

Appendix J

Dissemination Tool

1. Think about the project findings and practice change initiative. What is the most important information you need to convey?		
2. Align key messages with audiences.		
Audience	Key Message	Communication Method
Interdisciplinary stakeholders		
Organizational leadership		
Departmental leadership		
Frontline staff		
External community (publications, posters, and presentations)		
3. Review examples below to identify appropriate communication methods.		
<ul style="list-style-type: none"> • Written publication • Online program • External conference • Podium presentation • Poster presentation • Social media blast • Internal meeting/in-service • Audio/video content • Others: 		

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Directions for Use of the Dissemination Tool

Purpose

This form is useful at various points in the EBP project process. It is usually completed toward the end of the project, when findings are known and efforts have produced a product, tool, program, or policy.

Align key message with audience

Think about the project findings. What has the project effort accomplished? What products, policy changes, or outcomes can you report? Identify the end users—who is your audience? Your audience may be individuals, organizations, or networks who might have an interest in the project outcomes.

Communication method

This is the communication plan, and it can occur on many levels. Think about reaching the varied audiences using a multitude of methods. These can include, but are not limited to, written text, audio / visual content, online programs, and poster presentations.