Developing Infographic Forecast Reports For Campuses Engaged in 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
- The combined forecast and footprint report created by eB4CAST Captures, Assembles and Sustains the community-based research to ensure its Timelessness

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

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

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Page 1: Program Summary
- Defines eB4CAST and outlines the infographic 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
- Includes campus ethnicity and gender percent’s

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

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 sending

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 program implementation