

# Dissemination Planning Template

Consider the following questions and prompts to determine the best approach for scaling your program/innovation.

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## Scaling goal:

- What is the ultimate goal/purpose for scaling your program?

## Readiness:

- What evidence of impact exists for your program?
- What are your program's core components (content, implementation, and pedagogy)? How easily transferrable are these core components to new settings?
- What internal capacity, resources and energy do you have to undertake scaling?

If your program is not ready for scaling, what additional steps need to be taken (i.e., refine the program, take steps to position your organization for scaling, or find a partner who can compensate for your gaps)?

## Receptivity:

- Will the program be well received in new communities?
- Will the program be easily understood?
- Will the program align with local values?
- Is the program adaptable for local control?
- Are new users willing to invest time, energy and resources towards implementation?

## Resources:

- What resources are needed to bring your program to scale (staffing, infrastructure)?
- What resources can be generated by scaling your program (grant funding, product sales, network membership, licensing, training)?

## Risks:

- What are the risks of incorrect implementation for new users?
- What are the risks of incorrect implementation to your organization or brand?

## Returns:

- How can you reach the most people, most effectively?
- What are the benefits to your organization and brand?

## Scaling approach:

- Based on your answers to the questions above, which scaling approach is right for your program?
- Branching/affiliation approaches are preferable when receptivity is low, risks associated with incorrect implementation are high, returns from central coordination are high, and resources for central coordination are available.
- Looser dissemination approaches are preferable when receptivity is high, risks of incorrect implementation are low, return from central coordination is low, and resources are less available.

*Adapted from: Dees, G., and Anderson, B.B. (2004). Scaling social impact. Stanford Social Innovation Review.*

Developed by ETR for FYSB's [Finalizing & Packaging Your Curriculum](#) Webinar | page 1 of 2



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Use the following prompts to develop your dissemination plan.

## Disseminate Research Findings

Things to consider:

- Is research ready for dissemination?
- How strong is the evidence on your research findings? How generalizable are your findings?
- What are the core components of your program?
- What additional research would be needed before bringing your program to scale?
- Which dissemination channels will you use?

## Identify End-Users

Things to consider:

- Who are potential end-users of your product?
- How receptive are they to your program?
- What level of instruction/detail is needed in the program package?
- What barriers might your end users face when implementing your program?
- What adaptations might be needed for these users?

## Curriculum Design and Marketing

Things to consider:

- FYSB requirement for “implementation-ready” components for program packaging
- Principles of social marketing – product, place, price, promotion

## Identify Dissemination Partners

Things to consider:

- Who do you need to help bring your program to scale?
- Curriculum Design? Marketing? Publishing? Sales/Distribution? Training and Technical Assistance? Fidelity Monitoring? Quality Assurance?
- What level of involvement will you need from these partners?
- What partnership agreements need to be in place?

## Develop a Dissemination Plan

- Summarize scaling approach and organizational capacity.
- Describe action steps needed, who will be responsible, timeframe, resources available, and resources needed for each component of the plan.
- Components include: dissemination of research, curriculum design, marketing, publishing, sales/distribution, training and technical assistance, fidelity monitoring, and quality assurance

*Adapted from:* Dissemination Planning Tool: Exhibit A: Volume 4. Programs, Tools, and Products. December 2006.  
Agency for Healthcare Research and Quality, Rockville, MD.

<http://www.ahrq.gov/professionals/quality-patient-safety/patient-safety-resources/resources/advances-in-patient-safety/vol4/planningtool.html>

