Dissemination Plan

Workplan Objective/Activity Description

Due by 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 by 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.

Deliverable Instructions

To streamline efforts, Office of Oral Health (OOH) has determined these objectives can be integrated into **a single, comprehensive dissemination plan**.

This document describes the dissemination planning process and provides links to resources that guide you through the phases of dissemination.

Dissemination refers to the process of sharing findings with partners and wider audiences. Dissemination is essential for acceptance, use, and knowledge, and crucial for the long-term success and sustainability of the California Oral Health Plan 2018-2028.

The Moving California Oral Health Forward 2022-2027 Workplan contains five activities that require identifying success stories and documenting them in an engaging format such as a Photovoice to share with local programs, policymakers, partners, and the general public to help sustain program efforts.

The following process is a broad outline of dissemination planning applicable to multiple topics. The dissemination plans can be tailored per topic.

Dissemination Planning

To maximize the impact and utilization of project outcomes, LOHPs should develop a dissemination plan that outlines how results will be shared with partners, relevant institutions, organizations, and individuals. A thorough dissemination plan will specifically detail:
- Why - the purpose of dissemination
- What - the message to be disseminated
- To whom - the audience
- How - the method
- When - the timeline

The dissemination plan ensures that outcomes are effectively shared with individuals and groups who can apply the findings in practice or decision-making. By showcasing successes and insights, you enable others to learn from and benefit from your work. Engaging your advisory committee for guidance on dissemination strategies can further enhance the plan's reach and impact.

Partner Analysis

The dissemination strategy should be tailored to align with the interests, needs, and preferences of partners. These partners, defined as those invested in or affected by the project, are identified, grouped, and evaluated through partner analysis based on their level of interest and their significance to the project's success and distribution.

Key partners may include but not limited to:
- community-based programs
- school administrators and staff
- advisory committees
- primary care physicians
- dental and other healthcare providers
- policymakers

- community members

Key Elements of a Dissemination Plan

A comprehensive dissemination plan should cover the following key elements:

- Purpose: define the objectives of the outreach effort
- Audience: Identify the target groups for the outreach
- Messages: Specify the key information to be communicated
- Methods: Determine the strategies and channels for delivering the messages
- Timing: Establish a timeline for the outreach activities
- Evaluation: Outline the process for assessing the effectiveness of the dissemination effort

Purpose

Every dissemination plan should serve a clear purpose, directly supporting or enhancing project development. Its objectives may:

- Raising awareness: Sharing information about your activities with a wider audience
- Informing: Educating the community about key aspects of your work
- Engaging: Gathering input and feedback from partners
- Promoting: Showcasing your outputs and results effectively
- Encouraging: Building new collaborative partnerships to expand impact

Clearly defining the purpose of the project's dissemination plan serves as the foundation for determining the target audience, crafting the key message, selecting effective methods, and establishing the timeline for communication efforts. This initial step ensures that subsequent dissemination activities are aligned and impactful.

Audience

Define your audience by determining who you aim to reach and how they can contribute to your project's success. This involves identifying individuals, groups, and organizations with a vested interest in the project and its outcomes, and ensuring they are well-informed. Use the insights from your partner analysis to shape your audience, focusing on effective distribution and visibility to ensure that LOHPs gain the recognition they rightly deserve for their efforts and help to leverage funding opportunities to support program sustainability.

External Partners

Engage with individuals who will benefit directly from the project outcomes, alongside influential "opinion makers" like educators, organizations, community leaders, and journalists who can amplify the dissemination process. Share your findings broadly through avenues such as newsletter articles, presentations, or your LOHP webpage to reach audiences beyond the initially intended group.

Message

Once the dissemination's purpose and audience are established, craft key messages that are clear, concise, and easily understood. Use language suited to the audience, opting for

non-technical terms wherever possible. Tailor the content specifically to the recipients, thoughtfully considering what they need to know about the project. While the same message may be sent to different audiences, ensure its relevance to each group. The intended audience should leave with a clear understanding of any required actions upon receiving the message.

Messages May Be Repeated

To amplify impact, align and coordinate messages across various projects addressing the same subject. Reiterating key messages consistently over time strengthens their resonance and reinforces understanding among the intended audiences.

Messages Should Be Factually Correct

Communicate using straightforward, plain language while ensuring that the information provided is accurate and grounded. This approach enhances clarity and reliability, making it easier for audiences to engage and understand.

Methods/Channels

Choosing the right dissemination method ensures your message reaches the intended audience effectively. Traditional methods can serve as effective tools for disseminating information and showcasing project achievements, helping to maximize visibility and impact:

- Newsletters, flyers, and press releases
- Social media and websites
- Reports and Presentations

Additionally, unconventional approaches like workshops or online discussion lists can foster deeper engagement, especially when addressing conflicting or sensitive information. Gathering feedback from the community can also enhance the effectiveness, inclusivity, and trustworthiness of messages and methods, ensuring they resonate with the intended audience.

Timing/Timeline

When planning the dissemination, align activities with the project's progress and the audience's agenda. Early on, prioritize raising awareness, while later stages should emphasize achievements and deliverables. Additionally, factor in the time commitments and priorities of your intended audience and partners to maximize engagement and impact. Establishing a dissemination timeline ensures sustained and strategic efforts over time.

Evaluation of the Dissemination

Like all aspects of a project, dissemination activities may yield varying levels of success. To assess whether a dissemination strategy is effective, incorporate an evaluation component to measure its outcomes. For instance, analyze website performance through usage logs or gather feedback on training sessions using participant evaluation questionnaires. Leverage

the Dissemination Framework (see attachment) to guide the development of a comprehensive Dissemination Plan.

Resources

1. [PL 2023-02 Implementation Plan Instructions](#)
2. [Success Story Recipe](#)
3. [Success Stories Worksheet.docx](#)
4. [COHTAC Share & Learn: The Nuts and Bolts of Using Photovoice in Public Health](#)
5. [CDC Impact and Value: Telling Your Program Story (7042_DS1).pdf](#)