Dissemination is a critical component of [Embedded Research Translation](https://laserpulse.org/embedded-research-translation/) that begins prior to project onset as “an active approach of spreading evidence-based information to the target audience via determined channels using planned strategies” (Rabin & Brownson, 2017). Generally, most projects will think of dissemination as an end-of-grant activity. While many dissemination activities do occur after data analysis and report writing phases, this work is greatly aided by foresight and planning from the beginning stages of project development. Dissemination tactics that inform the earliest project stage can inform subsequent stages of implementation and may aid in sustainment. Strategies elaborated on below will enable your project to effectively deliver solutions to the right actors in development toward eventual scale and wider application of your development solution. Use this tool in collaboration with your partners to determine critical dissemination activities and approaches at an early stage. Reassess this template with partners to guide you as you begin your dissemination activities.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Project Title: | | | | | | |
| Project Partners: | | | | | | |
| Early Stage | | | | | | |
| The focus of the Early Stage is to engage and plan with partners (substantial involvement in the project) and key stakeholders (contribute to and/or benefit from the project) in the form of advocacy organizations, public service organizations, private sector representatives, donors, government entities, or even fellow researchers. Before the project’s start, clearly define what roles partners play in dissemination and outline how to get stakeholders involved. Key aspects include partner and stakeholder mapping, identifying their needs, and clarifying resources needed to disseminate work upon project completion. | | | | | | |
| In which of the following dissemination steps do your partners play roles? | | | | | | |
| * Stakeholder Engagement | | Partner(s) responsible: | | | | |
| * Networking & External Event Attendance | | Partner(s) responsible: | | | | |
| * Event Planning | | Partner(s) responsible: | | | | |
| * Content Creation for Products | | Partner(s) responsible: | | | | |
| * Policy Advocacy (if applicable) | | Partner(s) responsible: | | | | |
| * Dissemination of Results and Products | | Partner(s) responsible: | | | | |
| What is your overall goal for dissemination? Potential goals include influencing policy, changing practice, improving well-being, promoting interest, and eliciting feedback. Include objectives as applicable. | | | | | | |
| Have you conducted a [stakeholder analysis](https://laserpulse.org/wp-content/uploads/2021/10/ERT_Stakeholder_Analysis_2020.pdf)? Consider who has interest or could benefit from your findings. | | * Yes * No | | | Notes/Next Steps: | |
| Identify three key stakeholders to engage throughout the project and during dissemination, and summarize your knowledge of their needs:   * Stakeholder 1: * Stakeholder 2: * Stakeholder 3: | | | | | | |
| Have you [documented a process](https://www.google.com/url?q=https://laserpulse.org/wp-content/uploads/2021/06/Stakeholder_Engagement_Plan.docx&sa=D&source=docs&ust=1635955981592000&usg=AOvVaw1_uVo7meUA69-GE1mRtye3) for engaging key stakeholders early on during ideation, research question formation, and data collection? | | * Yes * No | Notes/Next Steps: | | | |
| If so, summarize engagement procedures for each key stakeholder. Note what format or medium for a research translation product would be most appropriate for each.   * Stakeholder 1: * Stakeholder 2: * Stakeholder 3: | | | | | | |
| What human and financial resources are necessary for the successful dissemination of this project? What steps can be taken now to ensure needed resources exist for dissemination? | | | | | | |
| Mid-Project | | | | | | |
| A focus of the Mid-Project Dissemination stage is to maintain engagement with partners and stakeholders for dissemination. Engage in the activities below and track progress to guide the process by which you continue to engage stakeholders toward effectively disseminating research results. For more in-depth considerations of collaborative process and translation product, please see the [Research Translation Implementation Planning Template](https://laserpulse.org/wp-content/uploads/2021/08/Research_Translation_Implementation_Planning_Template_1.docx). | | | | | | |
| Are stakeholders engaged in the project? If not, re-engage to make them feel ownership in the project. Consider workshops, focus groups, surveys, meetings, etc. to engage stakeholders and refine dissemination plan and products. | | * Yes * No | Notes/Next Steps: | | | |
| Have priorities or context changed for stakeholders? | | * Yes * No | Notes/Next Steps: | | | |
| If so, summarize the changed priorities or context for each key stakeholder:   * Stakeholder 1: * Stakeholder 2: * Stakeholder 3: | | | | | | |
| Have new stakeholders emerged since beginning the project that you should engage? | | * Yes * No | Notes/Next Steps: | | | |
| If so, summarize engagement procedures for each new key stakeholder:   * Stakeholder 1: * Stakeholder 2: * Stakeholder 3: | | | | | | |
| Based on new priorities, context, or stakeholders, do you need to make changes to intended research translation products?   * Product 1: * Product 2: * Product 3: | | | | | | |
| Project’s End | | | | | | |
| Approaching Project’s End, the team should finalize analyses, consider implications of research findings with partners and stakeholders, develop research translation products, and conduct final dissemination activities. Consider how best to disseminate to target audiences, which can derive from key stakeholders or include external groups to influence. Potential research translation products include briefs, trainings, manuals, gadgets, and educational materials to create change. Note that products must be shared through a channel applicable to your audience. Complete this section to ensure intended products are appropriate for audiences and will maximize impact. Consider conducting additional activities after the formal conclusion of your project to keep momentum going. | | | | | | |
| What knowledge do you want to mobilize? What are the main messages you want to share? List specific audiences to receive messages as appropriate.   * Message 1: * Message 2: * Message 3: | | | | | | |
| Have key stakeholders received an opportunity to provide feedback toward interpreting results, framing recommendations, and developing translation products? Do they agree your key messages are meaningful? If not, consider additional means for feedback and revise messages. | | * Yes * No | Notes/Next Steps: | | | |
| What action do you expect each audience to take upon receipt of or in reaction to the products you develop? Check to make sure the audience will have sufficient knowledge and understanding to take said action.   * Audience 1: * Audience 2: * Audience 3: | | | | | | |
| What methods will be used to share products? Consider meetings, conferences, presentations, phone calls, webinars, e-mails, working groups, communities of practice, etc. Be specific about methods and timeframes. | | | | | | |
| Audience 1: | Product(s): | | | | | Dissemination Method(s): |
| Audience 2: | Product(s): | | | | | Dissemination Method(s): |
| Audience 3: | Product(s): | | | | | Dissemination Method(s): |
| Do you have a research liaison or project champion to facilitate additional opportunities or continue advocating for your work? | * Yes * No | | | Notes/Next Steps: | | |
| What avenues exist to increase awareness or apply findings more widely? Consider post-project events and opportunities to explore replication or scale through networks, working groups, associations, listservs, or individual meetings. | | | | | | |

