

# TPP Program Grantee Dissemination Planning Guide and Template

Dissemination is sharing or distributing information and knowledge. Disseminating project learning and knowledge is also an expectation of your TPP Program grant. This template is designed to help TPP grantees—Tiers 1 and 2 alike—plan for dissemination of their successes, failures, and learnings. Dissemination of your own knowledge will help others avoid recreating the wheel. Instead, they can leverage or build upon what you have already begun.

As a starting point for crafting your dissemination plan, follow the steps below. It may be useful to work with a broader team on Steps 1-3, and a smaller team for Steps 4-6. Use the dissemination template provided as a guide, adapting it to fit your organization’s needs.

## Step 1: Collect your learnings.

Throughout your project, you have been collecting data and identifying learnings. Referencing your continuous quality improvement (CQI) notes, learning agendas, and site visit reports, compile your learnings into a list, long or short. Reference [this qualitative data analysis](https://rhntc.org/sites/default/files/resources/opa_qual_analysis_2020-07.pdf) resource for more guidance on how to collect your learnings.

## Step 2: Analyze your learnings. What do you want to share?

Work with your evaluation team to review the data you have collected and to determine what you want to share. Use [innovative](https://rhntc.org/resources/how-might-we-brainstorming-tool) methods
for capturing insights and themes. Consider as a team:

* What lessons, experiences, failures, and successes are worth sharing? Which are most important to share?
* Which of these learnings excites you most, and why?
* What do you wish you knew before you began?

## Step 3: Create your messages.

Now that you have determined some key learnings, discover the messages that emerge from them. Consider these messages as the “lightbulbs” you want to share with others. Use teamwork and creative, [outside-the-box techniques](https://www.fsg.org/resource/facilitating-intentional-group-learning/) to generate ideas for your audience. Consider a collaborative learning activity, such as think-pair-share.

* What key messages are emerging from your learning?
* Who are your different audiences? Who will benefit most from these insights? Here, consider: clinical providers, academia, research, community planners, advocates, political representatives, youth, parents, educators, other grantees, partners, innovation communities, professional associations, etc.
* What are the best ways to disseminate these messages?

## Step 4: Complete the dissemination template.

Using the table below, list as many messages as you have discovered; you can prioritize these in Step 6. Reference any supportive data you have. Identify how messages might be shared. Think about how you will measure the success of your dissemination efforts. Measurement will depend on your dissemination channels, but may include: surveys, social media analytics, meeting notes, interviews,
and focus groups. Add lines to the template if needed.

## Step 5: Pause and reflect.

Take a moment to stop, think, and reflect on your messages.

* Did you miss anything? Ask additional stakeholders for their input. Take a break, be flexible, and revisit these messages.
* Without prioritizing, consider all the messages, learnings, equity factors, and individuals or partners who really need to hear these messages. Did you cover them all?
* Stick to clear, concise language and avoid jargon. As a team, ensure the images you choose are representative of your population(s).

## Step 6: Prioritize your list.

Prioritize your messages and audiences for dissemination. Use these questions and prompts as a guide:

* Which learnings and associated messages are most important to adolescent health overall? Which are most essential to reducing unintended teen pregnancy and/or STIs? Which align with identified needs/gaps?
* Consider timing. Connect your dissemination efforts with your communications plan events.
* What are the budget implications of your dissemination plans?
* Equity considerations: How are you sharing information back with the communities and individuals that have informed the efforts?
Is the information accessible to these stakeholders?
* Not sure where to start? Use this [matrix](https://rhntc.org/sites/default/files/resources/rhntc_prioritization_matrix_4-16-2021.pdf) to help prioritize your messages.

## Dissemination Template

| **Messages from your learnings** | **Audience** | **Information** **source** | **Supportive data** | **Channels** | **Packaging** | **Dissemination partner** | **Timeline** | **Person responsible** | **Measurement** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *Big picture: What are your main messages/ learnings for dissemination?*  | *With whom will you share your learnings? Who would benefit from the insights?*  | *Is your message a reflection from your project, your network, or your innovation?*  | *What data do you have to support this message?*  | *Where does your priority audience get information?**What are the dissemination channels for the message? (e.g., conference, presentation, social media, interviews, formal written communications)*  | *How should you or can you package the message for the specific audience? (e.g., slide deck, social media, video, poster presentation, press release)* | *Who are potential dissemination partners? Who else can share your message?* | *By when?* | *Who on your team will be responsible for the dissemination of this message?* | *How will you know if your dissemination efforts were successful?* |
| **Message #1** | Audience 1 |  |  |  |  |  |  |  |  |
|  | Audience 2 |  |  |  |  |  |  |  |  |
|  | Audience 3 |  |  |  |  |  |  |  |  |
| **Message #2** | Audience 1 |  |  |  |  |  |  |  |  |
|  | Audience 2 |  |  |  |  |  |  |  |  |
|  | Audience 3 |  |  |  |  |  |  |  |  |
| **Message #3** | Audience 1 |  |  |  |  |  |  |  |  |
|  | Audience 2 |  |  |  |  |  |  |  |  |
|  | Audience 3 |  |  |  |  |  |  |  |  |
| **Message #4** | Audience 1 |  |  |  |  |  |  |  |  |
|  | Audience 2 |  |  |  |  |  |  |  |  |
|  | Audience 3 |  |  |  |  |  |  |  |  |

## Supportive Resources

**Attachment A:** Event Planning Template

**Attachment B:** Conference Considerations for Learning Dissemination

**Attachment C:** Potential Journal Submission List (see separate MS Excel file)

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## Attachment A: Event Planning Template

|  |  |
| --- | --- |
| ***Title*** |  |
| ***Tagline***  |  |
| ***Co-planners/community partners*** |  |
| ***Staff assignments***Consider: facilitator, notetaker, breakout leads, chat cheerleader, tech backup, timekeeper |  |
| ***Virtual logistics*** | * Recording needed? Y / N
* “Pinning” videos needed? Y / N
* < 500 people expected = Zoom meetings Y / N
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 |
| ***Date/time****Suggestion: Build in 10–15 min buffer time*  |  |
| ***Audience****Who is the event for and what are their roles?**How will roles be communicated?* |  |
| ***Objectives (two or three)****How will a successful event look and feel?* |  |
| ***Assumptions*** |  |
| ***Equity considerations****Diversity and representation in speakers and planners and lineup order; closed captioning; accessible images; content input.* |  |
| ***Branding/design elements*** |  |
| ***Agenda*** |  |
| ***Audience prep work*** |  |
| ***Risks and mitigation strategies****e.g., tech or Wi-Fi fail, main speaker cancels, slides not ready* | **Risk 1:** **Mitigation**: **Risk 2:** **Mitigation**:**Risk 3**: **Mitigation:** **Sample mitigation strategies:*** Identify a back-up speaker in case the event speaker unexpectedly can’t attend
* Include talking points in the comments and ask another person to have slides open in case Wi-Fi fails
* Practice timing and timekeeping—and know how you’ll politely interrupt if needed
* Perform a run-through in advance of the event
* Over-communicate what you need and expect; invite questions from the team to ensure everyone is on the same page
* Identify how you will reach the speaker/tech person (e.g., text vs. email vs. Zoom chat) if something fails
 |
| ***Materials****e.g., script, template**Include source references* |  |
| ***Post event materials****Should slide deck be sent out? Are there recordings?**Thank you notes?*  |  |
| ***Debrief****Add any ideas presented by the team to improve the next iteration of the event*  | Roses (successes)Buds (new ideas)Thorns (failures or things to avoid next time) |

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| Attachment B: Conference Considerations for Learning DisseminationConferences present excellent opportunities to disseminate your knowledge and learnings to others in your field, and to connect with relevant organizations. Explore the list of organizations below, and consider submitting an abstract to one or more conferences. Note: This is not an exhaustive list; you may add others that are relevant to the communities you serve. Inclusion on this list does not mean that the organization or event is endorsed by OPA. **Organization** |
| Adolescent Health Initiative [www.umhs-adolescenthealth.org](http://www.umhs-adolescenthealth.org) |
| Adolescent Pregnancy Prevention Program [www.acf.hhs.gov/fysb/adolescent-pregnancy-prevention](http://www.acf.hhs.gov/fysb/adolescent-pregnancy-prevention) |
| American Evaluation Association [www.eval.org](http://www.eval.org) |
| American Public Health Association [www.apha.org](http://www.apha.org) |
| Association for Public Policy Analysis & Management [www.appam.org](http://www.appam.org) |
| Association of Maternal and Child Health Programs [www.amchp.org](http://www.amchp.org) |
| Center for Sex Education [www.sexedcenter.org](http://www.sexedcenter.org) |
| Healthy Teen Network  [www.healthyteennetwork.org](http://www.healthyteennetwork.org) |
| National Association of Community Health Centers [www.nachc.org](http://www.nachc.org) |
| National Clinical Training Center for Family Planning [www.ctcfp.org](http://www.ctcfp.org) |
| National Commission on Correctional Health Care [www.ncchc.org](http://www.ncchc.org) |
| National Family Planning and Reproductive Health Association [www.nationalfamilyplanning.org](http://www.nationalfamilyplanning.org) |
| National Public Health Information Coalition [www.nphic.org](http://www.nphic.org) |
| Reproductive Health Innovation Summit [www.reproductivehealthinnovationusa.com](http://www.reproductivehealthinnovationusa.com) |
| School-Based Health Alliance [www.sbh4all.org](http://www.sbh4all.org) |
| Society for Adolescent Health and Medicine [www.adolescenthealth.org](http://www.adolescenthealth.org) |
| Youth Tech Health [www.yth.org](http://www.yth.org) |