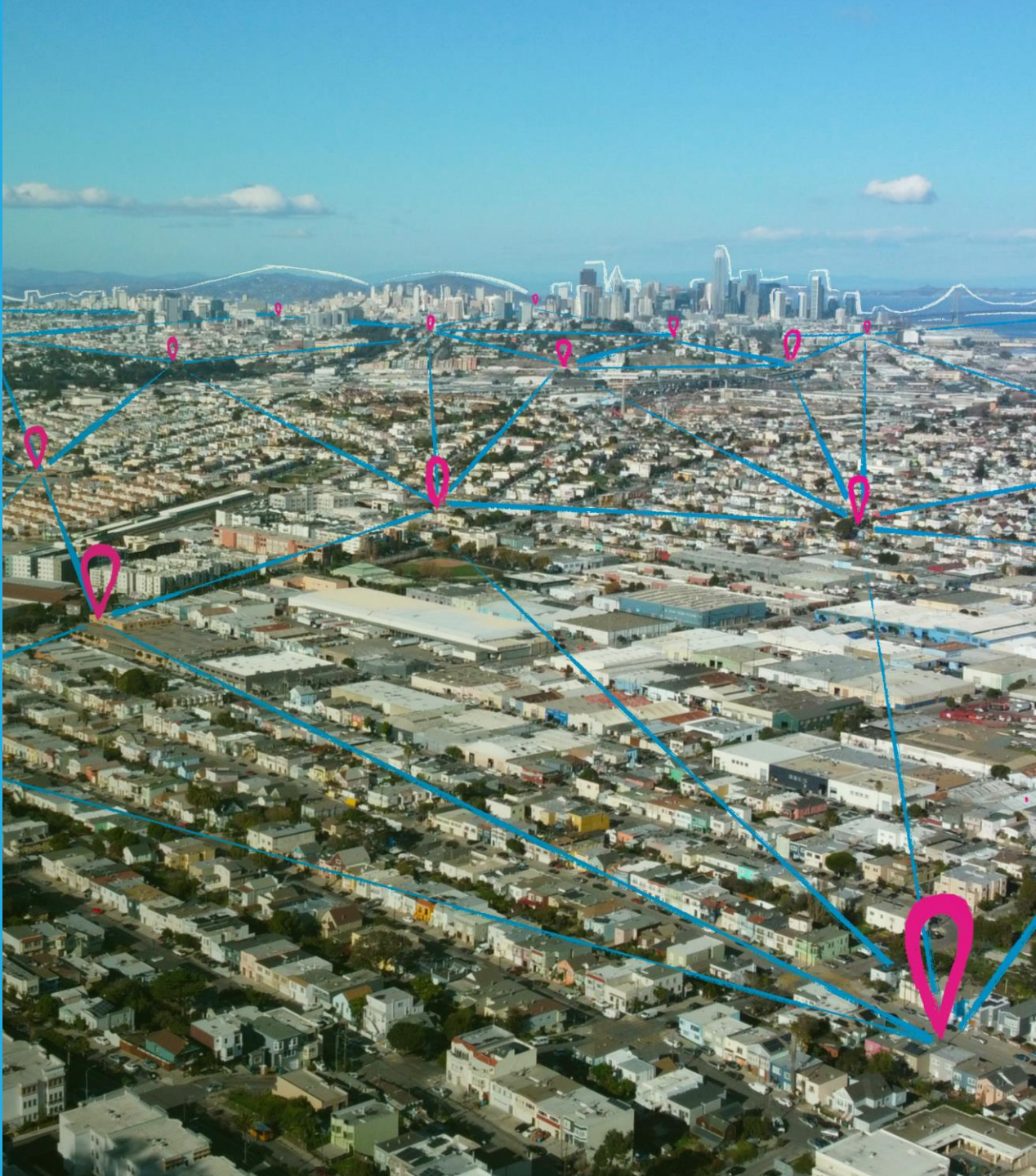


Sugary Drinks Distributor Tax Advisory Committee 2020-2021 SDDT Evaluation Report Presentation

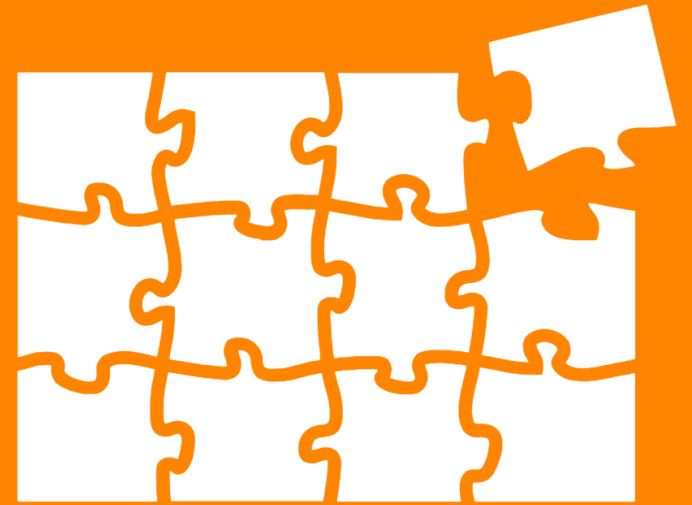
January 19, 2022



FY 2020-2021 Evaluation Report

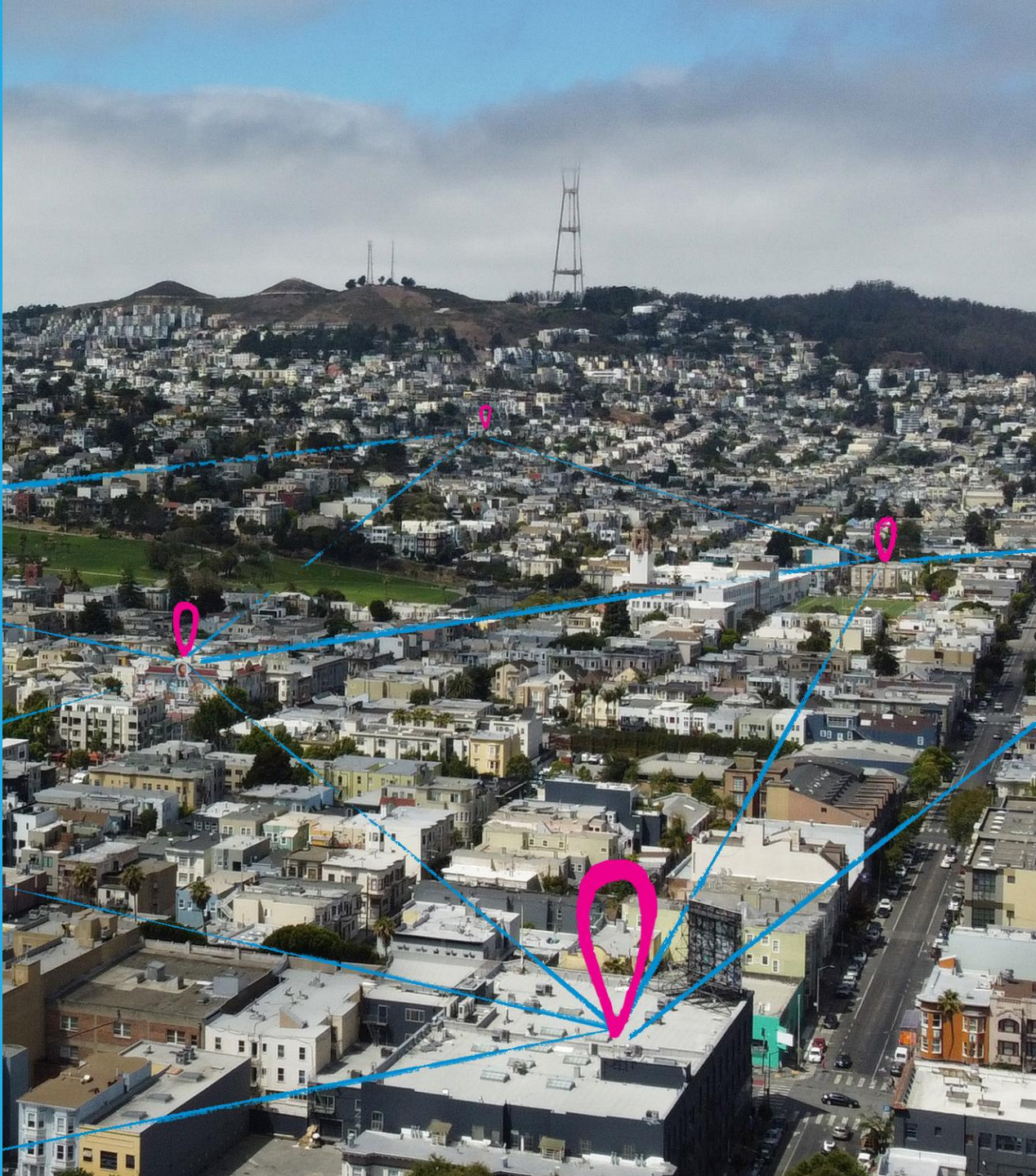
Evaluation Report 2020-21

1. Letter from SDDTAC Co-Chairs
2. Introduction + Background
3. Key Findings
4. Conclusion + Recommendations



Evaluation Report 2020-21: Key Findings

- 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) The SDDT values have ensured that SDDT funded programming focus on and **effectively engage communities most burdened by inequities**.
- 3) Organizations and agencies used SDDT funding to help those communities experiencing the worst health and economic impacts of the COVID-19 pandemic meet basic needs while simultaneously supporting the structural changes necessary to promote equity.
- 4) SDDT funded entities are beginning to achieve desired outcomes.



Recommendations

Evaluation Report 2020-21: Recommendations

- 1) Increase community input into decision-making related to tax allocation.** Consider incorporating participatory budgeting as part of the process of making funding decisions.
- 2) Increase culturally responsive awareness/educational campaigns about SDDT.** Educational campaigns should focus on why the tax is important, as well as the purpose and uses of SDDT funds to ensure that those communities most impacted by the SSB industry have access to this information. Campaigns should be most visible and widespread where low-income communities of color live.
- 3) Create ongoing community engagement opportunities related to SDDT** to 1) increase transparency about SDDT allocation and effects of funds; 2) share evaluation findings and recommendations with community members; 3) gather community feedback and input about evaluation findings and recommendations; 4) gather community input related to funding allocation. While community meetings with impacted communities were facilitated in 2018-2019 to inform the initial work of the SDDTAC, they should continue to take place annually.
- 4) Extend the SDDTAC beyond 2028 and add more youth seats** to ensure young people are able to participate in decision making in SF. Supports capacity building and leadership development among young people. offer a stipend for youth seats.

Evaluation Report 2020-21: Recommendations

- 5) **Establish a robust onboarding and orientation process for all SDDTAC members.** Provide new SDDTAC members with information about the soda tax (e.g., [190518_GSP+ Soda+Tax+Evaluation.pdf \(squarespace.com\)](#)) as well as information about their role in developing recommendations for the Board of Supervisors and the City budget development process.
- 6) **The SF SDDTAC should continue to identify funding recommendations that align with the SF SDDTAC values.** The values identified by the SF SDDTAC have informed funding recommendations that focus on organizations and agencies that engage communities most burdened by inequities. The SF SDDTAC has been successful in identifying organizations and agencies that embody the values and implement key strategies and should therefore continue to identify funding recommendations that align with the articulated values.
- 7) **Continue to rely on organizations and agencies that work directly with marginalized communities in SF to identify and meet emerging needs** like those identified and addressed during the COVID-19 pandemic.

Evaluation Report 2020-21: Recommendations

- 8) Ensure that health messaging highlights the negative health impacts of the range of sugar sweetened beverages and focuses on the sugar sweetened beverages consumed most by different populations.** While recent data show that since 2016 youth in San Francisco (i.e., SFUSD students) overall have decreased their soda consumption, their consumption of sports/fruit drinks has increased. The beverage industry targets advertising for specific types of sugar sweetened beverages to specific age groups and to specific racial/ethnic communities.
- 9) Maintain evaluation efforts that align with the SF SDDTAC strategic plan.** By aligning the evaluation with the SF SDDTAC strategic plan, evaluation data tells the story about how SDDT funded agencies are using funds in ways that align with SDDTAC values.
- 10) Continue to document and share successful practices modeled by the San Francisco SDDTAC.** SF SDDTAC has engaged in a number of promising practices that have guided how funding is allocated and implemented and contributed to funding organizations that work with communities most impacted by the SSB industry.



Questions?

Stay in Touch!

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