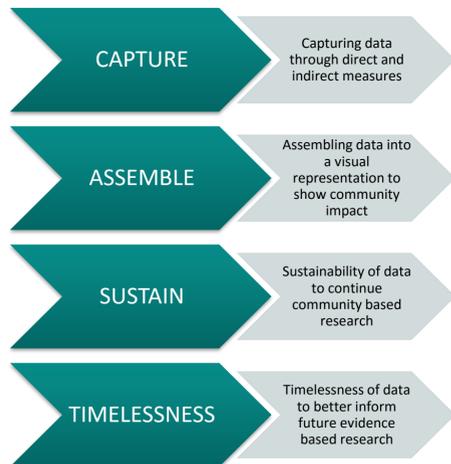


## Objective

- To gain expert opinion and feedback of a tool to capture the impact and effect 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, programs 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 indirect publicly available 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 **Timelessness**.



## Infographics

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

### iCook 4-H: Childhood Obesity Prevention Program for Youth 9-10 years and Adult Meal Preparer



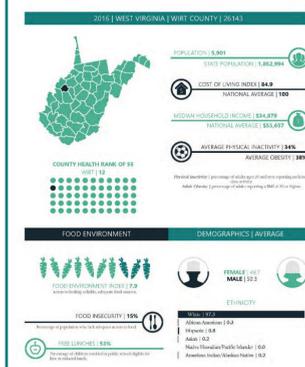
- This 4 page infographic captures participant, facilitator, and state leader perceptions to visualize the story community programs have in specific geographical locations.
- For program sustainability and longevity, this infographic is encouraged to be shared in hopes of magnifying the program timelessness.

### Page 1: Program Summary

- Defines eB4CAST and outlines the infographics role in dissemination and implementation
- Provides synopsis of the intervention program, iCook 4-H
- Describes the community where the intervention occurred

### Page 2: Community Profile

- Indirect, publicly available data used to provide an overlay of the county
- Snapshots include socioeconomic variables, demographics, and food environment



## Infographics

### Page 3: Program Impact

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

### Page 4: Ripple Effect Mapping Impact

- Impact evaluation tool
- Determines the positive outcomes using Community Capitals Framework (CCF)
- Helps the participants, session leaders, community members and researchers understand how iCook 4-H has affected individuals, peer groups and environments

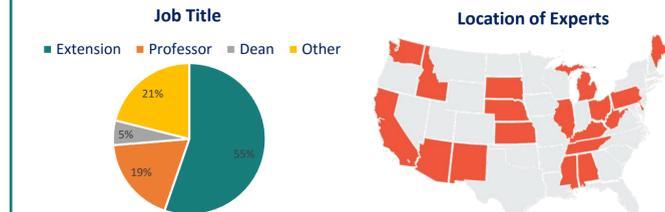
## Methods

- Experts were identified via online search through dissemination and implementation, community nutrition, and public health organizations.
- Experts were recruited from all 50 states to provide feedback on eB4CAST infographics from the iCook 4-H study.
- Identified individuals (n=137) were emailed a 16-item survey using a five point Likert scale on perceptions of the eB4CAST infographic report and usefulness in disseminating research findings.
- After participants completed the survey they 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.

## Results

### Demographics

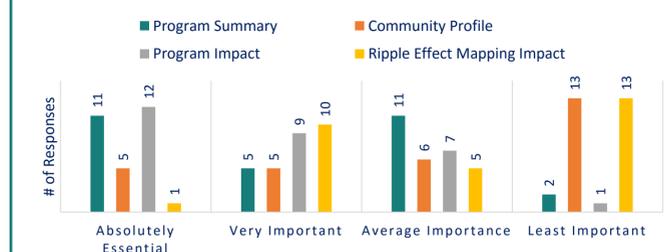
- Respondents (n=38) represented many community health disciplines with majority being Extension (55.3%) with years of experience ranging from 1.5 to 50 (18.9 ± 13.5).
- Nineteen of 50 states were represented in data collection.



### Quantitative

- Respondents strongly agreed (23.5%) or agreed (61.8%) that the eB4CAST infographic provided a clear understanding of iCook 4-H.
- Infographics presented relevant information for a community nutrition program (strongly agreed (31.4%); agreed (51.4%)).
- Statistics within the infographic were reported as easy to understand (strongly agree (22.9%); agree (42.9%)).
- Infographics showed the impact of the iCook 4-H program (strongly agree (22.9%); agree (54.3%)).
- Respondents strongly agreed (48.6%) or agreed (34.3%) this infographic would be helpful to share with stakeholders.

### Ranking of Infographic Section Importance



### Qualitative

- 68.4% of respondents also completed a cognitive interview (n=26).
- Feedback showed interviewees believe there is a gap in dissemination and implementation research and endorse difficulties in sharing programming with communities, citing barriers such as lack of resources and difficulty building relationships.
- Respondents agreed that **eB4CAST infographics are an effective method of dissemination**, particularly for diverse communities, and expressed a desire for infographic reports documenting their own programs' impacts.
- The utility of eB4CAST 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 agents, and stakeholders to promote and disseminate programs at a higher level.



## Future Directions

- Edit iCook 4-H infographics from feedback to improve clarity and provide infographics for public iCook 4-H dissemination.
- Apply the eB4CAST framework to community and campus environments
  - Being utilized for Get Fruved
  - Utilizing eB4CAST as a true forecast at baseline of interventions
- To develop eB4CAST into an electronic platform where eB4CAST reports can be easily generated for interventions and programs.

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