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Developing Infographic Forecast Reports for Campuses Engaged in GetFruved using the eB4CAST Framework

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Objective

- To describe the methods of creating infographic reports for colleges implementing the GetFruved program using the eB4CAST framework

Introduction

- eB4CAST is a novel dissemination framework that allows visual representation to describe program implementation and dissemination
- eB4CAST uses a community-based research approach designed to capture the overall impact and effect of evidenced based programing in implementation and dissemination

- Collects indirect publicly available data to forecast the need and feasibility of potential programing
- Post-intervention, direct participant, and facilitator data is compiled to measure community impact and program longevity

- The combined forecast and footprint report created by eB4CAST Captures, Assembles and Sustains the community-based research to ensure its Timelessness

CAPTURE

- Capturing data through direct and indirect measures

ASSEMBLE

- Assembling data into a visual representation to show community impact

SUSTAIN

- Sustainability of data to continue community-based research

TIMELESSNESS

- Timelessness of data to better inform future evidence-based research

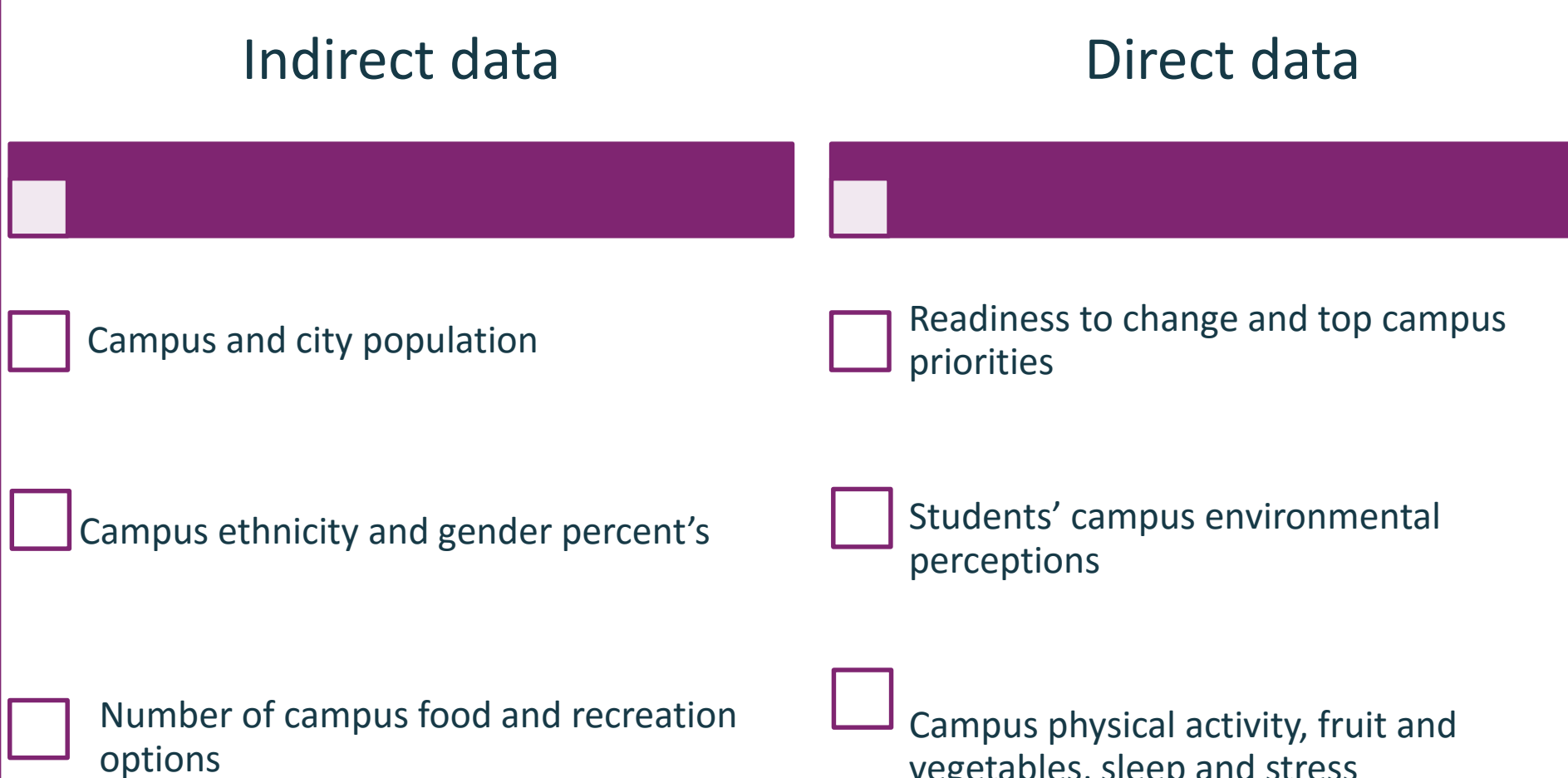
GetFRUVED

- A peer-led, social marketing campaign to improve healthy lifestyles among college students
- This study used data from the GetFRUVED RCT, which was implemented across more than 70 U.S. college and university campuses

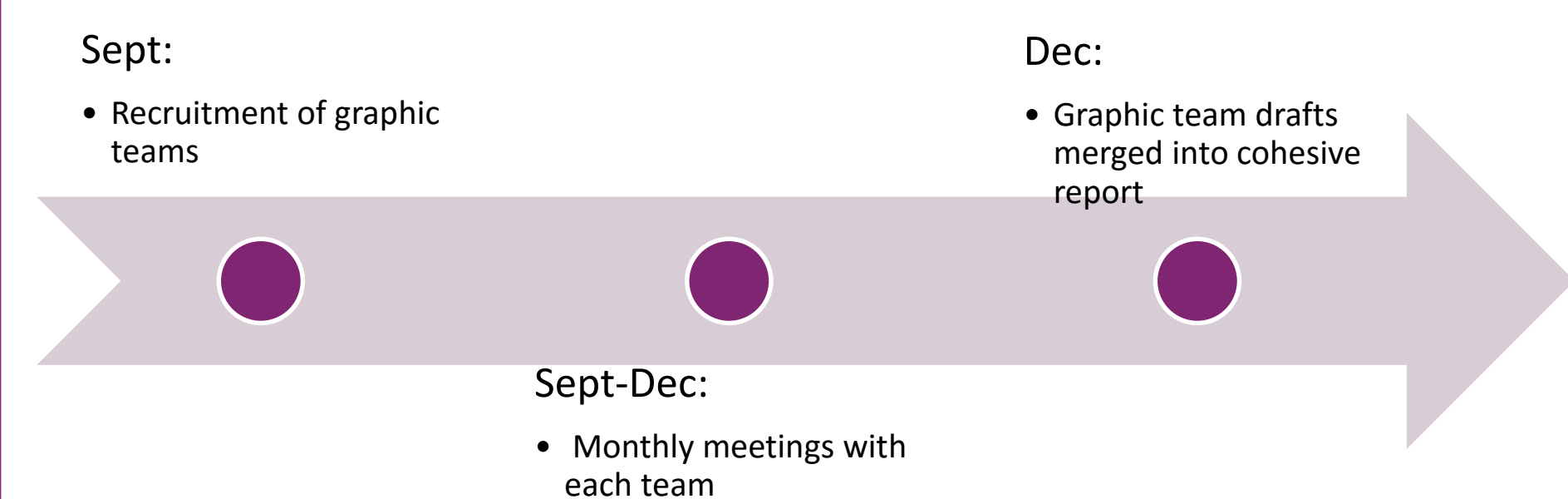


Methods

- Using the eB4CAST framework, both direct (participant behavior) and indirect (publicly available community) data were gathered from each GetFruved site



- To create a visual representation of the data, three graphic design teams were recruited.

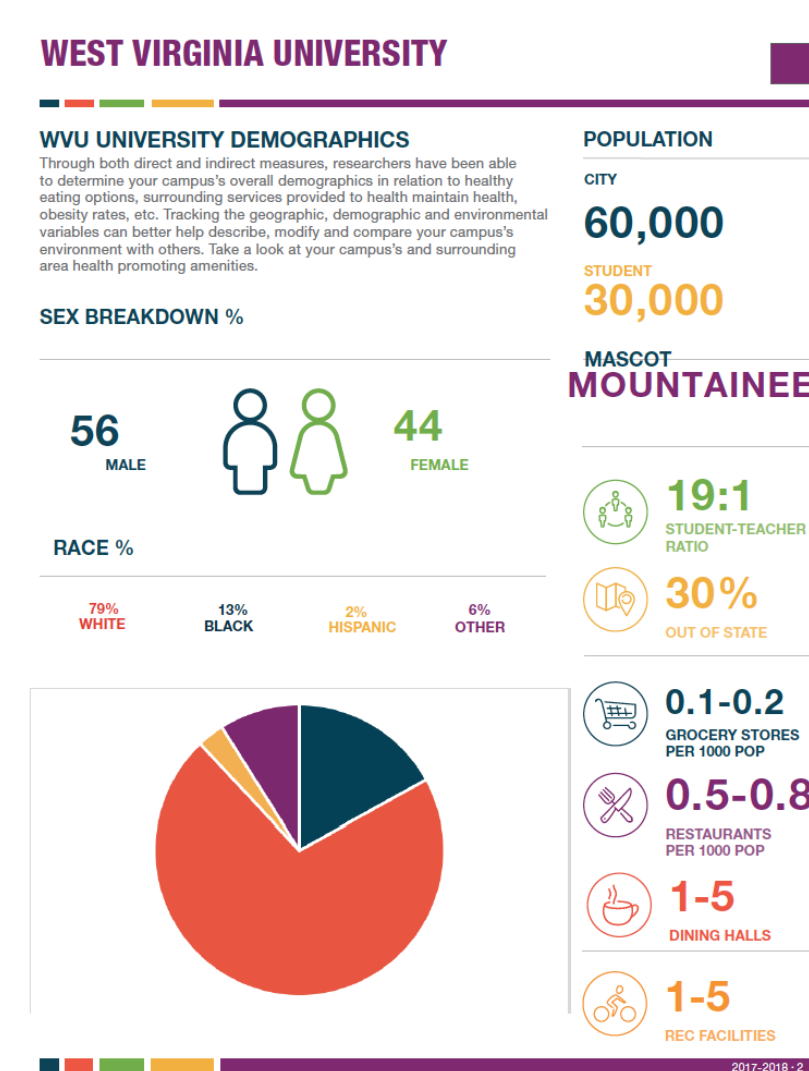


Infographics

- 51 infographic reports were created following the eB4CAST framework and are currently being disseminated to GetFruved intervention sites.

Page 1: Program Summary

- Defines eB4CAST and outlines the infographics' role in dissemination and implementation
- Provides synopsis of the intervention program, GetFRUVED
- Describes the campus where the intervention occurred

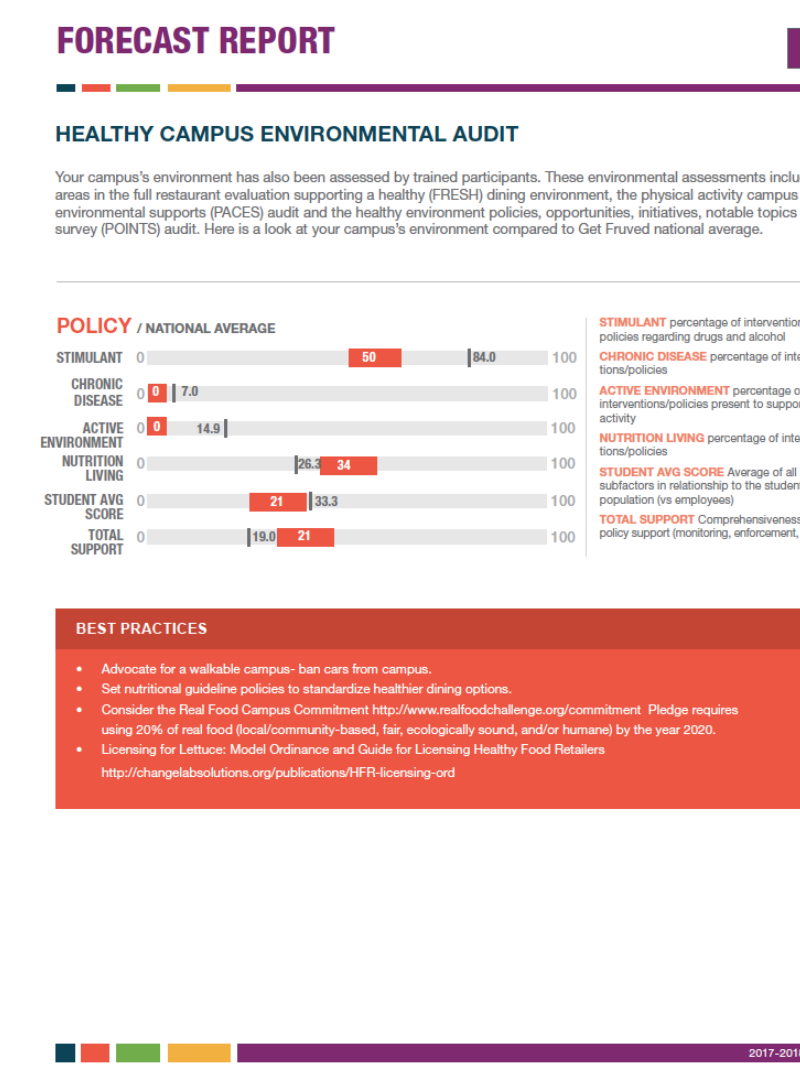


Page 2: Campus Profile

- Indirect, publicly available data used to provide an overview of the campus
- Snapshot includes socioeconomic variables, demographics, and food environment

Page 3: Environmental Audit

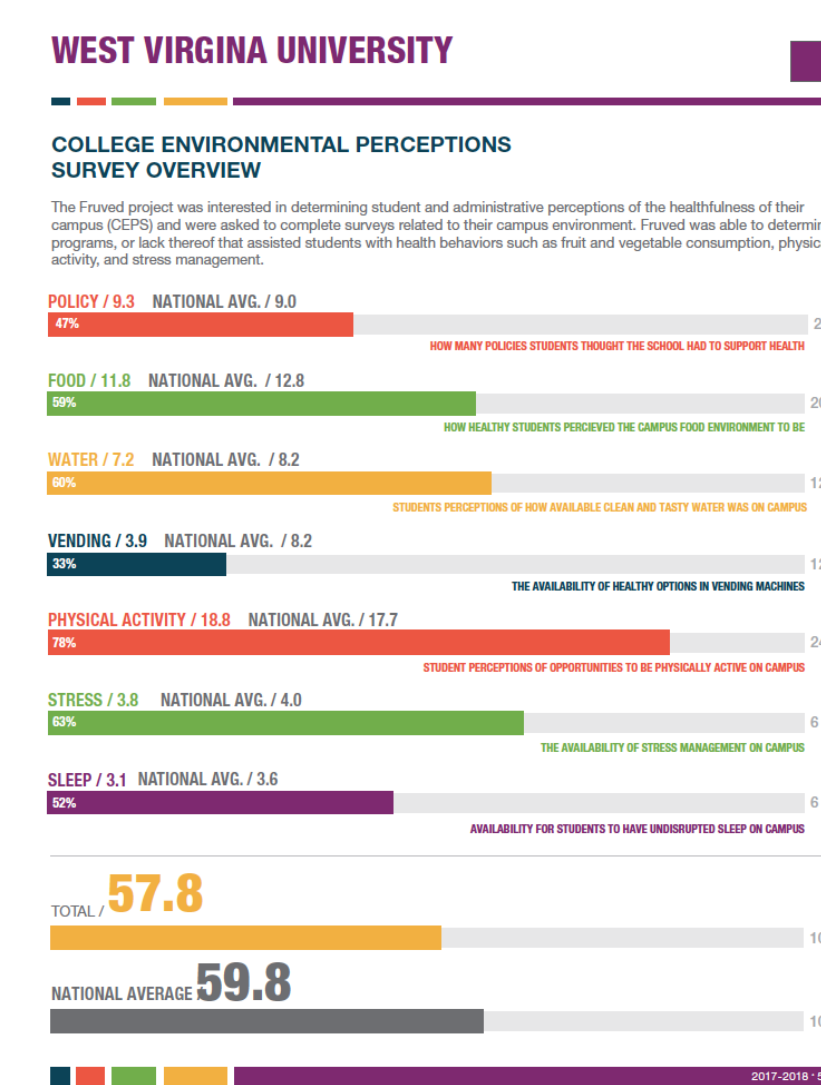
- Utilizes the Healthy Campus Environmental Audit (HCEA) tool
- Provides evaluation for campus recreation facilities, dining services and environment, and campus policies implemented



Infographics

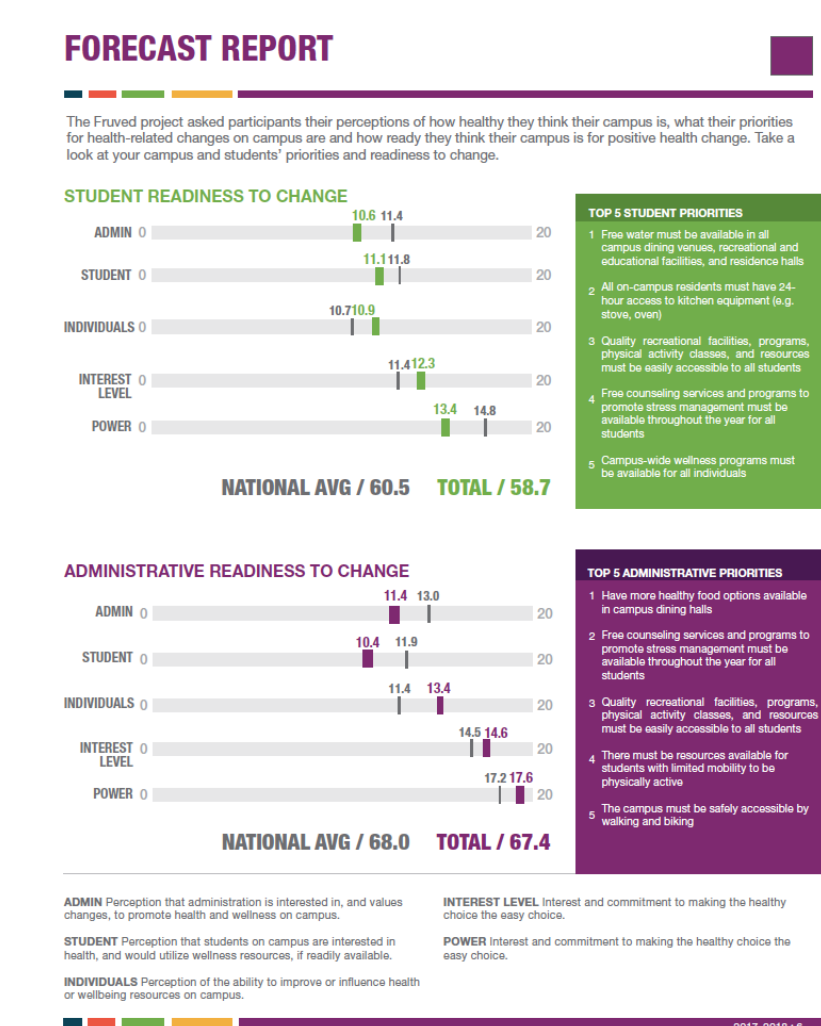
Page 4: Environmental Perceptions

- Student reported data from the College Environmental Perceptions Survey (CEPS)
- Students report perceptions on water, physical activity, sleep, stress, food, policy and vending



Page 5: Readiness to Change and Campus Priorities

- Completed by both students and campus administrators
- Readiness to Change evaluates how ready the campus is for positive health change
- Priorities are reported as the five most commonly reported priorities to improve the campus environment



Page 6: Wellness Report Card

- Measures campus averages for fruit and vegetable intake, physical activity, sleep, and stress
- Shows comparisons to national average of all GetFruved schools
- Provides tips to improve health and wellness on campus

Conclusion

- Utilizing multiple teams of graphic designers allowed for capturing best data visualization representation of the GetFruved data from each site
- This study provides next steps for using eB4CAST as a tool to disseminate the impact of a community nutrition program
- Successful use of the eB4CAST framework will allow researchers, community agents, and stakeholders to promote and disseminate programs at a higher level

Future Directions

- eB4CAST reports are being evaluated by campus GetFruved researchers to evaluate the usefulness and effectiveness of the report
 - Refinement will occur from feedback
- GetFruved schools will receive a follow up "footprint" report that shows the impact from GetFruved program implementation

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