Designing for Dissemination (Communicating your results and advice):

How to Incorporate Dissemination Planning and Actions throughout the Course of Your Project

How to use this tool:

- This tool is divided into three phases of your project (planning, during, and after implementation).
- All sections should be useful, but if you have limited time, you may want to skip to your current project phase

Note: *Indicates questions appropriate for those with more resources or more advanced users

Phase I: Pre-program and early implementation

- Needs assessment: Start with the problem (or objective), not the solution.
  - What is the problem that your program intends to solve?
- *Use multiple needs assessment methods including appreciative inquiry. What has worked well in the past?
  - What methods do you plan to use?
- Identify and document resources available and required for the intervention.
  - Think about initial startup costs, staff time, ongoing maintenance and evaluation costs.
  - Is this feasible?
- *Identify stakeholders including potential adopters, implementers and recipients.
  - Who are your stakeholders?
  - Often who the key stakeholders are changes over the course of a program.
- Engage stakeholders to get their reactions. Get specific about possible activities and use examples! *Get input at all levels: leaders, managers, staff, and patients.
  - How can you engage stakeholders? Are the right people at the table?
  - What are their anticipated barriers, motivators, and specific suggestions?
- *Identify and engage experts and those working in similar areas.
  - Who knows about competing products, solutions, policies, competing demands?
  - How can you engage them? What are their lessons learned?
- Use rapid development and feedback procedures.
  - Pay attention to diversity of all kinds and to potential differential impact, reach, adherence, maintenance across subgroups (such as low literacy, low resource settings).
  - *Do NOT freeze your innovation or product too early.
  - Once you have identified and engaged stakeholders, keep them involved throughout the process.
  - What are your implementers, end users and other stakeholders telling you as the program evolves?

Phase II: During your program

- Use an evaluation model (such as PRECEDE-PROCEED, RE-AIM, Knowledge to Action; Replicating Effective Programs) or theory to guide where to look.
• Use a logic model to help define what to evaluate (such as needs, reach, generalizability, costs, and implementation). Tip: Look at the DFM Evaluation Hub Resources Page for logic model templates, RE-AIM resources and considerations for evaluation planning.
  o What model or theory will inform your evaluation?
  o What specific components of your program do you intend to evaluate?
  o *What are the most important outcomes to assess?
    ▪ Examples include:
      • Reach
      • Impact upon 1-2 key outcomes
      • Broader quality of life outcomes
    ▪ How will they come about?
• *Use pragmatic, feasible, actionable assessment strategies, including multiple methods to assess progress. Collect and summarize data as close to real time as possible.
• Consider your evaluation resources - are they sufficient? What do you NOT need to evaluate? Do your evaluation questions and methods match the resources available?
  o Examples include:
    ▪ Surveys
    ▪ Interviews
    ▪ Observations
    ▪ Checklists
    ▪ EHR data
    ▪ Other

• *Consider how to collect quality improvement data in an ongoing manner.
• What data are “good enough for iterative use”?
• *How will you display or report these data to stakeholders? Examples include visualization displays; dashboards, goal charts or progress summaries.
• Are the results actionable?
  o What assessment strategies and methods will you use? Multiple methods to ‘triangulate results’ are best where possible, as each method has its strengths and limitations.
• Keep doing what you’re already doing:
  o Keep interacting with stakeholders at various levels as your program evolves
    ▪ Which stakeholders are you interacting with on an ongoing basis?
      • When and how often?
      • Should these change at different points in the program?
  o Continue to record and track adaptations made including changes in environment, policies, historical events, how this impacts program delivery or success.
    ▪ Where and how are you documenting adaptations?

Phase III: Toward the end of your program delivery or evaluation

• Identify which results are salient and actionable.
  o What implications do your results have for population health impact?
  o What is the most important lesson learned?
• What do your stakeholders and potential adopters need to know?
  *Assess experiences of different recipients at multiple levels.
    o Organizational decision makers
    o Implementers (such as clinical teams)
    o Recipients (patients and families)
• Do results differ across members within each stakeholder group?
• What are your stakeholders saying about their experiences?
  o How can the program be improved to enhance the experience?
• *Investigate the nuances of your results.
  o What contextual factors seem related to outcomes? Where and when did your program or policy work? Where and when did it not work?
  o How did the program need to be adapted? To what extent were adaptations needed?
  o Are there specific factors such as types of settings, staff, patients, that are more successful than others? Less successful? Why?
• Develop clear, concrete implementation guidelines or a dissemination toolkit that contains key components; adaptable features; clinical examples, testimonials, and scenarios, FAQ’s and tips for success.
  o How will you summarize your results to share with others who may be interested in adopting a program or intervention?
• Publicize lessons learned succinctly (for example, one page briefs) in outlets that potential adopters use and trust. Remember, not just publications and presentations – these don’t cut it! Consider developing stories, testimonials, or infomercials.
  o Who are potential adopters that might benefit from your findings?
  o How will you disseminate your findings in a way that is tailored to your target audience?
• *Invite review by different potential adopters, settings, implementers and recipients.
  o How will you invite and incorporate feedback from others?
• *Collect, analyze and report on costs of the program, including projected replication costs (click here for link). This doesn’t have to be a complex evaluation. However, estimating cost is useful.
  o About how much did the program cost to implement and run?
  o About how much would it cost for someone else to do this in a different type of setting?
• Track and adjust dissemination efforts, incorporating feedback as needed.

Celebrate Your Success!