

PARTICIPANT GUIDE



Data Dissemination

Created: 2013



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

Table of Contents

INTRODUCTION TO NCD EPIDEMIOLOGY	3
LEARNING OBJECTIVES	3
ESTIMATED COMPLETION TIME	3
REFERENCES AND RESOURCES.....	3
MODULE CONTENT.....	4
SKILL ASSESSMENT	12

Introduction to NCD Epidemiology

LEARNING OBJECTIVES

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.

ESTIMATED COMPLETION TIME

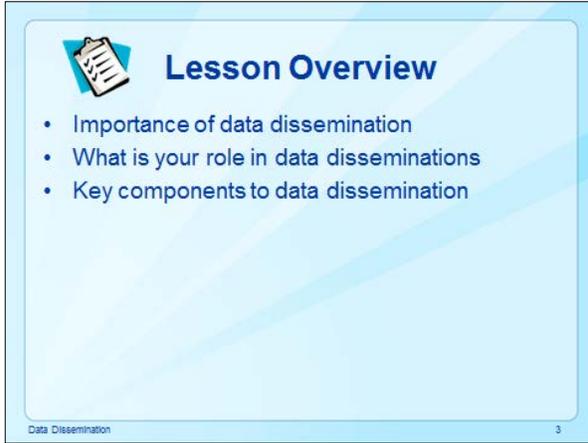
- 2 hours

REFERENCES AND RESOURCES

- Bauman A, Nelson D, Pratt M, Matsudo V, Schoeppe S. Dissemination of Physical Activity Evidence, Programs, Policies, and Surveillance in the International Public Health Arena. *Am J Prev Med* 2006;31(4S):S57–S65.
- American Public Health Association. Media Advocacy Manual. http://www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4D0C-A56C-C33DEC7F5A49/0/Media_Advocacy_Manual.pdf.
- MedlinePlus. How to Write Easy-to-Read Health Materials. <http://www.nlm.nih.gov/medlineplus/etr.html>.
- Hornik RC. Evaluation Design for Public Health Communication Programs. http://www.social-marketing.org/conference_readings/public_health_eval.pdf.
- American College of Emergency Physicians. How to Write a Press Release. <http://www.acep.org/advocacy.aspx?id=21772>.
- Pan American Health Organization. Tool 14: News Media Communication. http://new.paho.org/disasters/index.php?option=com_content&task=view&id=1053&Itemid=937.
- Churchill RE. Planning Public Health Communications, Distance Training Session. <http://www.uic.edu/sph/dua/Churchill/CommunicationsDUA3.htm>

MODULE CONTENT

Slide	Notes
-------	-------



Lesson Overview

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

Data Dissemination 3



IMPORTANCE OF DATA DISSEMINATION



Data Dissemination 4



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. Mitsuuo, S. Schoeppe

Data Dissemination 5

Slide

Notes

What is your role in data dissemination?



Data Dissemination 6

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

Data Dissemination 7

Data dissemination has many uses:

- Call for action
- Promoting health behavior
- Share new information with others
- Managing current health problems
- Review and evaluate program implementation



KEY COMPONENTS OF DATA DISSEMINATION

Data Dissemination 8

Slide

Notes

Key Components of Disseminating Data

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

Data Dissemination 9

Establish Communications Message

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



Data Dissemination 10

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.

Data Dissemination 11

Key Point: Always define the target audience

Slide

Notes

Who is the Audience?

Technical

- Doctors
- Nurses
- Epidemiologists
- Public health specialists

Non-Technical

- Media
- Community Groups
- Politicians



Data Dissemination

12

Key Point: What are the main differences between a technical and non-technical audience?

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



Data Dissemination

13

Select Communication Channel



Data Dissemination

14

Slide

Notes

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

Data Dissemination

15

Communication Channel: Characteristics

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



Data Dissemination

16

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



Data Dissemination

17

Slide

Notes

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.



Data Dissemination 18

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

Data Dissemination 19

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

Data Dissemination 20

Key Point: Fact sheets summarize data into easy-to-read and easy-to-understand bullets.

Slide

Notes

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



Data Dissemination 21

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

Data Dissemination 22



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.

Data Dissemination 23

Key Point: Use terms and phrases that the community is familiar with. Be prepared to further explain complex medical terminology to certain audiences.

Slide**Notes**

Evaluate the Impact

Focus an evaluation on:

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

Data Dissemination 24



REVIEW

Data Dissemination 25

Review Notes

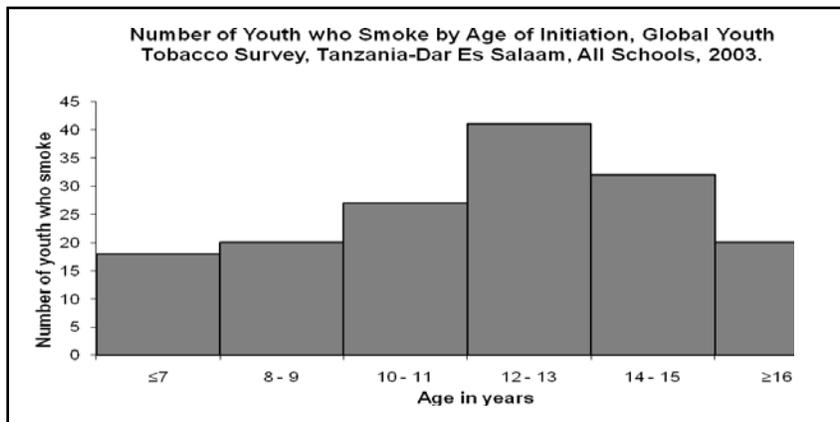
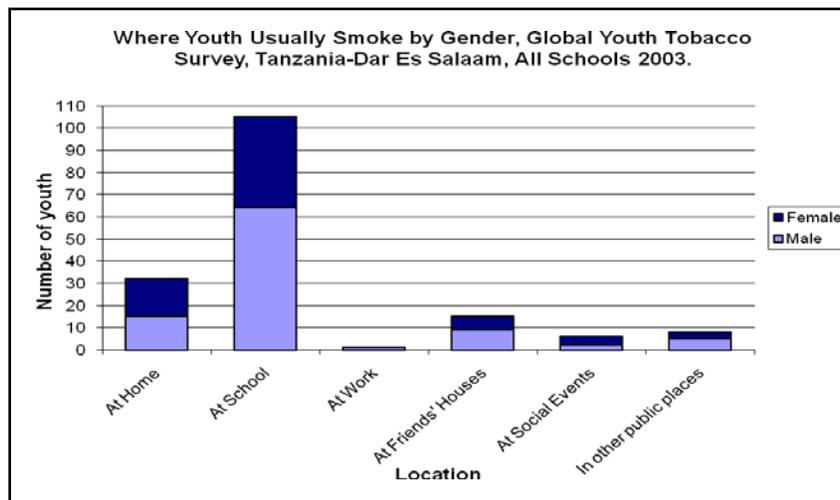
SKILL ASSESSMENT

Instructions:

1. Read the background information below and the results of a Global Youth Tobacco Survey. Work within your small groups to answer questions about disseminating the data to the appropriate target audience.
2. Spend no more than 30 minutes on this exercise.
3. Be prepared to share your responses with the rest of the class.

Background Information:

The following tables were developed in Excel based on data analyzed using Epi Info™.



1. Describe your communications message in the space below.
2. Describe the target audience to whom you will disseminate the data. Include gender, sex, and any other information you know about them including what you think is important to them, what their beliefs are, and what their fears are.
3. Identify the most effective communication channel for disseminating this information to the target audience.
4. How would you market the message to this target audience?

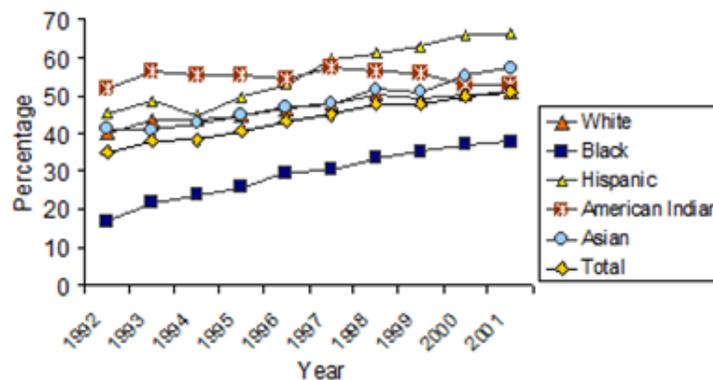
Appendix

Breastfeeding in Low-Income Infants in the United States*

Breastfeeding is an important contributor to infant health as it provides benefits for the infant's growth, immunity, and development. Breastfeeding improves maternal health and contributes economic benefits to the family, the healthcare system, and the workplace.

- Despite the many benefits of breastfeeding, the percent of low-income infant who are breastfed falls short of national recommendations.
- Interventions targeted to specific low-income populations are needed to increase the national breastfeeding rates.

Trends in the percent of low-income infants ever breastfed by race and ethnicity¹



Black infants are least likely to be breastfed compared to other groups.

¹ 2001 National PedNSS Data

- In 2001, 51% of PedNSS infants were ever breastfed compared to 38% of black infants; the *Healthy People 2010* objectives call for 75% of infants to be breastfed.
- In 2001, 21% of PedNSS children were breastfed for at least six months compared to 14% of black infants; the *Healthy People 2010* objectives call for 50% of children to be breastfed at least six months.
- National data from other sources indicate that 69.5% of infants are ever breastfed and 32.5% are breastfed at six months.

* Based on data from the Pediatric Nutrition Surveillance System (PedNSS) composed of a low-income population; the majority of data represents infants/children participating in the WIC Program.