



Sugary Drinks Distributor Tax Advisory Committee 2020-2021 SDDT Evaluation Report Update

November 17, 2021

Agenda

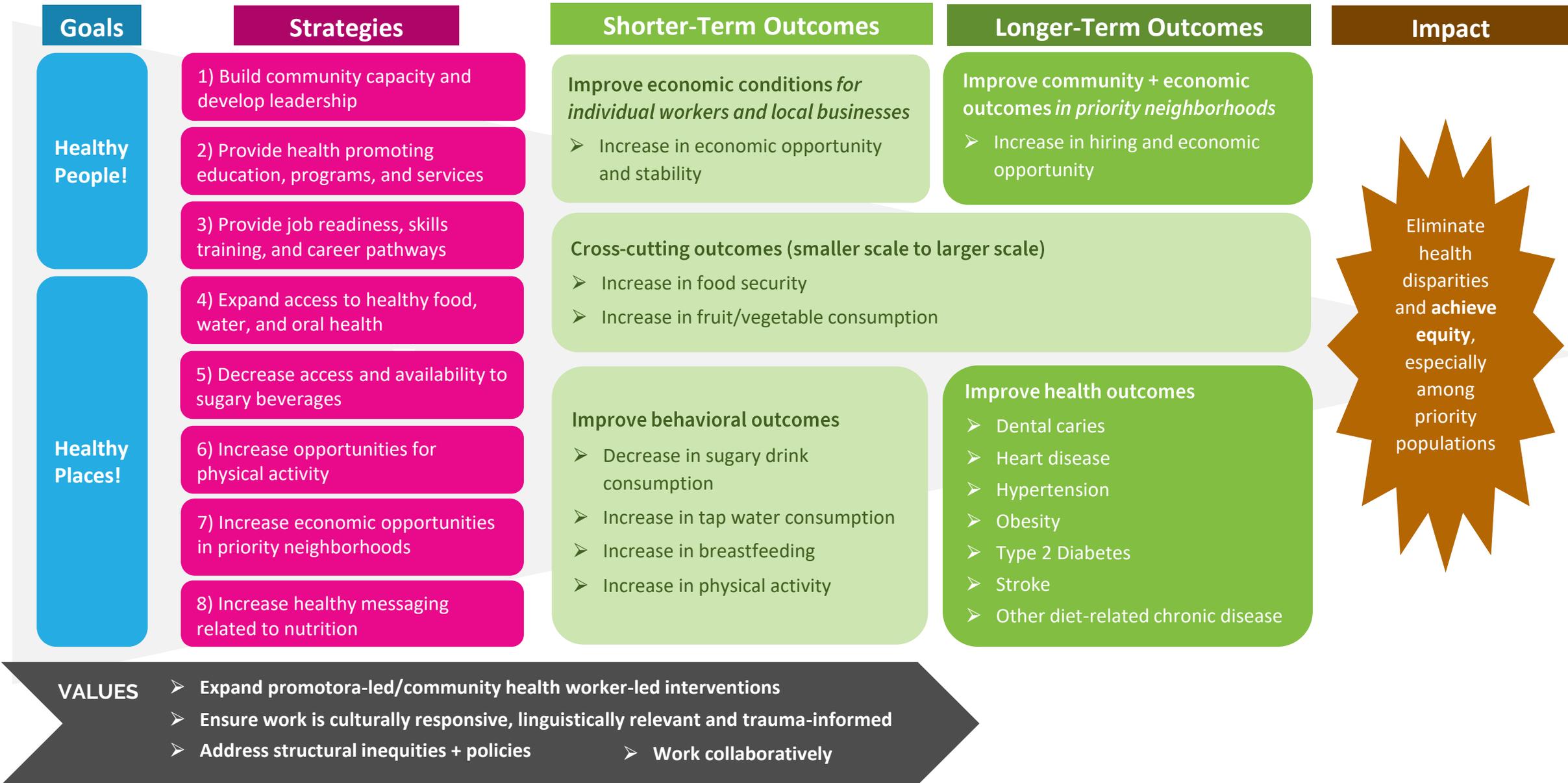
- 1) Brief review of evaluation framework
- 2) 2020-2021 SDDT Evaluation Report
 - Outline
 - Key findings
 - Preview of (draft) Finding 1 + related recommendations
 - Selected early outcomes
- 3) Questions





Evaluation Approach

SDDT Evaluation Logic Model

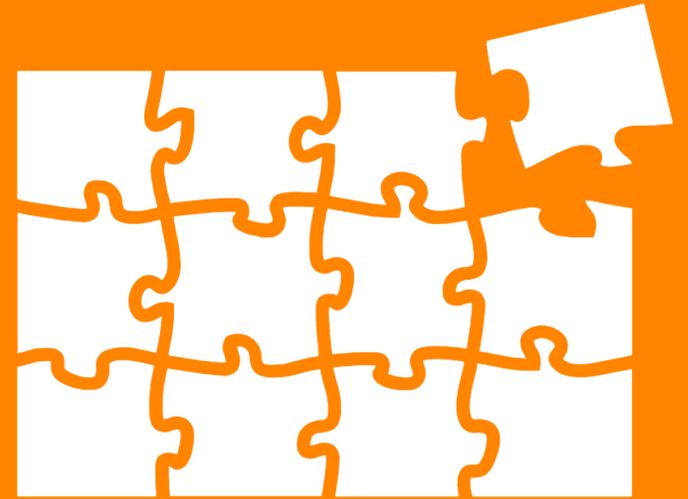




FY 2020-2021 Evaluation Report

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.

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 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.

SDDTAC feedback on Evaluation Report Findings + Recommendations

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

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**

- ↑ Increase in economic opportunity and stability
- ↑ Increase in food security

Outcome: **Improve behavioral outcomes**

- ↑ Increase in tap water consumption
- ↑ Increase in fresh produce consumption
- ↑ Increase in breastfeeding
- ↑ Increase in physical activity
- ↓ Decrease in sugary drink consumption

Outcome: **Improve health outcomes**

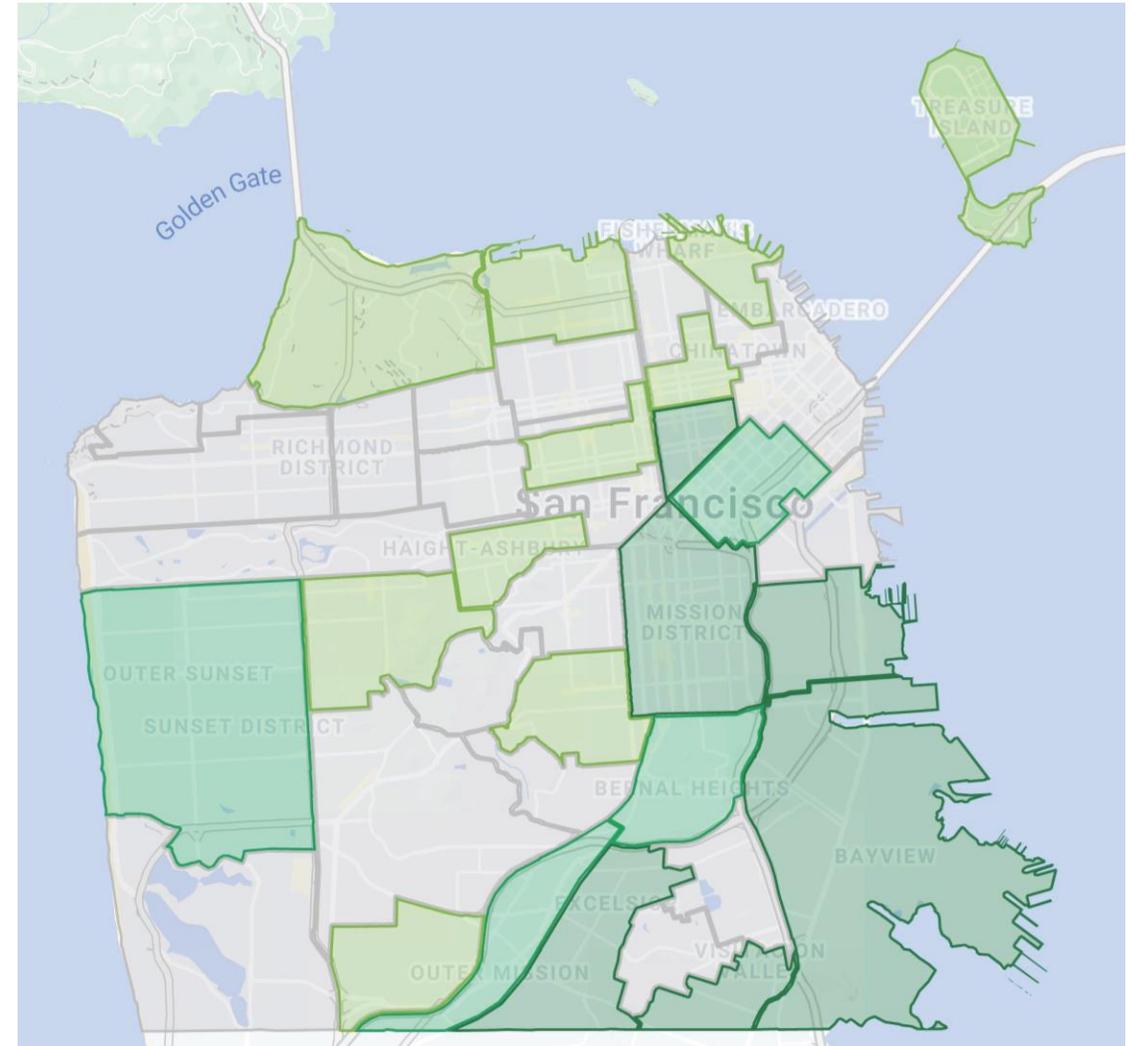
Decrease:

- ↓ Dental caries
- ↓ Hypertension
- ↓ Type 2 Diabetes
- ↓ Heart disease
- ↓ Obesity
- ↓ Stroke
- ↓ Other diet-related chronic disease

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!**



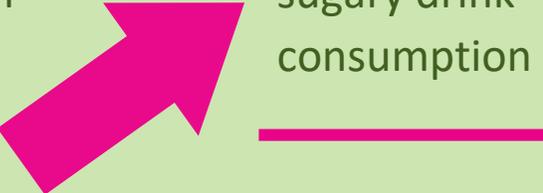
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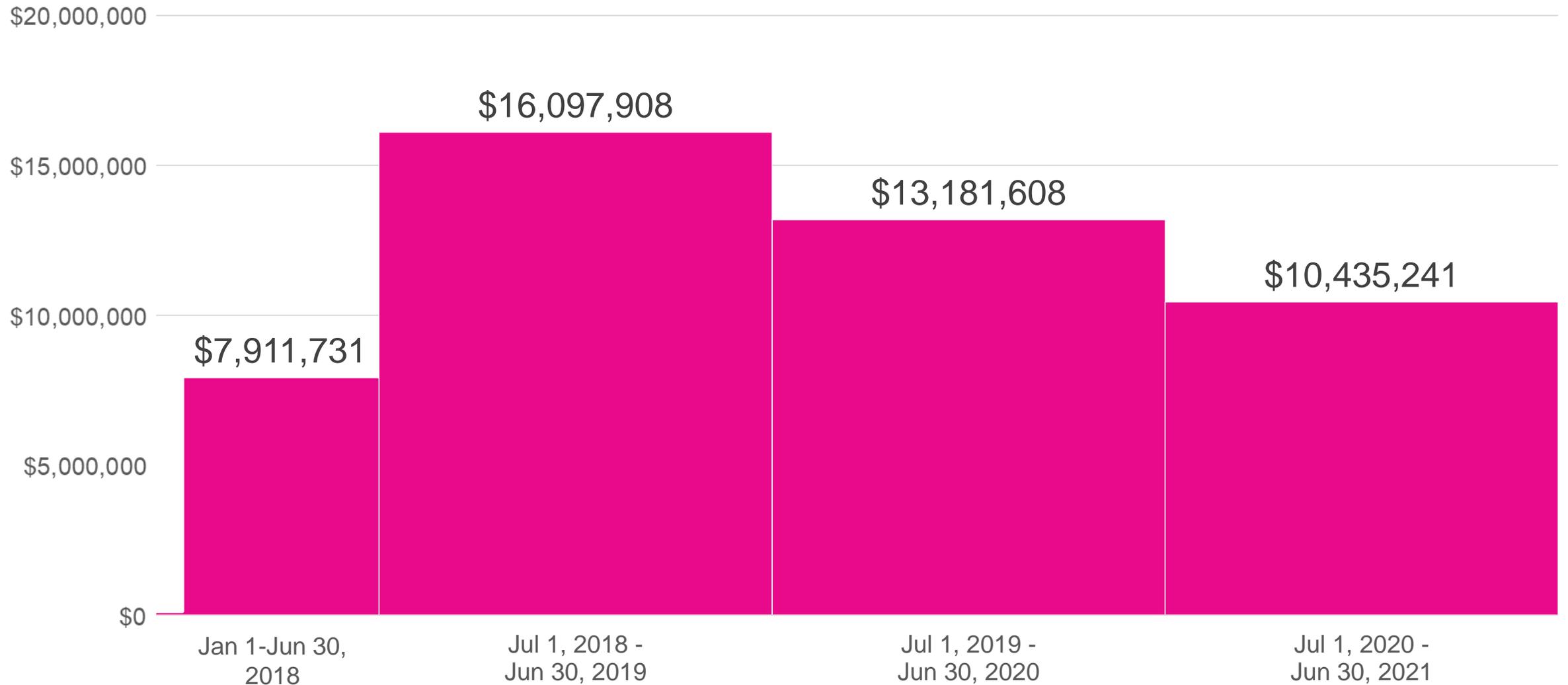
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Steady Decrease in Sugary Beverages Sold in San Francisco

Total Sugary Drinks Distributor Tax Collected per Fiscal Year



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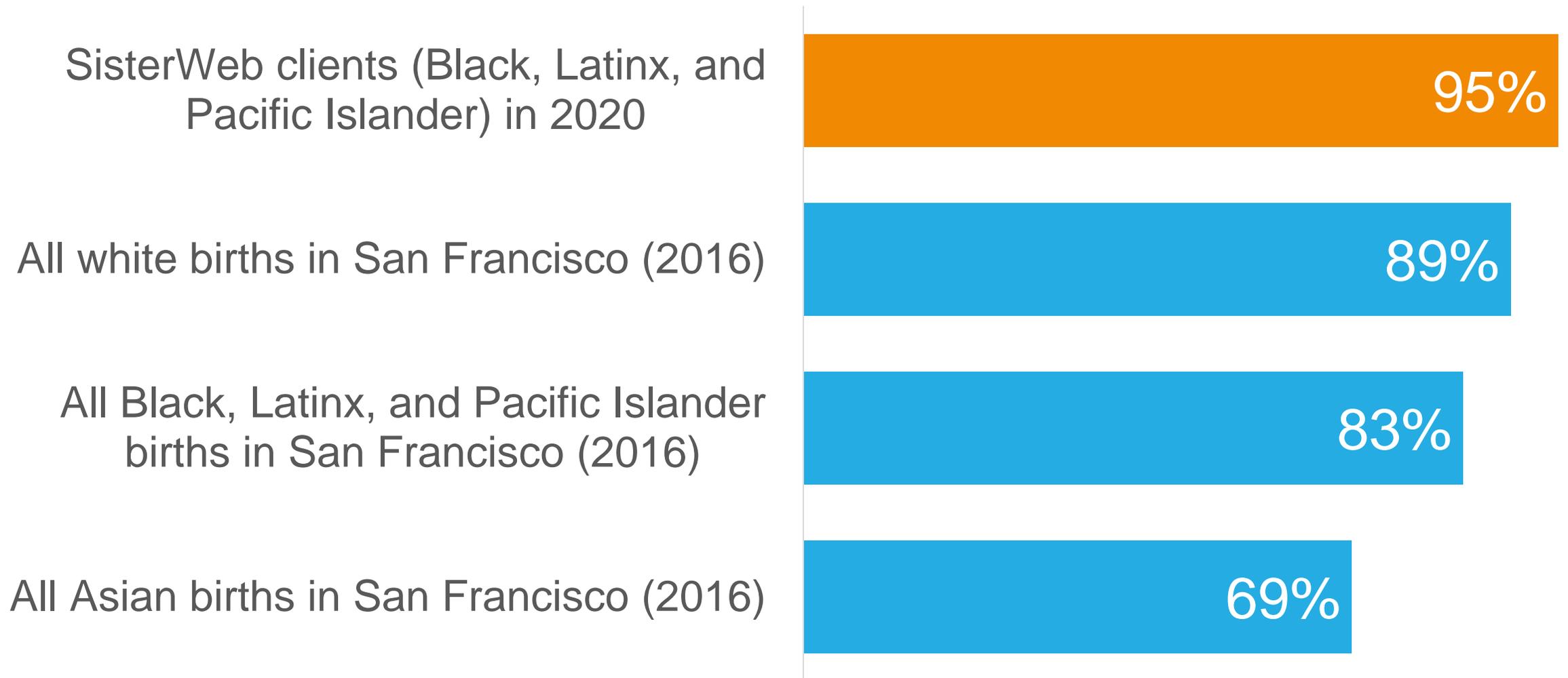
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SDDT Funds Support Breastfeeding/Bodyfeeding

Percent of birthing people who initiate breastfeeding in hospital



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SDDT Funds → Vouchers4Veggies → Impacts!

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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