Dissemination Planning Worksheet

Dissemination is about assuring that information useful in reaching decisions, making changes or taking specific action is available to those who can most benefit from it.

When using this worksheet, follow these best practices:

1. **Be specific:** Provide as much detail as possible. For example, when referring to users (target audiences), try to elaborate more than "stakeholders" or "policymakers." Refer to specific groups by name, brainstorm specific people or organizations.
2. **Start early:** Begin the process of identifying users, performing environmental scans and setting goals early in the project.
3. **Refine as you go:** Throughout the project, return to this sheet and refine. Once the research begins, the legal, social or political environment may change, which can in turn impact who may need to know about your research and what they may be interested in knowing.

GOALS FOR DISSEMINATION

Answer these questions: Why is it important that this research is being done? How may it impact the greater social, political or legal landscape?

USERS

Answer these questions: Who will benefit the most from knowing about this research? Are there other people who are doing research similar to mine, or who work in a field similar to mine? Who are they? Remember to be specific: "Stakeholders" and "Policymakers" are not actionable – Who are they really? How can you get in touch with them?

Create a User Identification Table for your project (use the example below as a model). As your project progresses, be mindful of identifying Users who benefit from your research.

SAMPLE USER TYPES:

- **Practitioners:** People/groups who use or enforce public health law
- **Policymakers:** People who make public health law
- **Advocates:** People/groups who advocate for public health and safety
- **Peers:** People/groups whose work is in a similar area to yours, or whose focus is similar
- **Media:** A media outlet or journalist who may have an interest in your work
- **Researcher:** Someone whose research is similar to yours, or who may benefit from access to your data

Sample table to help User Information and needs:

Name/Title	Organization	User Type	Contact information	Notes

PRODUCTS AND MEDIUMS

Answer these questions: Considering your Users, how do they prefer to consume data – reports, infographics, tables, spreadsheets? Where do they get their information? How do I reach them? Do they read the newspaper, are they on social media, can I email them directly?

It is often helpful to add a column to the User Information Table for "Products Needed" to begin to organize the outputs for the policy surveillance product.

Name/Title	**Organization**	**User Type**	**Contact information**	**Product Needed**
Scott Burris	Temple Univ./PHLR	Researcher	burris@temple.edu @scottburrisphlr	Excel data, codebook, protocol
Joe Smith	NY Times	Media	Jsmith2@nytimes	Summary report, URL to interactive map
Mary Wills	PA Dept. of Transportation	Policymaker	m.wills@pa.dot.gov	Summary report

COMMUNICATION STRATEGY

Answer these questions: How will I tell the Users about the products?

Once you've identified what you will produce, and how you will put it into the hands of the people who need it. What is your action plan?

Sample Action Plan Table:

Date(s)	**Responsible Individual(s)**	**Action**	**Notes (incl. reach, goals)**