



# *Packaging and Disseminating IYG*

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# Scientist or Salesman?





Distributor?

Training?

Pricing?

????

Capacity?

Copyright

Mission?

Technical Assistance?





*IYG* developers are  
researchers

# Considerations for giving *IYG* to a distributor

Eliminates upfront costs

Marketing

Packaging

Staffing

Pricing

Transferring rights

Technical assistance

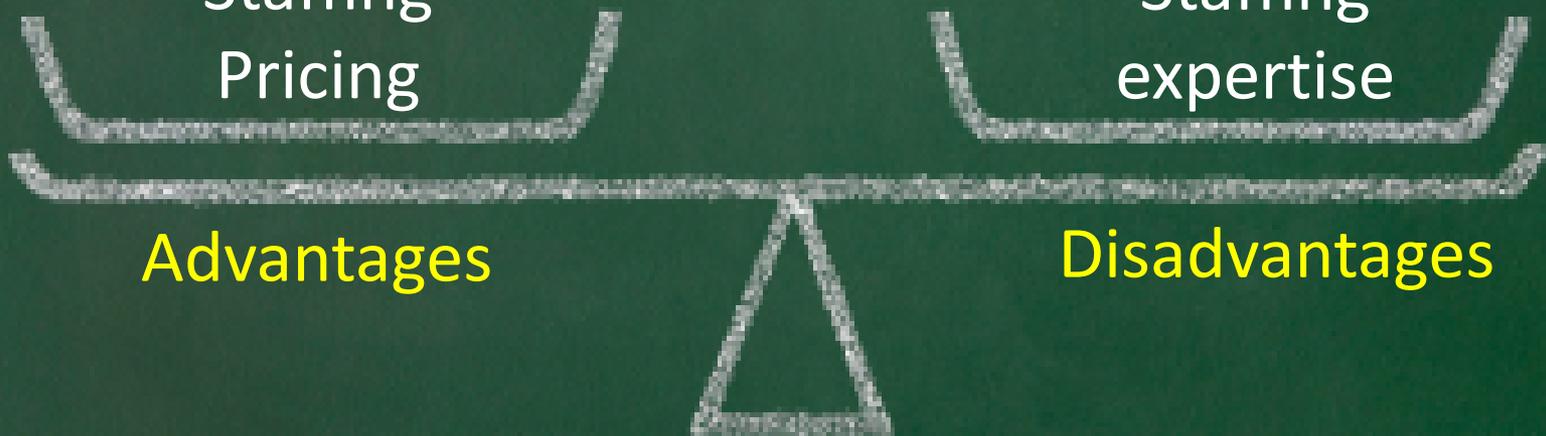
Lose control

Staffing

expertise

**Advantages**

**Disadvantages**



# It's Your Game...Keep It Real!

[www.itsyourgame.org](http://www.itsyourgame.org)



CAPACITY



# Training

- Required or not
- Who delivers
- Mode (in person, online)
- Place (onsite, geographically convenient, etc)
- Frequency (as requested, set time)
- Pricing (don't forget incidentals)
- TOT



PAPER

## Documentation

- Basic description of program  
(core components)
- Acceptable adaptations
- Training manual
- Marketing material



# Dealing with controversy



STEPS  
NEXT  
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