ELEVATOR PITCH

Framework & example

BASIC FRAMEWORK

SLIDE ONE

- Introduce yourself (Name, Institution, Current Position)
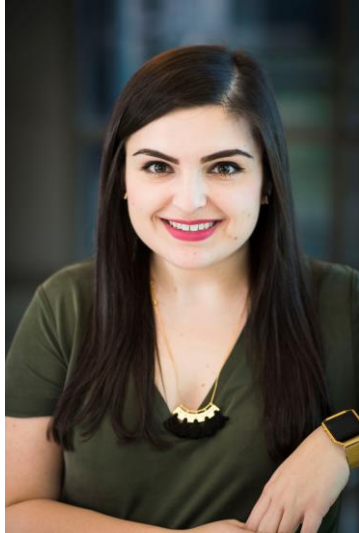- Two sentences on the health problem(s) of focus.

SLIDE TWO

- Highlight the research to practice gap.
- Evidence based intervention (if any).

SLIDE THREE

- Specific aims of the project.
- How will this advance implementation science?

SERIOUS EXAMPLE
SLIDE ONE: INTRODUCE YOURSELF & PROBLEM

Sarah Bruce Bernal, Program Analyst for Implementation Science at the National Cancer Institute.

Due to the dramatic increase in reported cases of Netflix addiction, nationwide data shows increased alcohol "binge drinking" and an incidence of fine motor injuries related to remote control operation.

SLIDE TWO
RESEARCH/PRACTICE GAP & EBI

We have limited understanding of facilitators and barriers to integrating Netflix-related injury prevention programs given the variety of contexts (e.g. sofas, futons, remote devices). Crafting implementation strategies requires this information in order to optimize impact.

Training on use of Adult sippy cups to moderate intake of select beverages has been shown to be effective in prior RCTS; we hypothesize that this could be implemented to address this health problem.

SLIDE THREE
SPECIFIC AIMS & IS IMPACT

SPECIFIC AIMS

1)Identify facilitators and barriers to integrating EBPs to prevent Netflix-related health challenges

2)Pilot test an implementation strategy to integrate EBPs within home and community-based viewing environments

3)Assess the feasibility and acceptance of sippy cup implementation and complementary therapeutics in preparation for a larger implementation trial.

IMPACT

This will advance understanding of EBP implementation in the home, as well as empirically-derived implementation strategies that could be generalizable to other entertainment-related health challenges.