
<td>5) Decrease access and availability to sugary beverages</td>
<td>• Increase in physical activity</td>
<td>• Obesity</td>
<td></td>
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<tr>
<td></td>
<td>6) Increase opportunities for physical activity</td>
<td></td>
<td>• Type 2 Diabetes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7) Increase economic opportunities in priority neighborhoods</td>
<td></td>
<td>• Stroke</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8) Increase healthy messaging related to nutrition</td>
<td></td>
<td>• Other diet-related chronic disease</td>
<td></td>
</tr>
</tbody>
</table>
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

Q1: Jul-Sep
• Due 10/15: quarterly update

Q2: Oct-Dec
• Due 1/15: evaluation plan
  biannual report
  quarterly update

Q3: Jan-Mar
• Due 4/15: quarterly update

Q4: Apr-Jun
• Due 7/15: annual report
  quarterly update
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!

SDDT Evaluation Team

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