



HEALTHY BERKELEY PROGRAM EVALUATION Executive Summary

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HEALTHY
COMMUNITIES

Executive Summary



“ *I think we're making really significant, transformative change, catching young people at a time in their lives when they're starting to make their own decisions about what they put in their body. And questioning what it is they're doing and why, starting to be critical thinkers about food and beverage.”*

— *Healthy Berkeley Grantee*

Sugar-sweetened beverages (SSBs), such as soda and juices, increase a person's risk of developing obesity, diabetes, heart disease, and cavities. Youth and communities of color, especially African American and Latino communities, tend to drink more SSBs compared with other groups and have a higher risk of developing disease from drinking SSBs. Unfortunately, low-income and minority communities often lack the access to health care and healthy living that better-resourced communities have. In 2014, the City of Berkeley took a stand against SSBs, becoming the first city in the United States to create and pass a tax on the distribution of SSBs.

Berkeley's tax started in 2015. The following year, Berkeley launched the Healthy Berkeley Program to make sure that revenue from the SSB tax returned to Berkeley residents in the form of health programming. In its first year, which took place from July 2016 – June 2017, the Healthy Berkeley Program funded seven community-based programs across six local organizations (grantees). Each grantee worked tirelessly to improve health and reduce inequality among Berkeley residents. These grantees focused on making a positive difference in the lives of Berkeley residents by fostering opportunities to participate in engaging and culturally relevant programs that promoted healthy alternatives to SSBs.

The City of Berkeley Public Health Division (PHD) engaged John Snow, Inc., Healthy Communities (JSI), to evaluate the Healthy Berkeley Program. The goal of the evaluation was to gather information about the activities of Healthy Berkeley grantees during “Year 1” (July 2016 – June 2017).



Most Americans drink at least one SSB a day.



A Snapshot: The Healthy Berkeley Grantees

Six grantees received awards totaling \$1,287,500 to support seven different programs in Berkeley, all with the overarching goals of reducing the consumption of SSBs and associated health outcomes.

1. Berkeley Unified School District

Funded amount: \$637,500

- ▶ Provided cooking and gardening classes at 17 schools
- ▶ Engaged Berkeley children and their families through designing new curricula for classrooms and after school programs and hosting family nights



2. Berkeley Youth Alternatives

Funded amount: \$125,000

- ▶ Trained youth interns to bring health education to the community and develop their own leadership skills
- ▶ Created newspaper articles, social media content, and outreach materials



3. Ecology Center

Funded amount: \$115,266

- ▶ Trained youth interns to bring health and nutrition education to their peers
- ▶ Organized school assemblies and shared information with residents and business owners



4. Healthy Black Families

Funded amount: \$245,874

- ▶ Trained adult ambassadors to educate their peers on topics including housing, education, health and nutrition
- ▶ Created healthy cooking and shopping classes for parents
- ▶ Strengthened local partnerships to provide youth with gardening and cooking classes



5. LifeLong Medical Center

Funded amount: \$125,000

- ▶ Oversaw a mini-grantee program that funded seven new organizations with smaller grants
- ▶ Partnered with other grantees to engage residents in Healthy Berkeley programming



6. YMCA – Central Bay Area Diabetes Prevention Program

Funded amount: \$51,360

- ▶ Provided an evidence-based diabetes prevention program to 99 Berkeley residents, free of charge

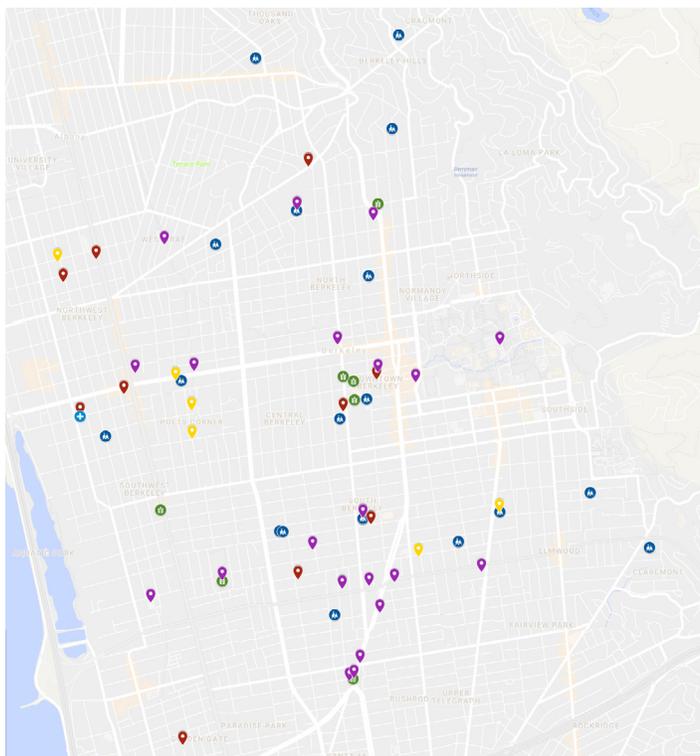


7. YMCA – Head Start

Funded amount: \$100,000

- ▶ Designed a nutrition, dance, and movement program for children at Head Start sites
- ▶ Conducted educational workshops for parents and staff

The six grantees reached an estimated 20,000+ people across 88 locations.



- ▶ HBF
- ▶ BUSD
- ▶ YMCA DPP
- ▶ YMCA Head Start
- ▶ Ecology Center
- ▶ BYA
- ▶ Lifelong Medical Center

Mini-Grantees

The Healthy Berkeley Program included a grant to LifeLong Medical Center to administer smaller “mini-grants,” designed to deepen the reach of Healthy Berkeley activities. A total of seven mini-grantees received awards of around \$10,000 each.

- ▶ **Bay Area Hispano Institute for Advancement (BAHIA)**
Offered bilingual water education sessions and water bottle distribution, and installed filling stations for families
- ▶ **Community Adolescents Nutrition Fitness (CANFIT)**
Created a widely accessible SSB curriculum for Berkeley organizations
- ▶ **Community Child Care Council of Alameda County (4Cs)**
Developed Healthy Beverage Kits for child care providers’ use
- ▶ **Inter-City Services Inc.**
Held a Water Wise health education and awareness contest for youth
- ▶ **Multicultural Institute**
Provided uninsured and underinsured immigrants, day laborers, and families with education and access to health care
- ▶ **Options Recovery Services**
Offered education workshops and water bottle distribution, and installed filling station for people in treatment
- ▶ **Youth Spirit Artwork**
Coordinated the creation of an educational, youth-driven community mural

The mini-grantees expressed that the funding enabled them to support positive change among participants. Among their accomplishments, mini-grantees engaged a range of community members, installed publicly-accessible water fountains, provided hours of workshops in multiple languages, and created educational materials to support local partners in promoting the consumption of healthy beverages. The mini-grantees reported reaching thousands of Berkeley residents, especially underserved communities like non-English speakers and people recovering from addiction.



A Breakdown of Healthy Berkeley's First Year

In one year alone, grantees and mini-grantees encouraged and educated more than 10,000 Berkeley residents through:

- ▶ Educating **7,000 BUSD students and parents** with newly developed curriculum focused on SSBs and nutrition
- ▶ Distributing more than **1,500 water bottles**
- ▶ Organizing dance and music education for more than **700 children**
- ▶ Providing **99 people** with a free diabetes prevention program
- ▶ Training more than **60 youth and parents** in leadership skills
- ▶ Working in **17 schools** across the city
- ▶ Completing **8 school-wide assemblies** at Berkeley high schools
- ▶ Bringing cooking classes to **8 different locations** in the city
- ▶ Coordinating **6 family nights**
- ▶ Creating **1 Berkeley-wide SSB awareness campaign**

Together, the grantees implemented more than 130 activities. The majority of activities were educational, with a focus on nutrition and healthy alternatives to SSBs. Examples include nutrition classes for students at school gardens, school assemblies, and outreach at community events.

Other activities involved organizational programming, or enhancements to existing programs and practices. Examples include training youth and parents as peer educators, strengthening partnerships with community agencies, and improving access to water on site.

In addition, all of the grantees adopted organizational policies intended to limit the consumption of SSBs and promote the consumption of water.

In reflecting on their experience, grantees identified several challenges they had overcome:

- ▶ Handling unexpected delays, such as bureaucratic processes
- ▶ Balancing competing community needs (like residents who felt they could no longer afford to live in Berkeley)
- ▶ Respecting traditions and habits that favored SSBs (like having SSBs at family parties)
- ▶ Figuring out technical difficulties (like needing better equipment)



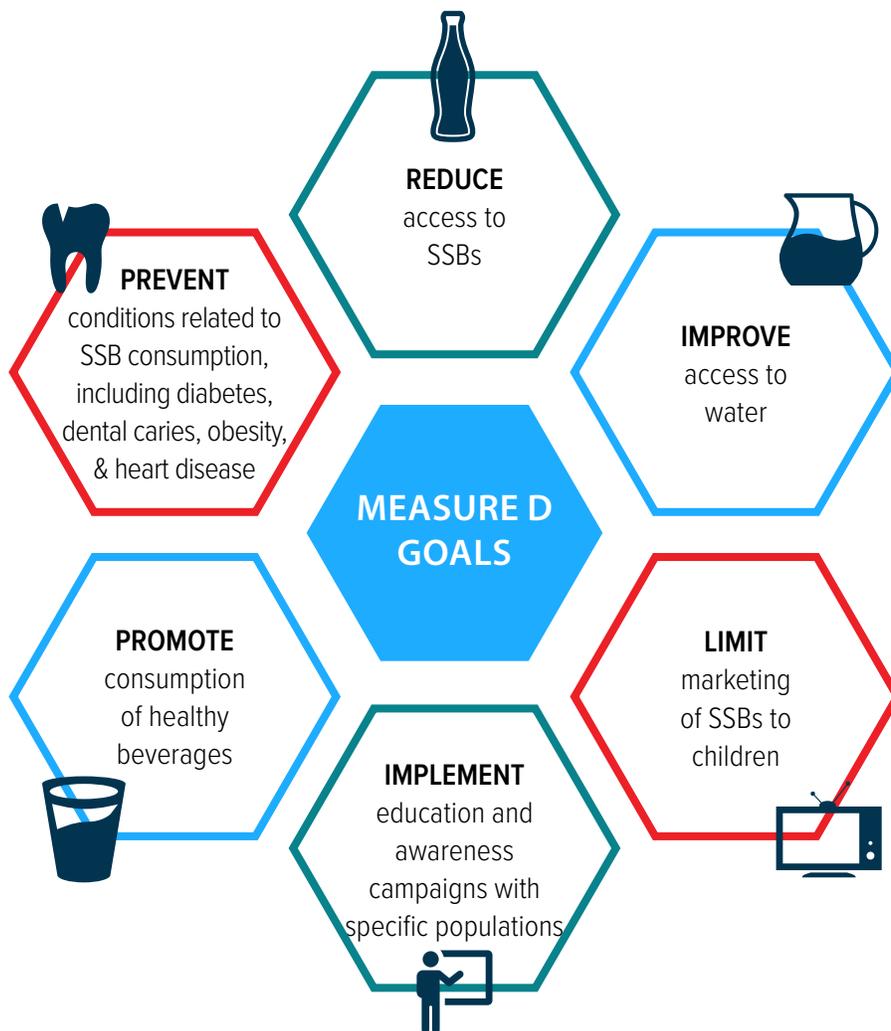
The grantees also shared many examples of how their activities were making a difference for participants. They highlighted several overarching accomplishments:

- ▶ Engaging traditionally difficult-to-reach communities
- ▶ Changing perceptions around SSBs
- ▶ Supporting shifts toward healthier behaviors
- ▶ Cultivating leadership skills among Berkeley residents

Grantees shared that they could see the impact they were making in the community, even indirectly.

Meeting Measure D's Goals

The goals of the Healthy Berkeley Program were to:



There was a high degree of alignment between grantees' activities in Year 1 and the Healthy Berkeley goals. Further, grantees largely directed their activities towards communities identified as priorities for the funding.

“ One of the other things that worked really well was being able to place visual postings and materials at all of our sites... One of our janitors had even been paying attention, and not only paid attention to it, but read it, and actually lost weight because the materials made them more aware.”

— Healthy Berkeley Grantee

“ Drinking [soda] impacted me very heavily. Knowing what I know now, it makes me want to change. I know I can't change what happened in the past, but I can change how I start now to the future. Before I came here, I used to drink more soda. But now I drink more water.”

— Youth Intern

Looking Forward

“We encourage other communities of color throughout California, throughout the nation, to do similar efforts.”

— Dr. Vicki Alexander, Co-Chair Yes on D Campaign

In Healthy Berkeley’s first year, grantees provided education and other programming, adopted healthy beverage policies, and strengthened partnerships in the community. These activities helped Berkeley residents to build skills, foster relationships with one another, and learn more about healthy living.

The second year of the Healthy Berkeley Program is already underway. As activities progress, opportunities exist to incorporate a greater emphasis on enhancing access to water and shifting the broader conditions in which Berkeley residents live, work, and play. Through continued implementation, the Healthy Berkeley Program has the potential to touch the lives of many residents and pave the way for other cities to pursue similar measures.

