

# Dissemination and Engagement Planning Checklist

Background: This checklist is based on the [Knowledge to Action \(K2A\) Framework](#) (2014), which provides guidance for translation of evidence-based programs, practices, or policies—broadly defined to include evidence-based communications, campaigns, guidelines, and other interventions and tools. K2A was developed by the CDC National Center for Chronic Disease Prevention and Health Promotion’s Work Group on Translation (WGOT). Part of the K2A Framework includes Dissemination and Engagement. This Checklist is abstracted from the K2A guidance and is intended to serve as an example of a tool that can assist PRCs in dissemination planning.

## Dissemination

A purposeful and facilitated process of distributing information and materials to organizations and individuals who can use them to improve health.

<p><b>Products</b> What products do you plan to disseminate (data on chronic disease prevalence and risk factors; intervention programs, practices, or policies; tools)? Are the products and supporting materials available in a format that is ready to apply/use?</p>	<p><b>Definitions/explanation:</b>  Audiences may serve different purposes as disseminators, decision makers, implementers, beneficiaries.</p>
<p><b>Goal</b> Does efficacy, effectiveness, or implementation of the study findings suggest that meaningful public health effects will result from disseminating the product? Are the goals consistent with the PRC FOA?</p>	<p><b>Primary Audience</b> – consists of those individuals that the program or intervention is designed to affect.</p>
<p><b>Reality Check</b> Can you or a designee support dissemination of this intervention? (Distinguish between dissemination, TA and training) If not, what else is needed (e.g., resources, training, technical assistance, other)? Yes/no/if</p>	<p><b>Secondary Audience</b> – this audience is the group or groups that can help reach or influence the primary audience.</p>
<p><b>Target Audience</b> Who is the audience that will help reach the primary audience? Are these <b>leverage points for action</b>?</p>	<p><b>Leverage Point</b> - group or groups <u>likely to act to help reach the primary audience</u>, that the program or intervention is designed to effect, because they are positioned to do so.</p>
<p><b>Action Desired</b> How do you want the audience (secondary audience) to distribute or implement the intervention or tool? If distributing directly to the primary audience, how do you want them to adopt the intervention?</p>	<p><b>Reach</b> – the number of people exposed to a specific message during a specific period of time.</p>
<p><b>Cultural Adaptation</b> Are materials culturally adapted or linguistically appropriate?</p>	
<p><b>Channels and Reach</b> What channels (vehicles), communication and marketing strategies will be used for each and what will their <b>reach</b> be?</p>	

### Dissemination Evaluation

<p><b>Evaluation</b> Were these considerations (listed above) successful?</p> <ul style="list-style-type: none"> <li>• Was the dissemination of the intervention <b>effective</b> according to the measures set or other unexpected measures?</li> <li>• Will the dissemination provide <b>efficiency</b> in having the biggest effect with the best reach?</li> </ul>	<p><b>Evaluation Measures</b> – customize for areas of consideration. Consider both quantitative and qualitative measures:</p> <ul style="list-style-type: none"> <li>• Goal -</li> <li>• Reality check -</li> <li>• Action -</li> <li>• Audience -</li> <li>• Adaptation -</li> <li>• Channels -</li> </ul>
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## Engagement

Involvement of those stakeholders and partners active participation and collaboration who can mobilize resources and influence systems to change policies, programs, and practices (evidence-based communications, campaigns, guidelines, and other interventions and tools).

	<b>Stakeholders</b> Which stakeholders and partners should help disseminate the translated intervention? Have you identified them by level of potential involvement?	Active involvement	Minimal active involvement	Passive involvement
	<b>Resources</b> What resources need to be mobilized for successful dissemination?	Funding	Training	Technical Assistance/Other
	<b>Leverage Point</b> Can the proposed stakeholders and partners mobilize resources to facilitate successful dissemination of the intervention or tool?	Partner 1 yes/no	Partner 2 yes/no	Partner 3 yes/no
	<b>Motivation</b> What are the stakeholders and partners motivations for engaging in the dissemination process?	Partner 1 yes/no	Partner 2 yes/no	Partner 3 yes/no
	<b>Translated and Aligned</b> Has the intervention or tool been translated and aligned with stakeholders and partners goals and values, and match the needs of the community?	Yes	No	Other
	<b>Leader Commitment</b> Are there leaders in the partner organization who are committed or engaged in the dissemination process?	Partner 1 yes/no	Partner 2 yes/no	Partner 3 yes/no
	<b>Broad based Support</b> Is there broad based support for dissemination of the intervention?	Yes	No	Other
	<b>Leverage Support</b> What steps are needed to leverage stakeholder and partner resources to assist in dissemination?	Step 1	Step 2	Step 3

### Evaluation

- Level of involvement of each group?
- What resources were used in the engagement process? (e.g., funding, training, technical assistance, other)
- Were the right people engaged in the effort and who else would have been helpful to engage?
- What did the stakeholders and partners provide (leverage or mobilize) as a result of engagement?
- Were there any barriers to dissemination?