

# OPTIMIZING DISSEMINATION THROUGH STAKEHOLDER ENGAGEMENT



## DISSEMINATION STEP:

### 1. RESEARCH FINDINGS & PRODUCTS – What Is Going to Be Disseminated?

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### POTENTIAL BARRIERS, FACILITATORS, AND EXTERNAL INFLUENCES:

## TIPS FOR SUCCESS:

### Craft a value statement for the user:

- Specifically identify what you want to disseminate
- Describe how your innovation is relevant to practice and the immediate needs of the user
- Describe what problem your research addresses
- Describe what makes your research stand out
- Describe the strength of the evidence (in lay terms) and in what situations your research applies to

### Some audiences are moved by stories and case studies:

- As you design your study, consider collecting this type of data

### Keep in mind that more complex your messages are, the less likely they are to be used

- Consider narrowing the boundary of your findings to disseminate or find ways to simplify the messages

## SUGGESTIONS FROM GROUP DISCUSSION:

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## DISSEMINATION STEP:

### 2. END USERS – Who Will Apply It in Practice?

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## TIPS FOR SUCCESS:

Develop a list of audiences you will target

Attempt to include members of target audience(s) on your research team

Articulate how your findings are useful to your target audience

## POTENTIAL BARRIERS, FACILITATORS, AND EXTERNAL INFLUENCES:

## INPUT FROM GROUP DISCUSSION:

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## DISSEMINATION STEP:

### 3. DISSEMINATION PARTNERS – Individuals, Organizations, or Networks to Reach End Users

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## TIPS FOR SUCCESS:

Identify networks of individuals and organizations that are trusted sources of information for your target audience(s)

Develop two-way communications channels

Involve partners in dissemination planning

## POTENTIAL BARRIERS, FACILITATORS, AND EXTERNAL INFLUENCES:

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## DISSEMINATION STEP:

### 4. COMMUNICATION – How Do You Convey the Research Outcomes?

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## TIPS FOR SUCCESS:

Tailor and Frame messages to each audience

Develop messages in conjunction with stakeholders

Identify what your target audience(s) values and how they access information

Select relevant communication channels

## POTENTIAL BARRIERS, FACILITATORS, AND EXTERNAL INFLUENCES:

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## DISSEMINATION STEP:

### 5. EVALUATION – How Do You Determine What Worked?

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### POTENTIAL BARRIERS, FACILITATORS, AND EXTERNAL INFLUENCES:

## TIPS FOR SUCCESS:

Develop dissemination goals for each target audience

- Knowledge & Awareness
- Behavior change
- Policy & system change

Choose indicators

- Reach
- Usefulness
- Collaboration
- Change

Consider an evaluation model such as RE-AIM

Apply lessons learned, dissemination is iterative and ongoing

## INPUT FROM GROUP DISCUSSION: