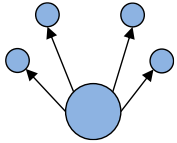
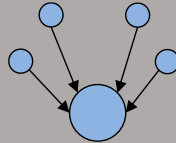
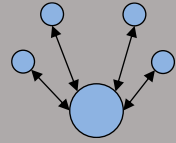
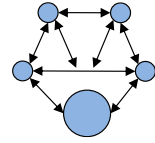
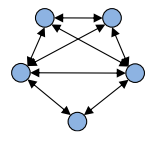


Selecting and Mapping Tools and Approaches for Dissemination

For educational use in UW-Madison ICTR Short Course

Circle the tools/approaches that could be valuable for dissemination in your research project(s)

Engagement Category		Inform/Educate	Gather	Discuss	Involve	Partner
		 <p>Patients are recipients of info & education</p>	 <p>Patients are informers</p>	 <p>Patients & researchers discuss issues</p>	 <p>Patients are advisors</p>	 <p>Patients are full participants in research</p>
Tools/Approaches	High touch	<ul style="list-style-type: none"> • Visibility wall • Newsletter • Brochure • Posters (infographics) in clinics 	<ul style="list-style-type: none"> • Cycle time • Penless surveys • Suggestion boxes • In-person interview • Shadowing • Mystery shopping 	<ul style="list-style-type: none"> • Targeted meetings to clarify patient input • Focus group • 1:1 in-person discussion • Informal waiting room discussions 	<ul style="list-style-type: none"> • Ongoing patient feedback panels • Patients attend occasional research meetings • Town halls • Workshops • World Café 	<ul style="list-style-type: none"> • Patients join ongoing research meetings • Patients trained to: <ul style="list-style-type: none"> ○ code data ○ participate in dissemination (e.g. conferences, speakers bureau)
	High tech	<ul style="list-style-type: none"> • Website/Apps/Blogs • Patient e-record/portal • Mass media (newspapers, TV, radio) • Email/ texts • Social Media • Live-streaming 	<ul style="list-style-type: none"> • Patient e-record/portal • Electronic surveys • Phone interview • Webinars with Q&A 	<ul style="list-style-type: none"> • Google hangouts • 1:1 phone discussion • Online discussion forum 	<ul style="list-style-type: none"> • Virtual town halls • Patient panels by video conferencing 	<ul style="list-style-type: none"> • Patients use Social Media for dissemination • Patients interviewed on news (TV or radio)

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For each tool/approach, explore relevant implementation considerations

Considerations	Tool 1	Tool 2	Tool 3	Tool 4
Expertise				
Logistics				
Inclusion				
Pros				
Cons				
Addressing Cons				



Community-Academic Partnerships

UW Institute for Clinical and Translational Research

Selecting and Mapping Tools and Approaches for Dissemination

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Map your tools/approaches to research stages for continuous dissemination for and with stakeholders

		HIGH TOUCH for dissemination	HIGH TECH for dissemination
		Continuous Dissemination throughout Project	Project Kick-Off
	Recruitment		
	Conduct of Research		
	Dissemination of Results		
	Celebrate Successes and Honor Stakeholders		

Adapted from: Lavalley, D. C., Wicks, P., Alfonso Cristancho, R., & Mullins, C. D. (2014). Stakeholder engagement in patient-centered outcomes research: high touch or high tech?. *Expert review of pharmacoeconomics & outcomes research*, 14(3), 335-344.