

Data Dissemination for Mobilizing your Stakeholders



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.

Global Tobacco Control Branch Office on Smoking and Health



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Outline

- Define data dissemination
- Review key components of data dissemination
- Develop your dissemination plan
- Define parameters of mobilization?
- Mobilize partners and stakeholders



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Data Dissemination



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Data Dissemination

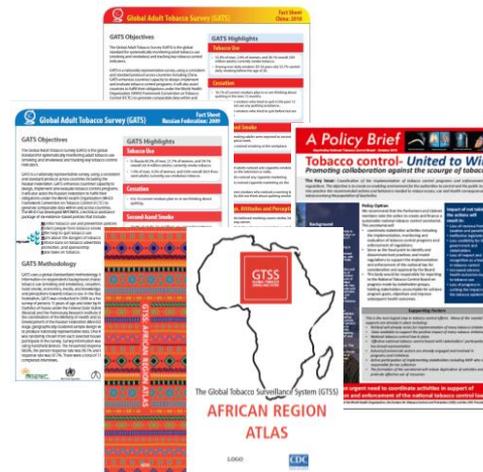
“The process of communicating information (research, guidelines) through defined channels (media, websites, journals, conferences, word of mouth, press) in order to reach various target groups (decision makers, researchers, health professionals, or consumers)”

Data Dissemination

Before



After



Key Components of Data Dissemination

1. Establish Your Message
2. Define Target Audience
3. Select Communication Channel
4. Market the Message
5. Evaluate the Impact



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1. Establish Your Message

What is the purpose of your message?

- Call for action
- Raise awareness
- Promote behavior change in a population
- Ask for support
- Inform a program



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2. Define your Audience

Primary target audience

- Who needs the information
- Understand the target audience
- Craft/adapt the messages
- Technical vs non-technical

Influencers and dissemination partners

- Who will amplify the message
- Individuals, organizations, networks that help you reach your end users
- Different from target audience



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3. Select Communication Channel

Communication Channel: An outlet to share your messages with the audience

Tips:

- Determine places where your target audience might gather
- Consider time and budget constraints



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Communication Channels

An outlet to share messages with your audience:

Materials:

- Fact Sheet
- Report
- Informational or Persuasive Brief
- Scientific Article
- PowerPoint Presentation
- Infographic or Visual Representation

Outlets:

- Social Media
- Media Campaign
 - (Radio, TV, Newspaper, Magazine, Internet, etc.)
- Press Release
- Public Lecture/Speech
- Conference
- Publication (peer-review journal)



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4. Market the Message

Marketing considerations:

- Focused message
- Impactful Presentation
- Simple, clear, and direct messages
- Avoid jargon
- Use graphics and pictures
- Present a solution



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5. Evaluate the Impact

Focus an evaluation on:

- Were the data communicated to those who needed it? How many end users did it reach?
 - Surveys or interviews
 - Web analytics (# of downloads, page views, dates)
 - Social media analytics (likes, shares, retweets, who is retweeting/sharing your message)
 - Partner activity
- How did the information affect the outcome?
 - Document: Actual change in a program or policy
 - Change in behavior
 - Increased awareness of the problem



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Considerations for Data Dissemination

- Consider reading level, cultural background, age group
- Bring members of your audience into early planning stages: Form a committee
- Written materials: Keep within a range of about a 7th or 8th grade reading level.



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Sample Dissemination Plan

Product/Material	Target date	Primary Audience	Partners	Notes
Presentations				
Presentation to Minister of Health				
Presentation at a physician's conference				
Press conference				
Written products				
Published article				
"Dear colleague" letter				
Fact sheet for decision makers				
Online				
Twitter/facebook messages				



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Mobilization



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Mobilization

Mobilization is one of the 10 essential public health services:

“Mobilize community partnerships to identify and solve health problems”

Mobilization First Steps

Why do I want to bring people together?

Who should be represented?

Who are the potential audience (primary audience or dissemination partners in my community)?

Who needs to use the data, and what questions are they seeking to answer?

Who has influence and resources that can be brought to bear to aid this project?

Who will support our plan? Who will oppose it? Why? How do we deal with it?

What each of these individuals contribute to the process?



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Mobilization Process

1. Form groups or committees
2. Assign roles and responsibilities
3. Identify dynamics among stakeholders
4. Set the optimum stakeholder group
5. Create an engagement plan
6. Track stakeholder engagement



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Who Should Be Represented?

ACTIVITY: Brainstorming key partners and stakeholders for mobilization



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In Summary

Data dissemination is a process:

- Communicating information
- Defined channels
- Reach various target groups

Mobilization

- Who are your stakeholders?
- Roles and responsibilities
- Create a plan and track engagement



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