



Dissemination Strategic Planning

**Tier 2 Workshop: Packaging and Disseminating
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- What Do We Mean by “***Dissemination***”?
 - *Group brainstorm*

■ Different, related concepts:

Promotion

Knowledge Translation

Translational Research

Getting the word out

Publications

Presentations

Implementation Science

Marketing

Diffusion



- Different Meanings:

- **Etymology:** Latin disseminatus, past participle of disseminare, from prefix *dis-* "in all directions" + *seminare* "to plant or propagate", from *semen*, *seminis* "seed."
- **Literature:** Dissemination of has been defined as **actively spreading [interventions] to target audiences** via specified **channels** using **planned strategies** (Rabin, Brownson, Haire-Joshu, Kreuter, & Weaver, 2008).

■ OAH Guidance

- Dissemination of ***Evaluation Findings*** - All grantees are expected to widely disseminate the results of their evaluation through presentations and publications. Grantees will develop an end-of-year report to summarize the evaluation design and results for posting on the OAH website. Grantees are also expected to publish the results of the evaluation in a peer-reviewed journal and to present the results, as appropriate, at the local, state, and national level.



- How do you plan to disseminate *evaluation findings*?
 - *Group brainstorm*

- Dissemination of the ***Packaged Program*** - Grantees are strongly encouraged to develop a plan and strategies for how their program will be marketed and disseminated to others interested in replication after the end of the five-year cooperative agreement.
- **Many Models to Consider:**
 - In-House Model: Program developer leads dissemination efforts.
 - Publisher/Distributor Model: Program developer partners with another organization that disseminates the program.

- Need to Determine the Program Developer's Role In:
 - Dissemination
 - Program copyright
 - Adaptation
 - How program materials will be distributed.
 - How training and technical assistance will be provided.
 - How questions from those interested in replication will be managed.



- Questions Remain...

How?

Where?

What?

To Whom?

Through What Channel?

- Break out in groups (color of stress ball)
- **Small Group Discussion:**
 - What did people learn from IYG and TOP about how they disseminated?
 - Have you begun to disseminate? Plan for it?
 - What have you begun to disseminate (i.e. preliminary research findings? Program?)
 - How have you begun to disseminate?
- **Report Back**
- Importance of a *plan*

- How to plan? Different strategies! Have learned about many already. Also...
- **Theoretical/Historical Models of Dissemination:**
 - Diffusion of Innovation (Rogers 1962)
 - Marketing and 4Ps/7Ps (McCarthy 1960)



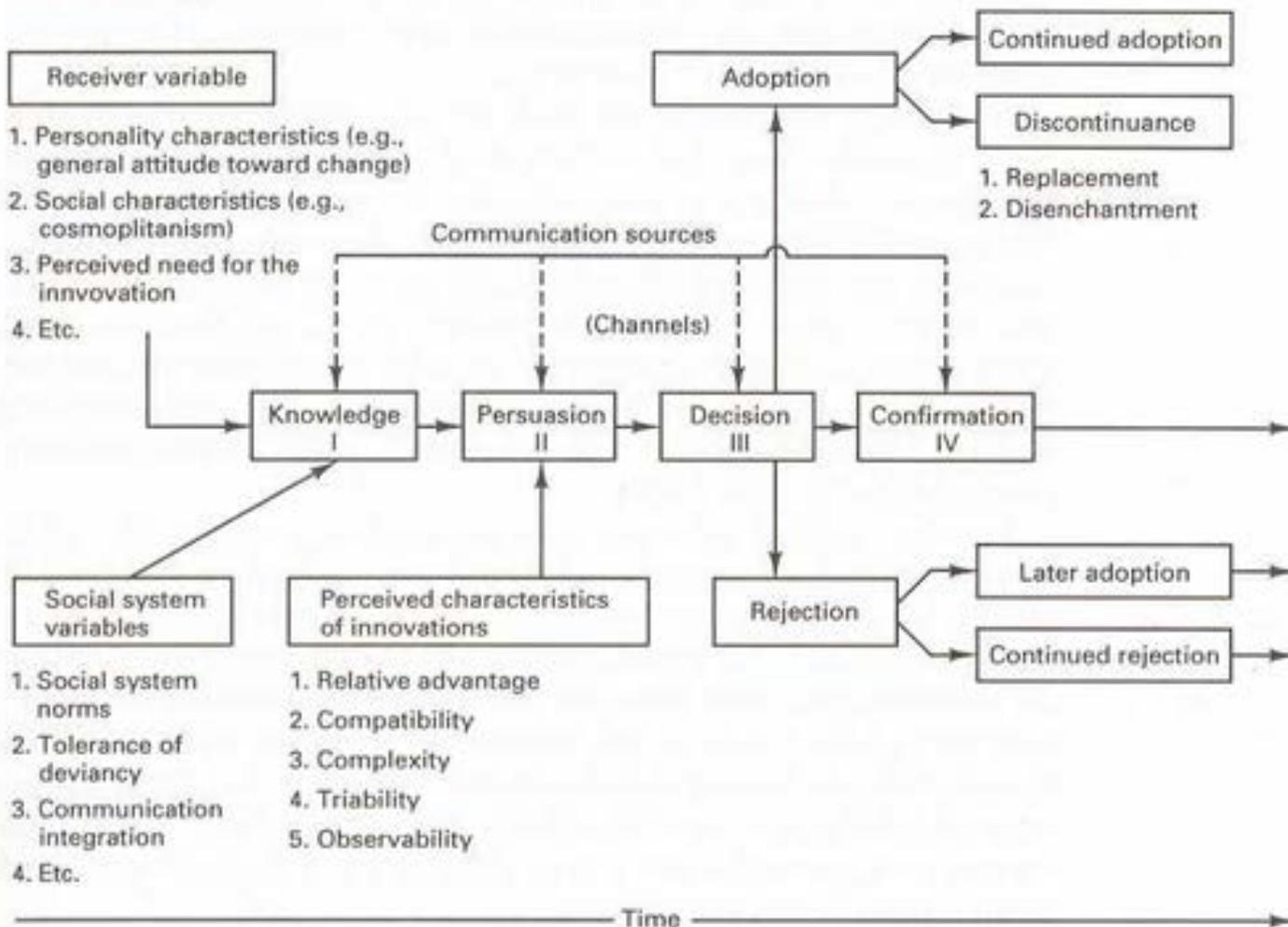
■ Diffusion of Innovation (DOI)

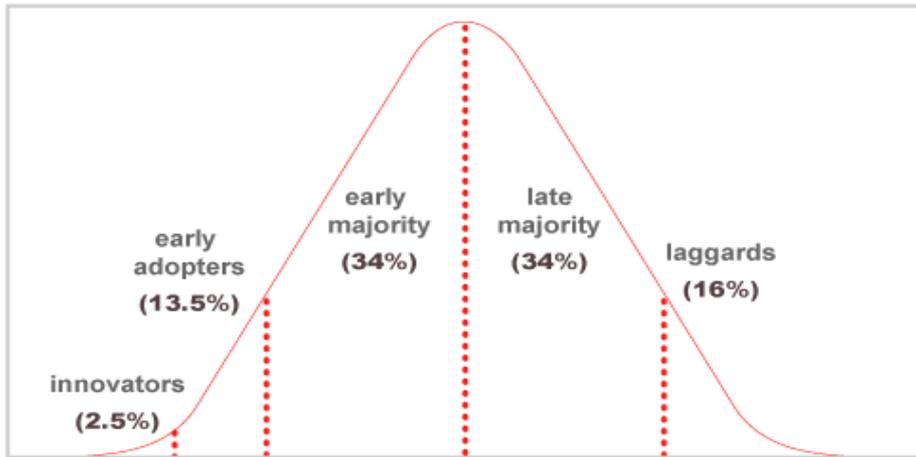
- Diffusion is the process through which an innovation, defined as an idea perceived as new, *spreads* via certain communication channels over time among the members of a particular social system

Antecedents

Process

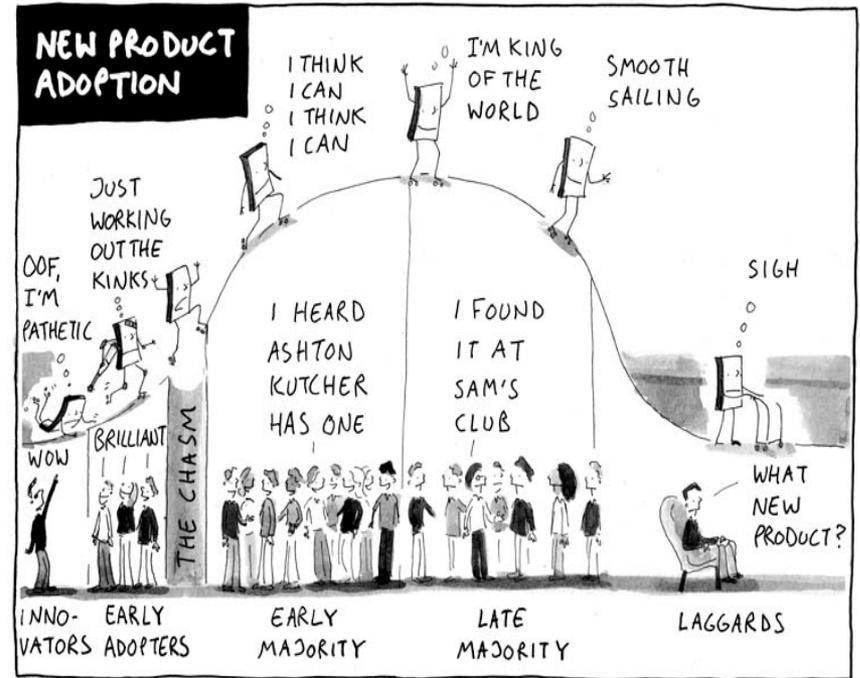
Consequences





BRAND CAMP

by Tom Fishburne



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- Marketing and the 4P's



- Marketing and the 7P's





- **Practical “Public Health” Models, drawing from “Implementation Science”:**

- Reach, Efficacy, Adoption, Implementation, Maintenance (RE-AIM)
- Interactive Systems Framework (ISF) for Dissemination and Implementation
- Health Promotion Research Center (HPRC) Dissemination Framework

■ RE-AIM

Reach

- Your intended target population

Efficacy

- Or effectiveness

Adoption

- By target staff, settings, institutions

Implementation

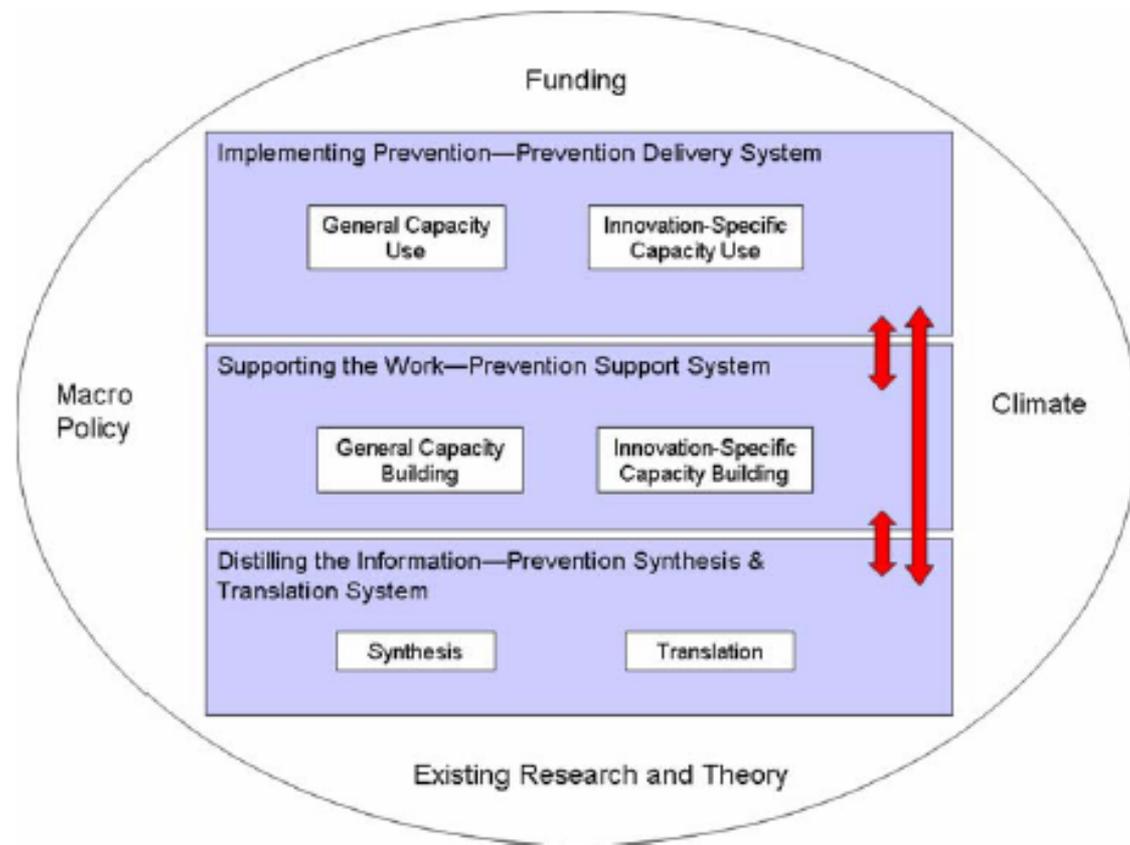
- Consistency, costs, and adaptations made during delivery

Maintenance

- Of intervention effects in individuals and settings over time

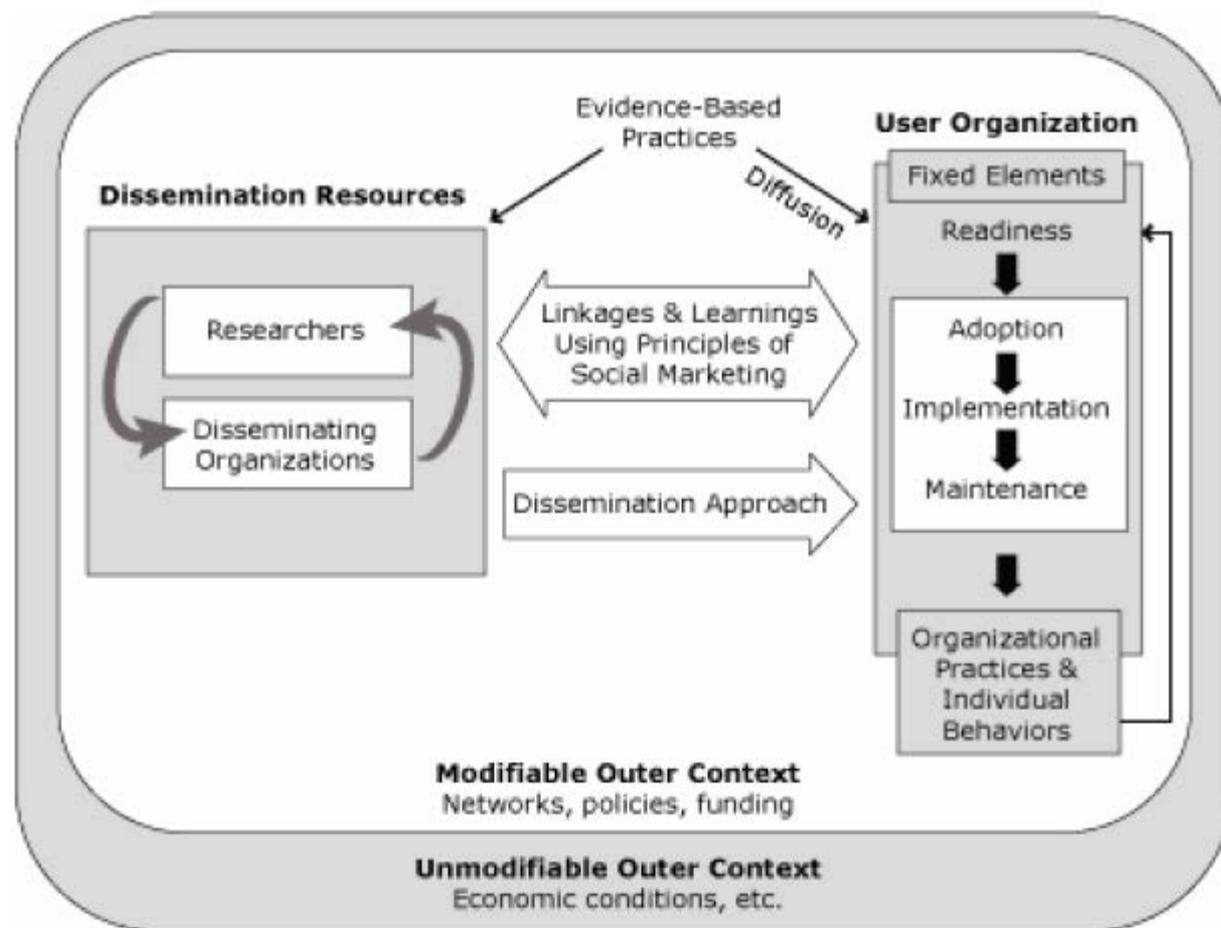
Interactive Systems Framework (ISF)*

Fig. 2 The interactive systems framework for dissemination and implementation



*Wandersman, A. et al. (2008). Bridging the Gap Between Prevention Research and Practice: The Interactive Systems Framework for Dissemination and Implementation. *American Journal of Community Psychology*. 41:171-181

Framework for Disseminating EBI*



*Harris JR, Cheadle A, Hannon PA, Forehand M, Lichiello P, Mahoney E, Snyder S, Yarrow J. A Framework for Disseminating Evidence-based Health Promotion Practices. *Prev Chronic Dis* 2012; 9:110081.

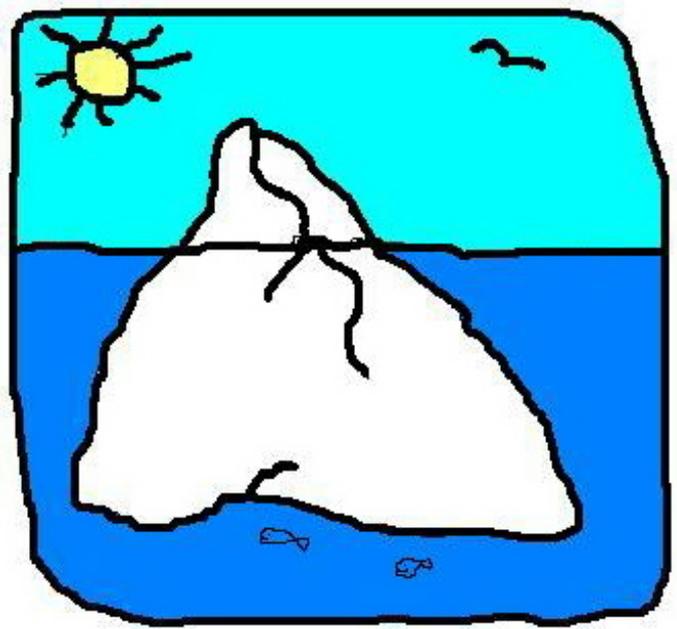
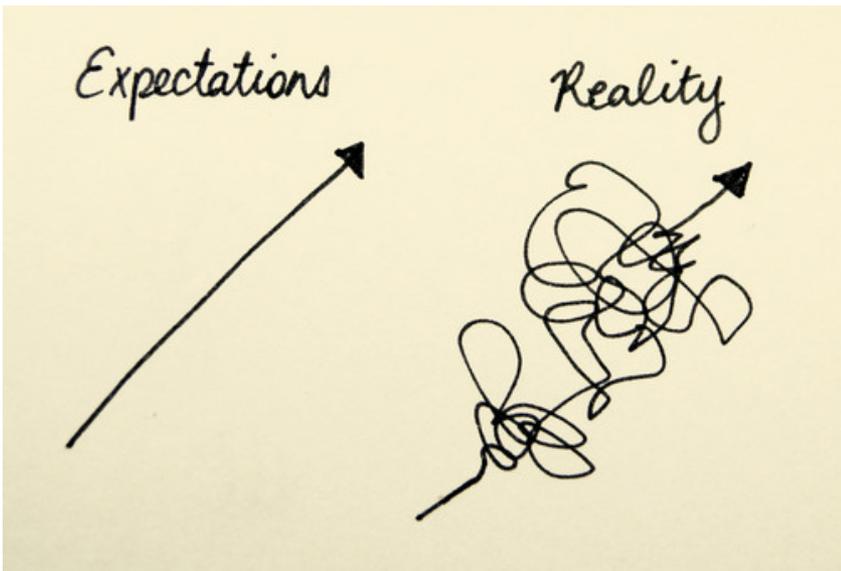
- Break!



- Strategic Planning Time with Teams
- 45 minute Breakout
 - There's no “one” or “best” way
 - Different options!
 - Different frameworks!
 - Different exercises/worksheets to help you plan, including Bridgespan's diagrams

- Report back
- One of the exercise's asked about the 7Ps, including product.
- Take a moment to share your “product.”
 - *Around the room, share your program.*
- Never know when you'll be standing in an elevator with a funder.
- Messaging and communication are important parts of dissemination (but an entirely different workshop).

- Don't forget...



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