**Dissemination Plan Template**

The purpose of the Dissemination Plan is to identify and authentically engage with an organization’s perspectives. A carefully crafted plan allows for sharing of information with staff, families, students, and relevant community entities. It seeks to celebrate successes, inform, prevent misunderstandings to reduce barriers, and build the collective commitment of the organization’s diverse perspectives. It facilitates gathering of valuable input and expertise for continuous quality improvement. A carefully designed and used Dissemination Plan validates how critical and diverse perspectives are included in the development of the organization’s implementation capacity for systemic change “so everyone can see they have a role to play.”

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| Mission and Purpose of Dissemination PlanWhat is the clear purpose and mission of the Dissemination plan? |
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| Practice-Policy Communication Cycles Who is responsible for ensuring feedback and information gathered through communications are used to inform, reduce barriers, and celebrate successes? |
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| Information or Messages*What needs to be communicated? How does the information change over time as the organization goes deeper into practice?* | Audience (Diverse Perspectives) *Who needs to be communicated with?*  | Methods*Are a variety of modes used: conference key notes, presentations, meetings, Webpages, Webcasts, etc.?* | Frequency *How often? Is there a schedule?*  | Responsibility *Who is responsible?* *What is the role of leadership?* | Indicator of Success *What data is used and how often to determine effectiveness of communication?* |
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