COALESCE

Dissemination Plan Template

Resources:

Alliance for Research in Chicagoland Communities (ARCC) has helpful resources you can use.

- Review this ARCC document for some key considerations for dissemination, starting on Page 9.
- Watch this ARCC-provided video from a community organization sharing how research was beneficial to them (9 min).
- Review this ARCC document for some examples of how others chose to share their results and findings.

Introduction

[After you've conducted your research, you will need a way to distribute the findings or products to those who would be able to use them – to get the message out about the results/product. This is called a dissemination plan. It's best to be thinking about this early in the process to prepare effectively. There are several elements you can include in your dissemination plan. The following template is meant as a starting point to begin to formalize your plan. Delete this introduction section once you begin.

Tips:

As you write this plan, remove all instructional text in brackets and italics. There should be no instructional text (including these instructions) in the final version of your protocol.

Overview of Sections:
1. *Audience*
   a. *Who are you sharing the information with?*
2. *Information*
   a. *What information do you want to share?*
3. *Outreach*
   a. *How will you distribute the information and via what mode?*
4. *Timeline*
   a. *When will this plan be implemented?]*

Audience:

[Who do you want to share the information with? You might share specific information to those intended to benefit from the findings/product, which might be different than the information you share those who you'd like to ask for funding or policy change. This is something to keep in mind.

- *Questions to ask yourself:*
  - *Who do you want to reach?*
  - *What information do you choose to share?*
  - *What language(s) does your audience speak?*
  - *Is income level important? What is the average income level?*
  - *Consider what the audience will share once they receive this information*

- - Is the language or idea culturally sensitive or thoughtful? Considering your audience will guide what information you choose to share and cultural sensitivity.
  - What is the comprehension level of the audience?
  - Are there any limitations from the grant/funders about what information you can/cannot share?

Begin to consider how the information will be given out, does that change your audience? Later in this plan you will write more about what information you want to share and how you'll share it.]

Information:

[What information do you want to share? Review the protocol and grant to look at what information or objectives you gathered in order to compile the information.

- Questions to ask yourself:
  - What parts of the study/research are most relevant to include?
  - Does the audience need to know everything? Or only certain things?
  - What is the takeaway message? Does this match the learning objectives?
  - What are the key points?
  - Is the information understandable? Easy to read or explain?
  - Could the audience take this information to their group/team and easily explain what is being asked?
  - Is all the information relevant?

Overall, it is important to remind yourself that this is the first time your audience will see this information. Utilizing clear and helpful information for them to understand will help make the plan flow smoothly.]

Outreach:

[What channels/avenues/mechanisms do you want to use to distribute your information? How will you distribute that information? It is important to consider your audience and how/where you can reach them. For example: it might be easiest to get the word out about the tastiness of a dog treat at a local dog park at 5:00pm. Below are some examples of different ways you might want to share your message:

- In what way/mode will you distribute the information? Below are a few ideas to get you started:
  - Flyer
  - Postcard
  - Text Message
  - Email
  - Phone Call
  - Online Link
  - Website
  - Brochure
- Where/How will you distribute the information? Below are a few ideas to get you started:
  - Lemonade stand

- o   *Poster presentation*
- o   *Publication*
- o   *Fundraising event*
- o   *Town Hall Meeting*
- o   *[More examples](#)*

Consider your audience as you begin to build out how you will distribute information/via what mode you'll distribute it. What would best reach your audience? What would capture the most people?]

Timeline:

[How and when will you implement this plan? Putting together a timeline can help hold team members accountable for certain parts of the plan. This can help the team visualize when each stage of the plan will take place and for how long it will take place.

- • *Consider asking yourself:*
  - o   *How many steps are needed to successfully execute this plan?*
  - o   *How long will each step take?*
  - o   *Who needs to be involved in rolling out the plan?*
  - o   *Does each step require certain people?*
  - o   *When is the best time to reach the audience?*
  - o   *What will the plan look like at each step?*
  - o   *What information is needed at each step?*

Diagrams, charts, or figures, and even a project management plan can be helpful ways to showcase the timeline in a clear and easy way.