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

Melissa D. Olfert  
West Virginia University, melissa.olfert@mail.wvu.edu

Makenzie L. Barr  
West Virginia University, mbarr6@mail.wvu.edu

Rebecca L. Hagedorn  
West Virginia University, rlhagedorn@mix.wvu.edu

et. al.

Follow this and additional works at: https://researchrepository.wvu.edu/faculty_publications

Part of the Nutrition Commons

Digital Commons Citation
Olfert, Melissa D.; Barr, Makenzie L.; Hagedorn, Rebecca L.; and et. al., "Developing Infographic Forecast Reports for Campuses Engaged in GetFruved using the eB4CAST Framework" (2018). Faculty Scholarship. 747.  
https://researchrepository.wvu.edu/faculty_publications/747
Developing Infographic Forecast Reports For Campuses Engaged in the e4CAST Framework

Melissa D. Offert, Makenzie L. Barr, Rebecca L. Hagdorn, Tanya M. Horacek, Sarah E. Colby, Lisa Franzen-Castle, Karla P. Shelnutt, Anne Mathews, Adrienne A. White, Geoff W. Greene, Kendra K. Kattelman, Carol Byrd-Bredbenner, Tandaliya Kidd, Onitsha Brown, Jesse S. Morris, Terence T. Moody,

West Virginia University, Morgantown, WV; Syracuse University, Syracuse, NY; University of Tennessee, Knoxville, TN; University of Nebraska, Lincoln, NE; University of Florida, Gainesville, FL; University of Maine, Orono, ME; University of Rhode Island, Kingston, RI
South Dakota State University, Brookings, SD; Rutgers University, New Brunswick, NJ; Kansas State University, Manhattan, KS; Auburn University, Auburn, AL; University of New Hampshire, Durham, NH; Mississippi State University, Mississippi State, MS

Objective

- To describe the methods of creating infographics for colleges implementing the GetFruved program using the e4CAST framework

Introduction

- e4CAST is a novel dissemination framework that allows visual representation to describe program implementation and dissemination
- e4CAST uses a community-based research approach designed to capture the overall impact and effect of evidenced based programming in implementation and dissemination
- The combined forecast and footprint report created by e4CAST Captures, Assembles and Sustains the community-based research to ensure its Timelessness

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 e4CAST framework, both direct (participant behavior) and indirect (publicly available community) data were gathered from each GetFruved campus

Infographics

- 51 infographic reports were created following the e4CAST framework and are currently being disseminated to GetFruved intervention sites.

Page 1: Program Summary

- Defines e4CAST and outlines the infographics’ role in dissemination and all 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

- Uses the Healthy Campus Environmental Audit (HCEA) tool
- Provides evaluation for campus recreation facilities, dining services and the 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 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 e4CAST as a tool to disseminate the impact of a community nutrition program
- Successful use of the e4CAST framework will allow researchers, community agents, and stakeholders to promote and disseminate programs at a higher level

Future Directions

- e4CAST 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

Funding

This work was funded in part with funds to the Healthy Campus Initiative (H4CI) and the College Environmental Perceptions Survey (CEPS) by the United States Department of Agriculture, U.S. Agency for Agriculture Research, Procurement, and Education (USDA) and the Land O’Lakes Foundation (LOLF) through the Northeast Region, National Institute of Food and Agriculture (USDA). USDA is an equal opportunity provider. The views expressed in this publication are those of the author(s) and do not necessarily reflect the views of the U.S. Department of Agriculture.

Contact

Melissa D. Offert, DrPH, MS, RDN, LDN
Associate Professor, Human Nutrition and Foods
West Virginia University, Morgantown, WV
Office: 304-293-3542
http://melissa.offert.wvu.edu