

**1. Think about the project findings and practice change initiative. What is the most important information you need to convey?**

**2. Align key messages with audiences.**

<i>Audience</i>	<i>Key Message</i>	<i>Communication Method</i>
Interdisciplinary stakeholders		
Organizational leadership		
Departmental leadership		
Frontline staff		
External community (publications, posters, and presentations)		

**3. Review examples below to identify appropriate communication methods.**

- |   |  |
|---|--|
| <input type="checkbox"/> Written publication<br><input type="checkbox"/> External conference<br><input type="checkbox"/> Poster presentation<br><input type="checkbox"/> Internal meeting / inservice<br><input type="checkbox"/> Audio / video content | <input type="checkbox"/> Online program<br><input type="checkbox"/> Podium presentation<br><input type="checkbox"/> Social media blast<br><input type="checkbox"/> Others: _____ |
|---|--|

## **Directions for Use of the Dissemination Tool**

### **Purpose**

This form is useful at various points in the EBP project process. It is usually completed toward the end of the project, when findings are known and efforts have produced a product, tool, program, or policy.

### **Align key message with audience**

Think about the project findings. What has the project effort accomplished? What products, policy changes, or outcomes can you report? Identify the end users—who is your audience? Your audience may be individuals, organizations, or networks who might have an interest in the project outcomes.

### **Communication method**

This is the communication plan, and it can occur on many levels. Think about reaching the varied audiences using a multitude of methods. These can include, but are not limited to, written text, audio / visual content, online programs, and poster presentations.