

Dissemination

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Introductions

- Maine
- Tennessee
- South Carolina
- Illinois
- Washington
- Oklahoma
- Minnesota
- California

1. Don't know and haven't done a lot about dissemination

2. Have an idea about and have dabbled in dissemination

3. Know about and actively disseminate

Today's Objectives

- Dissemination 101
- Incorporating dissemination into your project
- Dissemination planning
- Next steps



Overview

- What is dissemination?
- Why disseminate?
- Dissemination planning

What is
Dissemination?

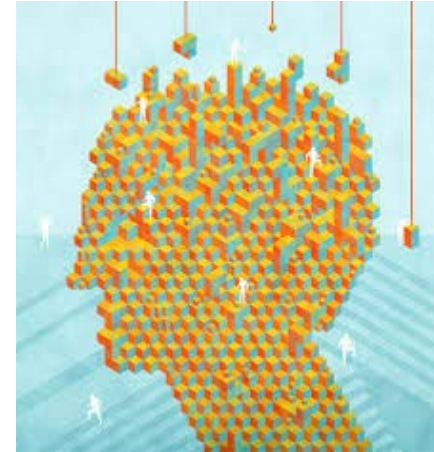
pull diffusion
knowledge
distribution
push
intentional
process spread
dissemination
active
communication
translation
exchange

What it is not

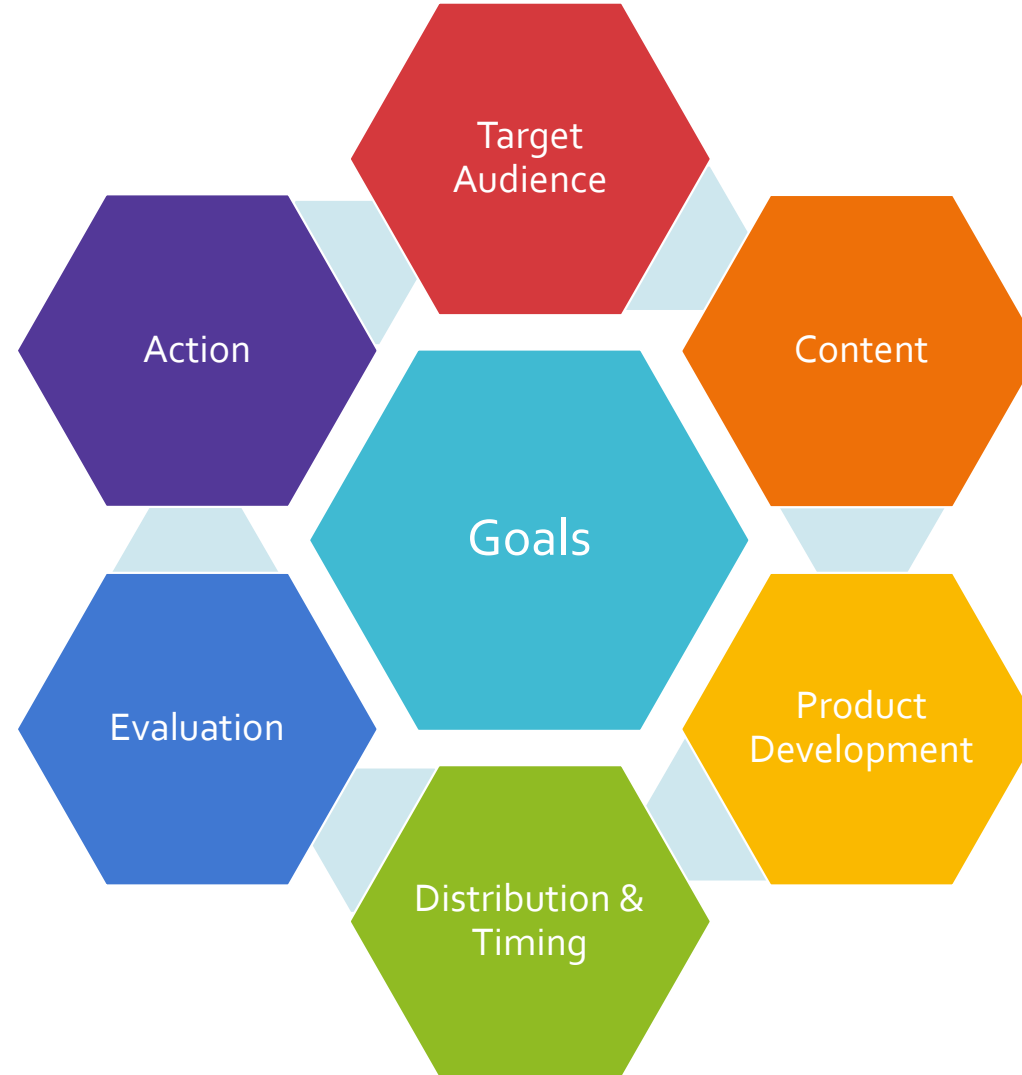
- Internal communication
- One-time act of putting information out there
- The last thing you do



Why Disseminate?



Dissemination Planning



Dissemination Goals

**Create
awareness**

**Build
demand**

**Change
behavior**

Timeline



Activity

Start with the end in mind

1. What is your end goal? What do you ultimately wish to achieve through dissemination?
2. What will it take to get there? What will it take to bring people along?
3. Where is everybody starting?

Target
Audience



Activity

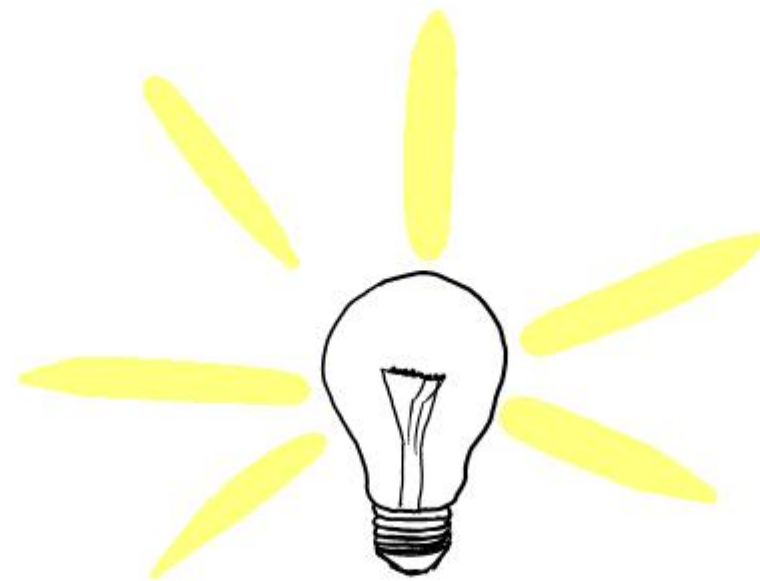
The Who

1. Label your buckets
2. List people, by name, who are in those buckets
3. What do you want them to do with your information?
4. How do you reach them?

Content

- The **WHAT**
- Align content with your:
 - 1) dissemination goals
 - 2) implementation stages
 - 3) needs of the target audience

Activity



Brainstorm
Session

Product Development



Review & Messaging

- Keep language simple
- Know your audience – use appropriate language
- Single point of review
- Branding
- Acknowledgements

Distribution & Timing

How do you get your products to your people?



Distribution & Timing



Activity

The **HOW**



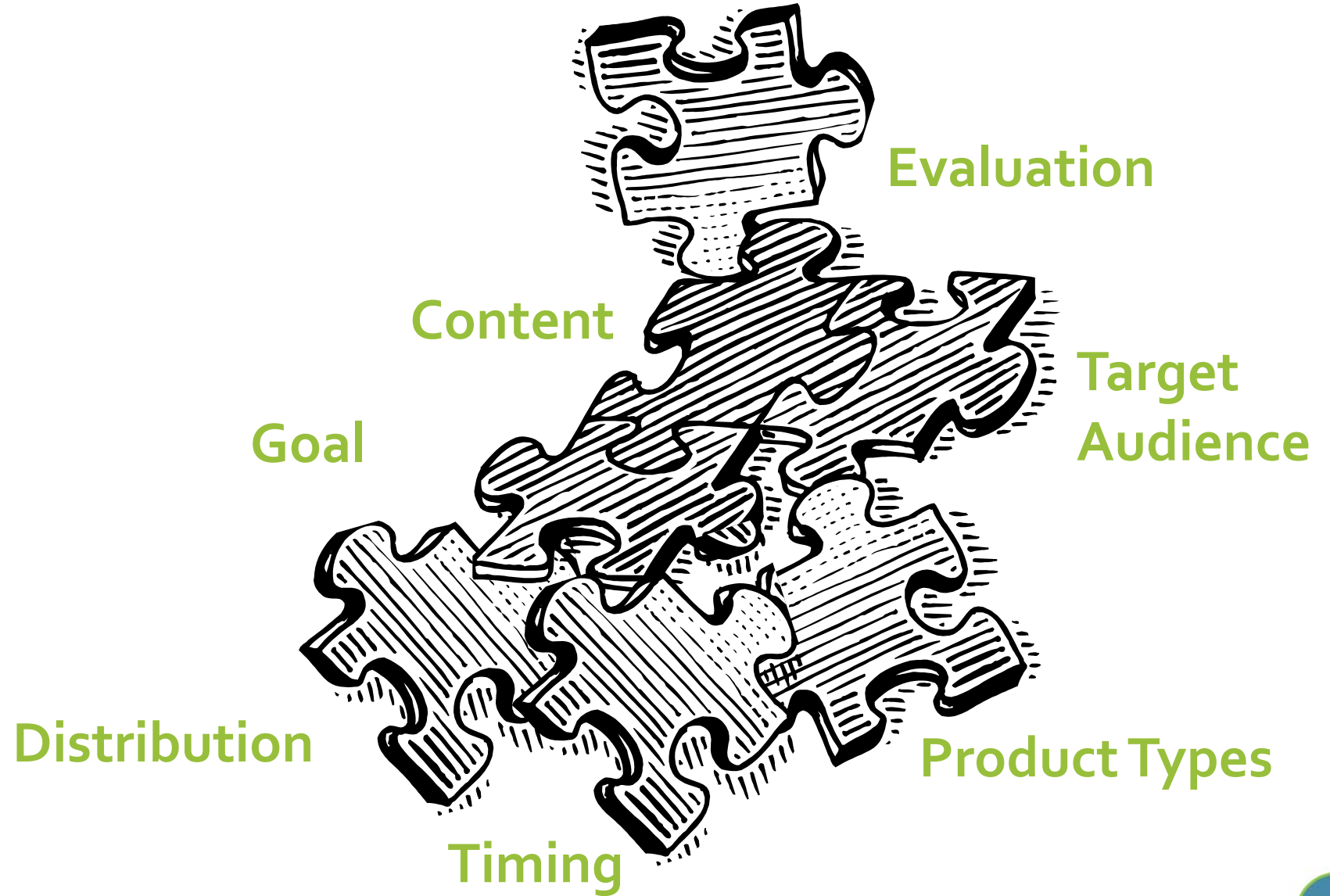
Evaluation



Action



Putting it all together



Tips for Effective Dissemination

- Know your audience
 - How do they like to get information?
 - Ask what they want to know about the project
- Keep people engaged
 - Tell people about what you're doing
 - You don't have to reach out *only* when you have a product to share
- Watch for opportunities to repurpose and share previously approved information
- Put similar content in different packages for different groups of people
- Track distribution and use that to inform future efforts



Next Steps



Questions



For More
Information



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strategies & solutions