

Dissemination Plan Framework Template

Workplan Objective/Activity Description

Due August 31, 2025 (new deadline)

- Activity 3.1.i, KOHA
Identify Success Stories and document them in an engaging format such as a Photovoice to share with local programs, policymakers, partners, and the public to help sustain program efforts.
(B) Dissemination Plan
- Activity 3.2.j, Key Partners
Identify Success Stories and document them in an engaging format such as a Photovoice to share with local programs, policymakers, partners, and the public to help sustain program efforts.
(B) Dissemination Plan
- Activity 4.2.f, SSB
Identify Success Stories and document them in an engaging format such as a Photovoice to share with local programs, policymakers, partners, and the public to help sustain program efforts.
(B) Dissemination Plan

Due June 30, 2026

- Activity 2.4, Fluoride
Identify Success Stories and document them in an engaging format such as a Photovoice to share with local programs, policymakers, partners, and the public to help sustain program efforts.
(B) Dissemination Plan
- Activity 6.4.c, Oral Healthcare Coordination
Identify Success Stories and document them in an engaging format such as a Photovoice to share with local programs, policymakers, partners, and the public to help sustain program efforts.
(B) Dissemination Plan

For your convenience we have added instructions for related objectives due later. These objectives may be incorporated to the plan when they are due.

Resources

1. [Dissemination as Dialogue: Building Trust and Sharing Research Findings Through Community Engagement](#)
2. [Dissemination Planning Tool](#)
3. [Section 4: Media Standards and Policies | Agency for Healthcare Research and Quality](#)
4. [Social Media | Diabetes | CDC](#)

Domain	Activities	Work plan			
		Approach	Timeframe	Responsibility	Budget
Planning and Strategy					
1. Dissemination Purpose	What is the goal or objective of the dissemination plan? What do you wish to achieve?	e.g., agenda item at face-to-face meeting of guideline development group	By the end of the development process (e.g., 1-2 months)	Project manager	
2. Key audience (Primary, Secondary)	Identify your intended audience i.e.: <ul style="list-style-type: none"> • health professionals • the public • local health authorities • partners • community • policy makers 				
3. Key messages	What are the main messages you want to share?				

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4. Sensitivities	Considering the needs, expectations, and concerns of those affected by or involved in the plan.				
Selecting Channels and Materials					
5. Dissemination Methods	<p>Consider options available to you i.e.:</p> <ul style="list-style-type: none"> • Print • Digital (radio, TV, social media) • LOHP Webpage/newsletter • Events (workshops, campaign launch, sponsorships) • Social media 				

Implementing the Strategy					
6. Implementation Considerations	<ul style="list-style-type: none"> • Will you have an official launch event? • Do you have a media strategy to address sensitive issues that may be raised by journalists or lobby groups? This could form part of a risk management plan. • Do you have partnerships with organizations to promote the material? • Is the material accessible to people with special needs such as hearing or vision impaired community members? 				
Assessing Effectiveness and Refining the Program					
8. Evaluation Plan	Track how the message is shared and disseminated for example:				

	<ul style="list-style-type: none"> • Conduct a survey to gauge the audience's familiarity with the message. • Analyze the overall impact of the dissemination process i.e. success stories. • Analyze website performance through usage logs or gather feedback on training sessions using participant evaluation questionnaires • Gather feedback from community partners regarding the effectiveness • Identify the cost of effective strategies if possible 				
<p>9. Refining the Dissemination or Communication Strategy</p>	<ul style="list-style-type: none"> • Develop a process to revise your guidelines and communication strategy based on insights gained from evaluation results. 				