Innovative tool - eB4CAST to disseminate childhood obesity prevention program - a five state collaborative

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Objective

- To gain expert opinion and feedback of a tool to capture the impact of evidence based programming in implementation and dissemination.

Introduction

- Dissemination research in community nutrition is lacking, with many program participants, leaders, and community stakeholders never knowing the impact a program had.
- This is of particular importance in Community-Based Participatory Research (CBPR) where community members are engaged in all stages of the research process including disseminating findings and knowledge gained to all partners and obtaining a long-term commitment by all partners.
- Community based interventions have an increased need to report program impact to participants, program leaders and community stakeholders in order to justify the continued support of furthered programming and future dissemination research must address the challenges and barriers of dissemination from the perspective of community partners.
- eB4CAST—evidence based forecasting is a novel dissemination framework that allows visual representation to describe implementation and dissemination process and ripple effect.
- eB4CAST uses a community-based research approach designed to capture the overall impact and effect of evidenced based programming in implementation and dissemination.
- Collects data to measure availability data to forecast the need and feasibility of potential programming.
- Post-intervention, direct participant and facilitator data is compiled to measure community impact and program longevity.
- This combined forecast and footprint report created by eB4CAST will Capture, Assemble and Sustain the community based research to ensure its sustainability.

Infographics

Page 1: Program Summary

- eB4CAST has been implemented within the iCook 4-It program to aid stakeholders and community members in implementation of the intervention at a community level.

iCook 4-It: Childhood Obesity Prevention Program for Youth-3 to 10 years Old Meat Prepares

Page 2: Community Profile

- Experts were identified to evaluate strength dissemination and implementation, community nutrition, and public health organizations.
- Interviews were conducted from all 50 states to provide feedback on eB4CAST infographics from the iCook 4-It program.
- Identified individuals were invited to participate in an iCook 4-It study.
- Identified individuals were invited to participate in a 45-minute cognitive interview for further understanding and perception of eB4CAST.
- Statistical methods include descriptive frequency data based on Likert scale values and a thematic analysis on focus group data to provide core themes.

Infographics

Page 3: Program Impact

- Program and process evaluations show the program improved for families regarding cooking, eating and placing together.
- Incorporates program leaders perceptions of the program.
- Includes state directors evaluation of the program.

Infographics

Page 4: Ripple Effect Mapping Impact

- Impact evaluation tool determines the positive outcomes. Community and campus capitals framework.
- Helps the participants, session leaders, community members and researchers understand how iCook 4-It has affected individuals, peer groups and environments.

Infographics

Page 5: Results

- Respondents both agreed (23.5%) or agreed (31.4%) that the eB4CAST infographics provided a clear understanding of iCook 4-It.
- Infographics presented relevant information for a community nutrition program (strongly agreed (31.4%) or agree (51.4%).
- Statistics within the infographic were as easy to understand (strongly agree (22.9%), agree (42.5%)
- Respondents strongly agreed (68.6%) or agreed (34.3%) this infographic would be helpful to share with stakeholders.

Ranking of Infographic Section Importance

- Most valued (6): Program Impact
- Least valued (4): Very Important

Methods

- 68.4% of respondents also completed a cognitive interview (n=26).
- Feedback from interviews believe the infographic is an effective tool for dissemination and implementation research and endure difficulties in sharing information with communities, as it helps to both to rank resources and difficulty building relationships.
- Respondents agreed that iCook 4-It infographics serve as an effective method of dissemination, particularly for diverse communities, and expressed a desire for infographic reports documenting their own impactful programs.
- The utility of iCook 4-It infographics was generally favored; though two interviewees found some writing and data representation to be unclear.

Conclusion

- This study provides preliminary perceptions from experts on the value of using eB4CAST as a tool to disseminate the impact of a community nutrition program.
- Most experts found eB4CAST to provide relevant information with easy to understand statistics that are valuable for community nutrition program stakeholders.
- Qualitative feedback showed experts believe eB4CAST is an effective tool for dissemination, with few suggestions for data representation edits for clarity.
- Successful use of the eB4CAST framework will allow researchers, community partners, and stakeholders to promote and disseminate programs at a higher level.

Future Directions

- Edit iCook 4-It infographics from feedback to improve clarity and program edits for public iCook 4-It dissemination.
- Apply the eB4CAST framework to community and campus evaluation.
- Being utilized for Get Cabin Fever and other programs.
- To develop eB4CAST into an electronic platform where eB4CAST can be easily generated for interventions and programs.

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