

How we're thinking about dissemination

Three questions, in this order:

1. What exactly are the **Things** “knowledge and findings” we should disseminate? (make a list!)
2. For each Thing, **Who** is it we should disseminate that Thing to? (make another list!)
3. For each Thing-Who combo, **How** are we mostly likely to get the Thing in front of the Who? (make so many lists!
Brainstorm with others and then ➡PRIORITIZE⬅)

Partial high-level dissemination plan

Q2. Disseminate to whom?				
Researchers, data analysts, info tech				
Local data intermediaries, interested funders				
Practitioners, policy makers, elected officials				
Our local partners and community, funders, other communities, policy makers				
Q3. Disseminate how?				
Journal Articles, Technical Conferences				
National Neighborhood Indicators Partnership (NNIP)				
Practice and Professional Conferences				
Website, Social Media, Newsletter, Local Media				
Q1. Disseminate what?	Methods			
	User-Centered Design	Journal: <i>Persp in HIM</i>		
	SSA development	Journal: <i>Health & Place?</i>	Quarterly Showcase	
	Data processing		Quarterly Showcase	
	Evaluation & perf. imprvmt.	Conf: TX Evaluation Network	Partner newsletter	
	Data literacy training		Cross-site project?	
	Community engagement		Partner mtg pres.	Conf: APHA?
	Building local data capacity	Journal: <i>SSIR?</i>	Partner mtg pres.	Conf: NACCHO
	Results & case-making			
	It works		Kingsley Impact Award?	Evaluation results
	It's sustainable	Strategies & metrics		Usage stats, video testimonials
	You need this		Strategies & metrics	
	Fund us, please		"What you can do" stories	"What you can do" stories
				Performance metrics

Three purpose-built dissemination tools

Q2. Disseminate to whom?		Communities wanting to replicate part or all of our work	Our local partners and community, funders	Pretty much everybody: our local partners and community, funders, other communities, policy makers
Q3. Disseminate how?		The DIY Toolkit	OMH Progress Dashboard	Interactive Logic Model
Q1. Disseminate what?	Methods			
	User-Centered Design	✓		✓
	SSA development	✓		✓
	Data processing	✓		✓
	Evaluation & perf. imprvmt.	✓		✓
	Data literacy training	✓		✓
	Community engagement	✓		✓
	Building local data capacity	✓		✓
	Results & case-making			
	This works		✓	✓
	It's sustainable			✓
	You so need it		✓	✓
	Fund us, please		✓	✓