Dissemination Strategic Planning

Tier 2 Workshop: Packaging and Disseminating
November 7, 2013

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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
1. Personality characteristics (e.g.,
general attitude toward change)
2. Social characteristics (e.g.,
cosmopolitanism)
3. Perceived need for the
innovation
4. Etc.

Process
Communication sources
(Channels)

Consequences
Continued adoption
Discontinuance
1. Replacement
2. Disenchantment

Receiver variable

Knowledge I
Persuasion II
Decision III
Confirmation IV
Rejection

Social system variables
1. Social system
   norms
2. Tolerance of
deviancy
3. Communication
   integration
4. Etc.

Perceived characteristics of innovations
1. Relative advantage
2. Compatibility
3. Complexity
4. Triability
5. Observability

Time
NEW PRODUCT ADOPTION

JUST WORKING OUT THE KINKS

I HEARD ASHTON KUTCHER HAS ONE

I THINK I CAN I THINK I CAN

I FOUND IT AT SAM’S CLUB

IM KING OF THE WORLD

SMOOTH SAILING

SIGH

WHAT NEW PRODUCT?

BRAND CAMP

by Tom Fishburne

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SKYDECKCARTOONS.COM
Marketing and the 4P’s

4Ps of a Marketing Mix

- Product
- Place
- Price
- Promotion
Marketing and the 7P’s

4Ps of a Marketing Mix

- Product
- Place
- Price
- Promotion
- Package
- People
- Process
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
• **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)**

Framework for Disseminating EBI*

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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Watch us on YouTube
www.youtube.com/teenhealthgov