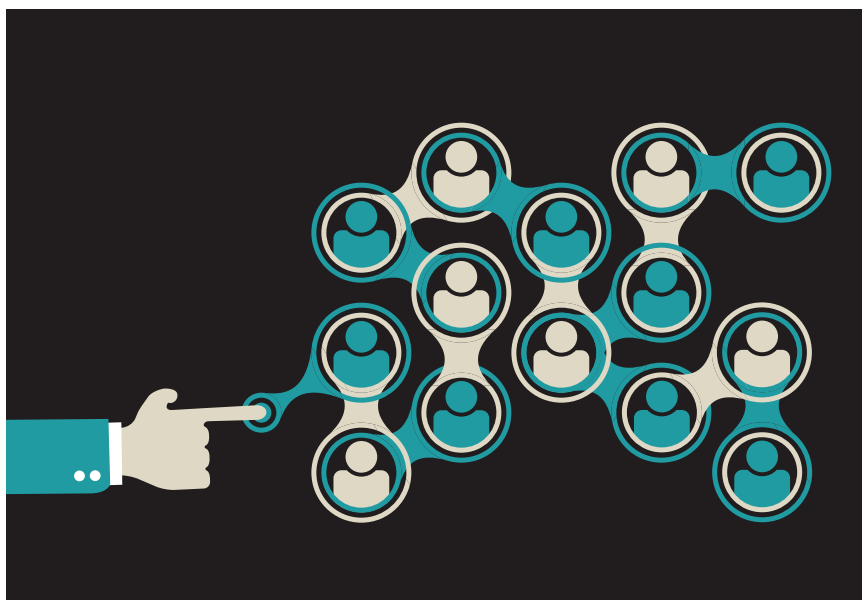


Dissemination Guide of Guides

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Introduction

Dissemination is an important step in the Co-Produced Pathway to Impact (CPPI) which is the framework adopted by Kids Brain Health Network NCE that guides the Network's research to impact processes. As a researcher or graduate student/trainee you have already engaged in dissemination by publishing your research in peer-reviewed journals and presentations at conferences. While practitioners and policymakers do attend conferences, these events (unless specifically designed otherwise) are typically for an academic audience and do not guarantee uptake and implementation of your research. So, how can you plan for dissemination beyond an academic audience, toward increasing the chances your research will make a difference in practice and policy?

The KT Core sought and reviewed existing dissemination planning resources and distilled them into this annotated compendium of dissemination planning guides. Whether you are new to Knowledge Translation (KT) or experienced and successful with planning and delivering dissemination strategies, these resources can provide useful information. We hope you and your project team will find this guide-of-guides useful for understanding more about how to achieve effective dissemination. Common among several guides is the blending of integrated KT (iKT) and end-of-grant (dissemination) KT approaches; iKT is used to build necessary relationships for understanding and responding to stakeholder needs with useful messaging and products, and build trust for successful uptake and implementation. You may wish to begin with the [KT Planning Guide of Guides](#) for developing a comprehensive KT plan that includes iKT and dissemination activities, followed by using this Dissemination Guide of Guides to plan in more detail for how you will effectively carry out the activities in your KT plan.

Some of the resources contain checklists and worksheets that you can print and fill in manually. At the end of this resource, the KT Core has created a dissemination planning worksheet that is form-fillable for your convenience (see **Appendix A**). This worksheet represents a compilation of the common attributes of dissemination plans reviewed and represented in this document.

If you are a Kids Brain Health Network researcher or trainee and would like help with your dissemination plan and strategy, please contact the KT Core (apoetz@yorku.ca).

Communication Notes: Developing a Dissemination Plan, 2 pages

<http://bit.ly/1PTSWvA>

Author: Canadian Health Services Research Foundation (CHSRF)

Audience: Researchers

What is this about?

This downloadable .pdf is a 2-page quick reference for what to consider when developing a dissemination plan. Includes headings such as: dissemination goals, target audiences, key messages, sources/messengers, dissemination activities/tools/timing/responsibilities, budget and evaluation.

How can you use it?

- As a starting point for learning about the important aspects of an effective dissemination plan
 - As a quick reference/checklist for developing your own dissemination plan
-

Knowledge to Action: An End-of-Grant Knowledge Translation Casebook– 2010, 42 pages

<http://bit.ly/1kU1qGk>

Author: Canadian Institutes of Health Research

Audience: KT Practitioners, Service Providers, Researchers, Community Members, Stakeholders

What is this about?

Identifies and describes the five key components of a strong end-of-grant (dissemination) KT plan: goals, audience, strategies, expertise needed on the project team, and budget considerations. Contains 9 cases representing diverse examples of research projects and their detailed KT strategies. These cases demonstrate different ways of approaching a KT plan that includes each of the five key concepts, lessons learned and next steps.

How can you use it?

- Read the case studies and example KT strategies in each case for inspiration
 - Learn what impact of a dissemination plan could look like (beyond common measures of reach such as #presentations, #publications, #page views of a website, #views of a video) by viewing examples of uptake, implementation and impact after dissemination within the case studies
 - Learn from the experiences of other researchers
 - To inform the KT section you write for your CIHR (or other) grant application
-

Navigating the Translation and Dissemination of PHSSR Findings: A Decision Guide for Researchers - 2013, 12 pages

<http://bit.ly/1JGv8Pb>

Authors: Shoshanna Sofaer, Natalie Talis, Margo Edmunds, Kate Papa (Academy Health)

Audience: Public Health Systems & Services Research (PHSSR) researchers

What is this about?

This is a well-constructed downloadable .pdf that blends the crafting of a dissemination strategy with an iKT (stakeholder informed) approach using 4 stages: define your target audience, build stakeholder relationships, create a translation plan, develop a dissemination strategy. Provides practical information and questions for consideration at each stage. Includes: references for practical resources, a checklist for writing in plain language, examples of different audiences (researchers, practitioners, policymakers) and the different media and messages to consider for each, and tips on using social media effectively.

How can you use it?

- Use the guide alongside your research process (as it is recommended to be used by PHSSR researchers) to develop a dissemination strategy
- Use the chart as a decision-aid for which dissemination medium to use based on the listed advantages and disadvantages, examples, and additional resources for each
- Retrieve information contained within reference list (further reading, webinars, etc.) to learn more about creating an effective dissemination strategy



Creating an Effective Dissemination Strategy: An Expanded Interactive Workbook for Educational Development Projects – 2000, 33 pages

<http://bit.ly/1OZcKhk>

Authors: Sally Harmsworth, Sarah Turpin, and the TQEF National Co-ordination Team

Audience: Education Development Projects

What is this about?

Overviews what dissemination is and why we would do it, as well as who we disseminate to, when, what are the most effective ways to disseminate and how to prepare a dissemination strategy. There are sections on: what makes a dissemination plan effective, who might help you disseminate, how to prepare your strategy, how to turn your strategy into an action plan, budget considerations and evaluation. A list of types of dissemination media you may wish to consider is provided with a brief description of each. Additional sections on assessing costs for dissemination and how to evaluate your objectives along the five purposes of: awareness, support, understanding, involvement and commitment. Contains several worksheets including one for mapping stakeholders to help with who and how to disseminate your project outcomes in terms of achieving these objectives. Another worksheet is provided for sketching out targets, timelines and criteria for success. A completed example of the dissemination framework worksheet is provided, which outlines: purpose, target audience, activities and dissemination media, timing and accountability.

How can you use it?

- Learn about the 3 purposes for dissemination (for awareness, understanding, action)
- Plan what to disseminate, to whom, when, for what purpose (with rationale), and evaluation
- Use the exercises with your project team to work through the sections that comprise a complete dissemination strategy
- Print and fill in the worksheets (not form-fillable) to articulate the dissemination plan for your research including mapping your stakeholders, projected outputs/outcomes, and positioning your outputs/outcomes as benefits/solutions to stakeholder needs



Exchanging Knowledge: A Research Dissemination Toolkit - 2011, 12 pages

<http://bit.ly/1KGoYJV>

Author: University of Regina

Audience: Researchers

What is this about?

This downloadable .pdf has a community-based research focus but the practical worksheets contained within it could be useful for any research project. The guide provides scaffolding for preparing a detailed dissemination plan with sections such as: objective, audience and user needs, dissemination method(s), budget considerations, timeline and accountability for tasks. This resource also contains information about potential barriers and what makes dissemination effective (e.g. audience-oriented, focused on goals, selectively chosen and combined, accessible, makes best use of available resources, allows for two-way communication, clear and focused). Overview of types of dissemination products such as: press releases; research reports and summaries; posters, brochures, community letters; in-person communication; online distribution. Further resources to formulate your dissemination plan are contained on in an annotated bibliography format with links.

How can you use it?

- Use the dissemination plan worksheet to draft your dissemination plan either for a project already in-progress or for inclusion in the KT section of a new grant application
- Print and fill in the worksheets (not form-fillable)
- Learn about what should be considered for each section of the worksheet during plan development
- Skip over the CRU Research Dissemination (Check)list, it is specific to the Community Research Unit research partners



Beyond Scientific Publication: Strategies for Disseminating Research Findings, 22 pages

<http://bit.ly/1PkbSYj>

Author: Yale Center for Clinical Investigation

Audience: Researchers

What is this about?

Although somewhat specific to Yale, it contains information that could be used by any researcher. In addition to clear writing guidelines, there is an explanation of what they refer to as ‘strategies’ but which are really ‘activities’ or ‘products’ for dissemination such as: media coverage, press release, research summary document, flyers/posters/brochures and research briefs, policy briefs, study newsletters, community agency publications and websites and list-serves, local events/seminars/conferences/community meetings, letter of thanks to study participants. Contains a checklist for dissemination and templates: dissemination planning form template, author briefing form for writing a press release, press release template, and a sample of a research brief, newsletter and a thank you letter.

How can you use it?

- Learn concepts related to clear language writing
- Learn about different types of dissemination products and avenues
- Adapt the (Yale-specific) checklist to guide your own dissemination activities
- Print and fill in the dissemination planning template to outline your own plan
- Use the other templates and samples as outlines for creating various dissemination products for your own project

Planning Tool to Guide Research, 10 pages

<http://bit.ly/2rVptkp>

Authors: Deborah Carpenter, Veronica Nieva, Tarek Albaghal, Joann Sorra
(Agency for Healthcare Research and Quality - AHRQ)

Audience: Researchers

What is this about?

This guide was developed to help (AHRQ) researchers develop dissemination plans to enable them to have “real world impact”. The concepts can be applied to any research and include information about the 6 components of a dissemination plan: research findings and products, end users, dissemination partners, communication, evaluation and dissemination work plan. This document contains instructions and tips for being able to address each component, and various worksheets. Printable worksheets help the researcher: articulate end-users (individuals and organizations), develop a summary of your dissemination plan, link activities to a timeline and the person(s) responsible for operationalizing the short- and longer-term action items, and identify resources needed. The link to the research paper that explains the development of the tool can be found at the following link: <http://bit.ly/2r0Cx72>

How can you use it?

- Learn about the basic components of a dissemination plan
- Print and fill in the worksheets to sketch your dissemination plan

Disseminating the Research Findings – 2014, 25 pages

<http://bit.ly/1KGojrT>

Author: World Health Organization

Audience: Researchers

What is this about?

This is a very well-constructed evidence-informed guide that covers both end-of-grant (dissemination) and integrated knowledge translation (stakeholder engagement) approaches for maximizing the effectiveness of your dissemination strategy. Contains a 9-step approach to creating a dissemination strategy. Other topics covered include: barriers and facilitators to uptake of research evidence; different KT tools such as research reports and policy briefs; and a diagram that relates dissemination objectives, content, channels/tools, target audiences. Contains an abundance of information and examples (evidence uptake and use for policymaking, research translation to inform national health policies, and practice). Includes a list of references for 'additional reading'.

How can you use it?

- Learn key concepts about Knowledge Translation
- Learn from examples of successful evidence uptake and use for policy-making and practice
- Learn about facilitators and barriers to KT, to inform your mitigation strategy (to maximize facilitators and minimize or eliminate barriers) as part of your dissemination plan
- Retrieve and read the resources noted in the 'additional reading' section to learn more

Developing an Effective Dissemination Plan – 2001, 13 pages

<http://bit.ly/1nQ1qgN>

Author: National Center for the Dissemination of Disability Research (NCDDR)

Audience: National Institute on Disability and Rehabilitation Research (NIDRR) grant community

What is this about?

This downloadable .pdf begins with important points about effective dissemination including the notion that “customer satisfaction” is at the heart of effective dissemination. Contains information on why you as a researcher should aim to achieve effective dissemination (with utilization as the goal of your dissemination plan), philosophical framework according to NIDRR including requirements for effective dissemination, ten elements of an effective dissemination plan, common questions to be answered including when is the best time for dissemination planning. Section on developing a dissemination strategy, includes possible issues related to dissemination strategizing, timing, and training events and product development.

How can you use it?

- Skip over the section on creating a dissemination policy for your organization, this is aimed at NIDRR grantee organizations
- Learn about the 10 elements of an effective dissemination plan such as: goals, objectives, users, content, sources, medium, success, access, availability and barriers
- Use the common questions for each of the 10 elements to create your own effective dissemination plan
- Develop a dissemination strategy to implement your plan's 10 elements
- Consider how you can move beyond a listing of events (conferences) and products (reports) as your dissemination strategy

Media Handbook for Development Researchers – 2008, 49 pages

<http://bit.ly/2qngXPp>

Authors: Peter G. Mwesigye, George W. Lugalambi, Joel Okao (Panos Eastern Africa)

Audience: Development Researchers (in Eastern Africa)

What is this about?

While this resource (downloadable .pdf) was written with media interactions in Eastern Africa in mind, it contains good information that is transferrable for any researcher for interactions with the media about their research findings. Contains practical tips for researchers regarding: press releases, press conferences, media interviews, talk shows, opinion articles/writing including letters to the editor. A success story featured in this document can be used to learn from as an example. Different types of formats are explained such as: the backgrounder, fact sheet, policy briefs, talking points, press release, and information kit specific to the success story example.

How can you use it?

- Learn about the benefits of using the media as part of your dissemination strategy
- Learn why some researchers overlook the media, and what has worked for others
- Learn about media strategy and what is 'newsworthy'
- Learn the basic guidelines for dealing with the media
- Apply the practical tips in the 'media tools for researchers' section: to write and submit a press release, hold a press conference, prepare a press kit, decide whether to grant a media interview and prepare for it, prepare for an appearance on a talk show, write and submit an opinion article or letter to the editor



There are other topics in the Guide of Guides series that may be used in conjunction with this Dissemination Guide of Guides:

a) the KT Planning Guide of Guides:

<https://www.slideshare.net/NeuroDevNet/knowledge-translation-planning-guide-of-guides>

b) the Infographic Guide of Guides:

<https://www.slideshare.net/NeuroDevNet/infographic-guide-of-guides>

c) the Stakeholder Engagement Guide of Guides:

<https://www.slideshare.net/NeuroDevNet/stakeholder-engagement-guide-of-guides>

d) Social Media Guide of Guides:

<https://www.slideshare.net/NeuroDevNet/social-media-guide-of-guides-english>

Kids Brain Health Network KT Core - KT helps to maximize the impact of research and training in neurodevelopmental disorders

Contact the KT Core: <http://neurodevnet.ca/kt-coreteam> LinkedIn: <https://www.linkedin.com/in/kidsbrainhealthnetwork/>



NeuroDevNet has rebranded as Kids Brain Health Network

To retain each unique Worksheet, SAVE this Appendix pdf with a UNIQUE FILENAME, and retain the ORIGINAL Appendix fillable form pdf.

Appendix A: Dissemination Planning Worksheet for Researchers

Goals/objectives for dissemination

Short-term (in the next 12 months)	Long-term (12 months – 5 years)
1.	1.
2.	2.
3.	3.

Who and where are your stakeholders? (may use a separate Excel file if needed)

Practitioner/policymaker or other (job titles)	Organizations	Existing Networks where you can find them (e.g. social media groups), partners, collaborators, professional associations etc.

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Appendix A: Dissemination Planning Worksheet for Researchers *continued*

How will you build relationships with your stakeholders, and get to know their information needs (and let them get to know you and your research project)?

Activities/events for/involving stakeholders (iKT) to inform dissemination	Social media channels to follow/ engage with	How will you elicit their information needs? How will you prioritize them?

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Appendix A: Dissemination Planning Worksheet for Researchers *continued*

What are your key messages going to be?

Audience's information needs	Information they haven't told you they need but that you think they should have (as a result of your research project)
1.	1.
2.	2.
3.	3.
4.	4.

What is the best time (and dissemination product/method) to share these messages?

Audience's information needs	Best time (and product/method) for sharing
1.	1.
2.	2.
3.	3.
4.	4.

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Appendix A: Dissemination Planning Worksheet for Researchers *continued*

What expertise, budget, or other resources (financial, human, etc.) do you need to operationalize your dissemination plan?

Activities/products/events toward achieving dissemination goals/objectives	Expertise and/or staff needed	Budget allocated (values entered rounded to the nearest integer)
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
Total budget required:		

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Appendix A: Dissemination Planning Worksheet for Researchers *continued*

Who will be responsible and when will they achieve the activities?

Activities/KT products toward achieving dissemination goals/objectives (prefilled from previousTable)	Project team member responsible/accountable	Date of completion (enter as yyyy-mm-dd or pick from calendar ▼)
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		

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Appendix A: Dissemination Planning Worksheet for Researchers *continued*

Identify any circumstances, individuals, etc. that could help you achieve your dissemination goals (facilitators) or that could delay or deny your success (barriers)

Facilitators	Mitigation strategy for maximizing the benefits of facilitators
1.	
2.	
3.	
4.	

Barriers	Mitigation strategy for minimizing or eliminating barriers
1.	
2.	
3.	
4.	

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Appendix A: Dissemination Planning Worksheet for Researchers *continued*

How will you evaluate the success of your dissemination plan?

Short-term Goals/ Objectives (from Table 1)	How will you evaluate?	Long-term Goals/ Objectives (from Table 1)	How will you evaluate?
1.		1.	
2.		2.	
3.		3.	