

Strengthening the Soda Tax: Community-Informed Policymaking

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IN-A(D)VANCÉ

A forward investment in strengthening movements

Agenda

- ▶ Project Overview
- ▶ Workgroup
- ▶ Research
- ▶ Timeline

Project Overview

Overview: Convening a Workgroup, conducting research, and bringing stakeholders together to do deep community engagement to inform a collective strategy to strengthen the policy's impact moving forwards between January - June

Goals: Engage more deeply CBOs and their communities in developing priorities for addressing the health inequities related to soda consumption

Outcomes: Develop community engagement and policy recommendations for moving forward in alignment with the 5 year strategic plan

Project Overview

Project



Community
priorities

SDDTAC Community Input Subcommittee

Workgroup

The guiding force for this work will be the Community Policy Workgroup

The workgroup responsibilities are:

- ▶ Attend 6 virtual monthly workgroup meetings
- ▶ Identify and recruit community-based organizations to conduct surveying and focus groups
- ▶ Analyze data gathered from community
- ▶ Use findings to develop a strategy and timeline for policy change
- ▶ Help plan community convening to bring together stakeholders
- ▶ Help develop policy and community engagement recommendations for moving forward

This workgroup will meet virtually each month starting formally in January and ending in June.

Community Action Research

Identify and work with 5-10 community-based organizations to conduct research with communities most impacted by the issues the Soda Tax is intended to address.

Components:

- ▶ Collect 1,500-2,000 in-person surveys
- ▶ Conduct 10 in-person focus groups
- ▶ Learn about people's knowledge of the soda tax, their experience with soda-linked illness and disease, and what their solutions are.
- ▶ Participating organizations will receive an honorarium between \$1,000-\$2,000
- ▶ Budget for language interpretation, event space, food and refreshments for participants, and incentives for focus group participants.

Collective Strategy



- ▶ Analyze data collected
- ▶ Develop recommendations
- ▶ Bring together diverse stakeholders
- ▶ Develop collective strategy for moving forwards to strengthen the policy's impact

Timeline

January - February

- ▶ Launch workgroup
- ▶ Workgroup identifies participating community-based organizations
- ▶ Finalize research materials and protocols

March - May

- ▶ Community Action Research: surveys, then focus groups
- ▶ Workgroup meetings

May - June

- ▶ Workgroup meetings
- ▶ Analyze data collected
- ▶ Develop recommendations
- ▶ Bring stakeholders together around collective strategy

Next Steps

- ▶ Identify and confirm workgroup members
- ▶ Launch workgroup

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THANK YOU