Sugary Drinks Distributor Tax Advisory Committee

2020-2021 SDDT Evaluation Report Update

November 17, 2021
1) Brief review of evaluation framework

2) 2020-2021 SDDT Evaluation Report
   o Outline
   o Key findings
   o Preview of (draft) Finding 1 + related recommendations
   o Selected early outcomes

3) Questions
Evaluation Approach
Ild

Longer-Term Outcomes

- Increase in economic opportunity and stability

Goals

Healthy People!

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

Healthy Places!

- Cross-cutting outcomes (smaller scale to larger scale)
  - Increase in food security
  - Increase in fruit/vegetable consumption

Shorter-Term Outcomes

- Improve economic conditions for individual workers and local businesses
  - Increase in economic opportunity and stability

- Improve behavioral outcomes
  - Decrease in sugary drink consumption
  - Increase in tap water consumption
  - Increase in breastfeeding
  - Increase in physical activity

Longer-Term Outcomes

- Improve community + economic outcomes in priority neighborhoods
  - Increase in hiring and economic opportunity

Impact

- Eliminate health disparities and achieve equity, especially among priority populations

VALUES

- Expand promotora-led/community health worker-led interventions
- Ensure work is culturally responsive, linguistically relevant and trauma-informed
- Address structural inequities + policies
- Work collaboratively
FY 2020-2021 Evaluation Report
Evaluation Report 2020-21

1. Letter from SDDTAC Co-Chairs
2. Introduction + Background
3. Key Findings
4. Conclusion + Recommendations
Evaluation Report 2020-21: Key Findings  (draft wording)

1) SF SDDT Ordinance and SDDTAC have been identified as effective in addressing health disparities resulting from the consumption of sugar-sweetened beverages as well as addressing long-standing inequities.

2) SF SDDTAC values ensure that SDDT funds are targeted to support those organizations/agencies best positioned to effectively address inequities and to implement SDDT strategies.

3) The SF SDDTAC directed funding to meet essential needs of SF communities during the COVID-19 pandemic.

4) SDDT funded entities are beginning to achieve desired outcomes.
SF SDDT Ordinance and SDDTAC have been identified as effective in addressing health disparities resulting from the consumption of sugar-sweetened beverages as well as long-standing inequities.

1.1 SF Sugary Drinks Distributor Tax (SDDT) Ordinance and the SF Sugary Drinks Distributor Tax Advisory Committee (Advisory Committee) align with emerging promising practices related to establishing and implementing a sugary drink tax policy that is focused on health disparities and inequities.

1.2 By intentionally including leaders of communities most targeted by the sugary drink industry, the SF Sugary Drinks Distributor Tax Advisory Committee has ensured that funding recommendations highlight community priorities and long-standing structural inequities.

1.3 The multi-sector membership of the SDDT Advisory Committee contributed to de-siloing and coordinating efforts to effectively address specific community needs and inequities, especially during the pandemic.

1.4 SF SDDT Advisory Committee members have enhanced their understanding of SF’s budgeting and political processes and have begun sharing/ translating that information with historically disenfranchised communities to address inequities.
Finding 1.4 SF SDDT Advisory Committee members have enhanced their understanding of SF’s budgeting and political processes and have begun sharing/translating that information with historically disenfranchised communities to address inequities.

• Committee members underlined the importance of highlighting the work done to quickly address community needs during the pandemic.

• Recommendation: Increase culturally responsive and linguistically appropriate awareness/educational campaigns about SDDT.
Draft Recommendations from Finding 1

• Increase culturally responsive and linguistically appropriate awareness/educational campaigns about SDDT (e.g., about the tax, tax allocation)

• Create ongoing community engagement opportunities related to SDDT

• Establish a robust onboarding, orientation and mentorship process for all SDDTAC members.

• Increase community input into decision making related to tax allocation

• Extend the SDDTAC beyond 2028
### SDDT Values + Priority Outcomes

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Grant Funds Used for Wages Align with Values + Strategies

Employees of community-based organizations whose salary or wages were paid with SDDT grant funding:

- Age: 11 were 14-17; 69 were 18-24
- 66 were bilingual or non-English speakers
- 89 were promotores or community health workers
- 126 people received job training during the fiscal year—including 93 BIPOC residents of San Francisco!
SDDT Values + Priority Outcomes

- Support community-led and culturally relevant work
- Build strong collaborations and partnerships to increase capacity and effectiveness
- Prioritize results and long-term impacts
- Eliminate structural inequities and achieve equity

**Outcome: Improve community + economic conditions**
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- Increase in food security

**Outcome: Improve behavioral outcomes**
- Increase in tap water consumption
- Increase in fresh produce consumption
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- Increase in physical activity
- Decrease in sugary drink consumption

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- Decrease:
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  - Hypertension
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Steady Decrease in Sugary Beverages Sold in San Francisco

Total Sugary Drinks Distributor Tax Collected per Fiscal Year

- Jan 1-Jun 30, 2018: $7,911,731
- Jul 1, 2018 - Jun 30, 2019: $16,097,908
- Jul 1, 2020 - Jun 30, 2021: $10,435,241
## SDDT Values + Priority Outcomes

- **Support community-led and culturally relevant work**
- **Build strong collaborations and partnerships to increase capacity and effectiveness**
- **Prioritize results and long-term impacts**
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### Outcome: **Improve community + economic conditions**
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SDDT Funds Support Breastfeeding/Bodyfeeding

Percent of birthing people who initiate breastfeeding in hospital

- SisterWeb clients (Black, Latinx, and Pacific Islander) in 2020: 95%
- All white births in San Francisco (2016): 89%
- All Black, Latinx, and Pacific Islander births in San Francisco (2016): 83%
- All Asian births in San Francisco (2016): 69%
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Statistically significant correlations found in a peer-reviewed study, “Fruit and Vegetable Vouchers in Pregnancy: Impact on Diet and Food Security” (published in the Journal of Health Education & Nutrition in June 2020) for recipients of EatSF vouchers (Veggies4Vouchers):

✓ 17% more likely to be food secure
✓ 0.73 additional servings of fruits and vegetables consumed daily

Every dollar spent on the Veggies4Vouchers program contributes 2.1 dollars to the local economy

$1.00 → $2.10!!
Questions?
Stay in Touch!

SDDT Evaluation Team

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