Heart Health Resource Centre
Centre de ressources - Coeur en santé
ONTARIO PUBLIC HEALTH ASSOCIATION
L'ASSOCIATION POUR LA SANTÉ PUBLIQUE DE L'ONTARIO

A FRAMEWORK FOR ENHANCING THE DISSEMINATION OF BEST PRACTICES

COMPONENTS	KNOWLEDGE **DEVELOPMENT**	KNOWLEDGE **TRANSMISSION**	KNOWLEDGE **UPTAKE/DEVELOPMENT**
TARGET GROUP	KNOWLEDGE DEVELOPERS → KNOWLEDGE BROKERS → ADOPTERS INPUT & FEEDBACK		
OUTPUTS PRODUCT	EVIDENCE-BASED RESULTS TAILORED TO AUDIENCE(S)	STRATEGIC DISSEMINATION PLAN TAILORED TO AUDIENCE(S) FOR EACH RESOURCE	IMPLEMENTATION PLANS THAT INCLUDE THE EVIDENCE-BASED APPROACHES
KEY CHARACTERISTICS	**SOURCE** • source seen as credible to broker & adopter • someone from the research team is available to the adopter for support needs • work closely with brokers/adopters to understand & account for adopter needs in developing the research agenda, project, focus • on-going familiarity/relationship with adopter • an appropriate research design used that is based on evolving standards of evidence in applied health promotion research	**SOURCE** • trusted as a credible source by adopter • trusted with the knowledge by the developer • knows the relevant needs & context of the adopter • support tailored sharing of information within formal & informal communities of practice • dissemination plan established	**SOURCE** • adopter is exposed to the availability of the information through a variety of sources • opinion leaders promote the information • incentives relative to the adopter have been provided • information available at low or no financial cost to the adopter
	INFORMATION • content & timing relevant to the adopter • addresses the relative advantage of the best practice for the adopter as compared to previous practices • strong evidence included to support the content • content is framed in terms appropriate to adopter • amount, type & format of information is tailored for specific adopters • accessible in a variety of formats & locations • identify success indicators & essential principles of programs that should be preserved • what is NOT known is included in the information • summaries of research are included & tailored • the assessment criteria & process used to establish best practices are included • integrates feedback from broker & adopter • results are compared to other findings & literature, and implications for adopters are discussed • the level of evidence used in the research is shared	**INFORMATION** • material released & promoted when relevant to adopter • information shared in multiple accessible formats & channels • dissemination format & channels tailored to the needs of the adopter • products are marketed to the potential adopter using messages & channels specific to the adopter • stories are included of how relevant others have used this • include hypertext links in summary to get to relevant section • information is packaged in manageable chunks for adopters • integrates feedback from adopter • synthesizes knowledge in a relevant form for adopter • include relevant analogies, examples & experiences in disseminating to specific adopters • sections of a larger report are disseminated selectively • include advice on necessary conditions for effective implementation (e.g., complementary strategies that should be in place, involvement of particular sectors)	**INFORMATION** • content positioned with a tailored relative advantage to adopter • content is presented in an easy-to-understand format such that complexities are reduced • lessons learned include what didn't work well • evidence of the effects of the initiative are relative to the adopter • implementation details are available • available in both paper and electronic means • information shared over time consistently uses the same naming or coding convention
	INTERACTIVE PROCESS • funders of knowledge development provide incentives to take an adopter-friendly approach • research questions shaped by information needs of potential adopters • interaction with potential adopters occurs early enough in the process to influence the research questions and methods	**INTERACTIVE PROCESS** • encourages discussion of the best practices within formal and informal communities of practice • support adopters in tailored ways that engage them in analyzing & applying the content of the best practices • dissemination methods consider a mix of media, events & interpersonal approaches • continually monitor the information needs of the adopters and search for best practices that address these needs • provides an on-going, reciprocal link between adopters and knowledge developers • adopter & developer involved in establishing the dissemination strategy	**INTERACTIVE PROCESS** • there is an opportunity for adopters to observe people like themselves working with the information • there is an opportunity for the adopter to sample the material (e.g., executive summary) • opinion leaders to the adopters promote the benefits & opportunities associated with the information • adopters can access developers & brokers relatively easily for additional information if necessary • a relationship develops between adopters, brokers & developers that increases likelihood of adoption over time • collateral supports are available locally or regionally • a "guided tour" or orientation is provided for the adopter
	CONTEXT FOR USE • relevant to the learning needs of the adopter • research is relevant to emerging and predicted needs within the field of applied health promotion research	**CONTEXT FOR USE** • aware of pending release of information so strategic plans for dissemination & resources allocated • partners identified for dissemination of a given document & strategy linked to their networks • complement or collaborate on dissemination strategies underway for a given resource	**CONTEXT FOR USE** • there is an internal champion(s) who acts as a broker within the community, partnership, organization • there is an actual need for the information at this time or predicted in the near future • there is capacity within the adopter to implement the information (i.e., time, expertise) • there is a readiness within the adopter to accept new approaches; a high value for practical & scientific knowledge • the information is received within a useful timeframe for the adopter (i.e., during annual planning times) • there are other potential & existing partners who will see the information as viable and relevant • there is a clear link to the information & the adopter's mandate • the adopter's organization is generally receptive to new ideas • there are regular intervals during which new ideas are more likely to be well-received (e.g., planning) • there is an understanding of the nature of health promotion research & its application to their work • the necessary partners required for effective implementation are available • the resources necessary to implement the program effectively can be garnered
OBJECTIVES PROCESS	1. Conduct research that is relevant to adopters. 2. Ensure accurate understanding of potential adopter's information needs & preferred formats. 3. Include resources for effective dissemination in research funding proposals.	1. Information is distributed directly to intended audience(s), following any necessary translation. 2. Resources are allocated to effectively disseminate information. 3. Corollary supports are identified to enhance uptake (e.g., training, consultation).	1. Information received is considered for use by program decision-makers. 2. Potential adopters access corollary supports provided by the developer and/or broker, as needed. 3. Adopters make information needs known to developers.
OUTCOME	1. Research summaries are written with the information needs of potential adopters in mind. 2. Research that is relevant to adopters is available in a timely & accessible fashion.	1. Key information is strategically disseminated to the intended audiences using methods & formats that meet adopter needs. 2. Active, effective dissemination is seen as a core business area for disseminator organizations.	1. Adopters integrate principles & programs of best practice into all of their diabetes initiatives. 2. Programs implemented are successful, thus increasing likelihood that information from same sources are adopted in the future.
INTERMEDIATE GOALS	1. RELATIONSHIPS ARE DEVELOPED BETWEEN KNOWLEDGE DEVELOPERS, BROKERS AND ADOPTERS THAT FACILITATE AN ONGOING EXCHANGE OF IDEAS & INFORMATION. 2. DISSEMINATION OF BEST PRACTICES IS PLANNED STRATEGICALLY WITH ADEQUATE RESOURCES ATTACHED.		
LONG-TERM GOAL	BEST PRACTICE IN THE PREVENTION OF TYPE II DIABETES ARE ADOPTED BY MULTIPLE AUDIENCES.		
VISION	STRATEGIC & EFFECTIVE DISSEMINATION OF BEST PRACTICES CONTRIBUTES TO THE PREVENTION OF TYPE II DIABETES.		