

# Data Dissemination

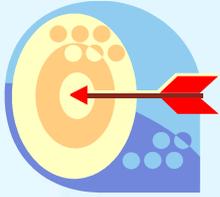
**Presenter's Name**

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# Learning Objective

At the end of the training, you will develop a plan to disseminate data. Specifically, you will:

- Describe the communication message
- Identify the target audience
- Select the communication channel to use
- Describe how the message will be marketed



# Lesson Overview

- Importance of data dissemination
- What is your role in data disseminations
- Key components to data dissemination



# IMPORTANCE OF DATA DISSEMINATION

# What is Dissemination?

“The process of communicating information through defined channels and media in order to reach various target groups (e.g., national policymakers, researchers, health professionals, or consumers)”



Dissemination of Physical Activity Evidence, Programs, Policies, and Surveillance in the International Public Health Arena. A. Bauman, D. Nelson, M. Pratt, V. Matsudo, S. Schoeppe

# What is your role in data dissemination?



# Purpose of Data Dissemination

- Elicit immediate action
- Promote behavior change
- Share new information or insights
- Solicit support or participation
- Educate about recent findings or accomplishments
- Document magnitude of health problem
- Justify program activities
- Prepare for an upcoming intervention or program



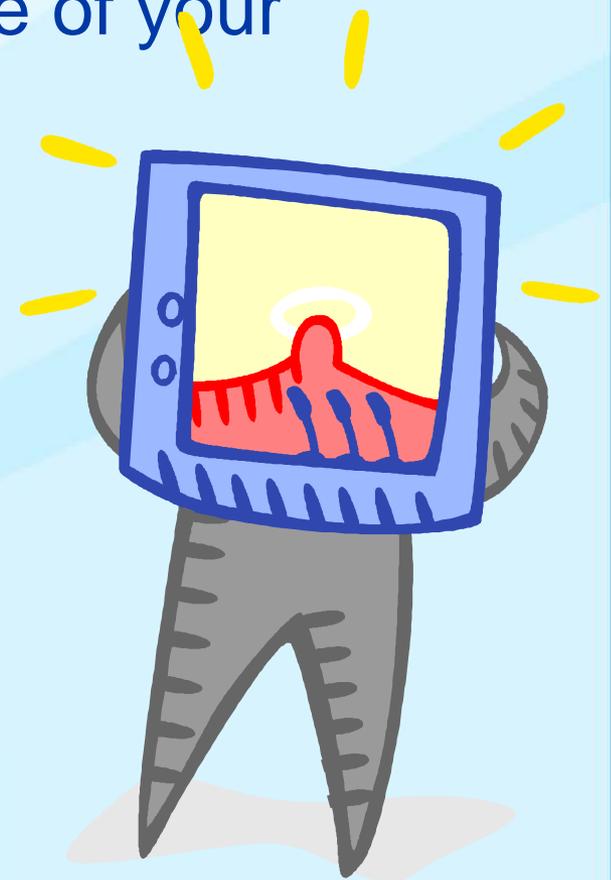
# KEY COMPONENTS OF DATA DISSEMINATION

# Key Components of Disseminating Data

- Establish communications message
- Define the audience
- Select the communication channel
- Market the message
- Evaluate the impact

# Establish Communications Message

- What is the objective or purpose of your message?
- Elicit action?
- Promote behavior change?
- Solicit support?
- What should be said?



# Define the Audience

- The target audience is the group that you hope will both understand and use your information.
- Determine general information about them, such as gender, approximate age, education level.
- Think about what is important to them, what are their beliefs, and what do they fear.

# Who is the Audience?

## Technical

- Doctors
- Nurses
- Epidemiologists
- Public health specialists



## Non-Technical

- Media
- Community Groups
- Politicians



# Technical vs. Non-Technical Audiences

## Technical/Scientific

- Interested in the details
- Academic vocabulary
- Trust numbers

## Non-Technical

- Interested in the main point(s)
- Simplified vocabulary
- Varied understanding of numeric information



# Select Communication Channel



# What is a Communication Channel?

A communications outlet to share public health messages with a desired audience.

Examples include:

- Radio
- TV
- Newspaper
- Magazine
- Internet: listservs, websites
- Billboards or public posters
- Flyers or handouts
- Announcements at public events
- Public lectures or speeches
- Social media
- Clothing

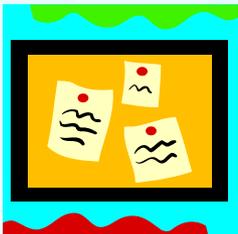
# Communication Channel: Characteristics

- Reach a wide audience
- Target a specific audience
- Efficiently use resources
- Quickly share information
- Get the attention of decision-makers



# Select A Communication Channel

- Familiarize yourself with communications options in the geographic area
- Think about the audience that a particular communication channel reaches
- Determine places where your target audience might gather
- Consider time and budget constraints



# Market the Message

- Focus the message by selecting relevant points and explaining who is affected.
- Present information so that it captures the audience's interest and focuses attention on the issue.
- Use graphics to effectively make your point.



# Writing a Summary Report

- Summarize main findings of surveillance data
- Provide target audience with an easy-to-read report
- Show trend data to convince audience that health issue is getting worse over time
- Use graphics to capture attention
- Be simple, clear and direct in your writing

# Developing a Fact Sheet

- Be clear about audience and their role
- Clearly state purpose of fact sheet up front
- Be concise and to the point
- Use one page only, if possible
- Use graphics or other visual images
- Consider a question and answer format

# Issue a News Release

- Increase interest of your public health topic
- Provide basic facts about the topic
- Help reporters decide whether to cover your topic



# Writing a News Release

- Short, clear, and concise
- Brief attention-grabbing headline
- Lead paragraph answers main questions
- Next paragraph(s) contain(s) supporting information
- Include contact information and date
- ### (centered) signals end of news release



# Cultural Sensitivity

- Tailor messages to each cultural or ethnic group or subgroup.
- Use terms that are familiar and comfortable to your audience.
- Use humor cautiously.
- Be aware that some words may have different meanings in other cultures.

# Evaluate the Impact

Focus an evaluation on:

- Whether surveillance information was communicated to those who needed to have it, and
- Whether the information had a beneficial effect on the problem(s) of interest.



# REVIEW



## Review: Questions 1-2

1. What are the 5 components of data dissemination?
2. Name at least 4 purposes for data dissemination.



## Review: Answers 1-2

1. What are the 5 components of data dissemination? *Establishing communications message, defining the audience, selecting the communication channel, marketing the message, evaluating the impact*
2. Name at least 4 purposes for data dissemination. *Elicit immediate action, Promote behavior change, Share new information or insights, Solicit support or participation*



## Review: Questions 3-4

3. Provide an example of a communications message.
4. What are two examples of target audiences who may need to hear nutrition surveillance results for adults ages 40 - 60?



## Review: Answers 3-4

3. Provide an example of a communications message. *Obesity is a health issue that affects adults and children; people with arthritis can reduce pain and physical limitations through daily exercise.*
4. What are two examples of target audiences who may need to hear nutrition surveillance results for adults ages 40 - 60? *Health care providers, policy makers, adults ages 40 - 60*



## Review: Questions 5-6

5. Name at least 4 communication channels.
6. What are some guidelines for selecting a communication channel?



## Review: Answers 5-6

5. Name at least 4 communication channels. *News release, speech, brochure, TV, poster, flyers, announcements at public events, social media*
  
6. What are some guidelines for selecting a communication channel? *Familiarize yourself with communication options in the geographic area; think about the audience that a particular communication channel reaches; determine places where your target audience might gather*



## Review: Questions 7-8

7. Name 4 things to keep in mind when writing a fact sheet.
8. Name 4 things to keep in mind when writing a news release.



## Review: Answers 7-8

1. Name 4 things to keep in mind when writing a fact sheet. *Be clear about audience and their role; clearly state purpose of fact sheet up front; be concise and to the point; use one page only, if possible; use graphics or other visual images*
2. Name 4 things to keep in mind when writing a news release. *Be clear and concise; use a brief attention-grabbing headline; the lead paragraph should answer the main questions; include contact information and date*

# Skill Assessment

1. You will work with your small group to answer questions about how to disseminate data.
2. Spend no more than 30 minutes on this exercise.
3. Be prepared to share your work with the rest of the class.



**Centers for Disease Control and Prevention (CDC). Data Dissemination. Atlanta, Georgia: Centers for Disease Control and Prevention (CDC); 2013.**

For more information please contact Centers for Disease Control and Prevention  
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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

