SCD Strategic Dissemination Model

SICKLE CELL DISEASE COALITION

Many organizations create valuable resources and initiatives; however, they often struggle to broadly share their work or create a strategic dissemination plan given limited bandwidth or access to expertise in marketing. To help stakeholders within the sickle cell disease (SCD) community more efficiently and easily amplify their work, the Sickle Cell Disease Coalition (SCDC) developed a **SCD Strategic Dissemination Model**.

This model offers end-users a five phase process to walk through for assistance with developing a comprehensive dissemination plan for their SCD materials. Each phase includes a variety of prompts to help end-users think through how to apply the phase to their situation. These prompts include a list of key subcomponents, guiding questions, and example responses to the questions posed. This model is intended to serve as a guide, but it is not comprehensive; users are encouraged to make additional notes in each section to address specific needs and insights.

Please see a summary of the model's five phases and key subcomponents in the infographic below and read through this document for more in-depth guidance.

1. Define Objective	2. Target Audience(s)	3. Tailor Methods	4. Identify Opportunities	5. Plan Evaluation
• Purpose • Call to Action • Utility • Adaptation	• Stakeholder(s) • Geography	• Language • Format	• Events • Holidays • Networks • Influencers	• Methods • Metrics • Data Collection • Reporting • Refinement

Phase 1. Define Objective

First, define your objective for disseminating this material. To comprehensively do this, please consider the four subcomponents bolded below and the corresponding guiding questions listed under each subcomponent.

PURPOSE

- **Why was this material created?**
  - ☐ Promote a SCD resource, event, or other initiative
  - ☐ Spread SCD awareness
  - ☐ Educate and train others on SCD care
  - ☐ Disseminate SCD research
  - ☐ Guide discussions with health care providers
  - ☐ Empower SCD warriors
  - ☐ Other:
    _____
    _____

CALL TO ACTION

- **What does this material encourage users to do?**
  - ☐ Post or amplify messaging
  - ☐ Learn more about a topic
  - ☐ Sign-up to attend an event
  - ☐ Participate in a group
  - ☐ Apply for a training opportunity
  - ☐ Advocate on SCD priorities
  - ☐ Other:
    _____
    _____

- **What are the next steps users should take?**
  _____
  _____
  _____

NOTES:

_____
_____
_____
_____

UTILITY

- **How should end users utilize this material?**
  - ☐ Summarize support services
  - ☐ Lead a communications campaign
  - ☐ Communicate SCD research findings in lay language
  - ☐ Find a blood donation center near them
  - ☐ Identify SCD clinical trials open for enrollment
  - ☐ Other:
    _____
    _____

- **How will this material benefit end users?**
  - ☐ Increased SCD knowledge or awareness
  - ☐ Empower advocacy for self or others
  - ☐ Access to necessary resources
  - ☐ Improve health outcomes
  - ☐ Develop community and/or increase support
  - ☐ Involvement in SCD research
  - ☐ Assist with decision making regarding healthcare services and/or treatment options
  - ☐ Other:
    _____
    _____

ADAPTATION

- **Is this material suitable for another entity to adapt or repurpose for use elsewhere?**
  - ☐ Yes
  - ☐ No
- **If adaptation is permitted, to what extent?**
  - ☐ Only adaptation permitted is the addition of a logo
  - ☐ Only adaptation permitted is translation into other languages
  - ☐ Adaptation is permitted, so long as notification, review, and approval is provided to original author before publication
  - ☐ Other
    _____
    _____

- **If adaptation is permitted, what steps should the adapting entity take to notify the author and/or gain approval?**
  _____
  _____

Phase 2. Target Audience(s)

After you define your objective for disseminating this material, begin to target your audience(s). To comprehensively do this, please consider the two subcomponents bolded below and the corresponding guiding questions listed under each subcomponent.

STAKEHOLDER(S)

- **Who is the target audience for this material?**
  - ☐ Health care provider (primary care, specialty, nurses, advanced care providers)
  - ☐ Care coordinators or community health workers
  - ☐ Researchers
  - ☐ Person living with SCD
  - ☐ Community-based organizations
  - ☐ Caregiver
  - ☐ Advocate
  - ☐ Academic centers
  - ☐ Policymaker or public official
  - ☐ General public
  - ☐ School administrators
  - ☐ Education specialists
  - ☐ Other:

    _____

- **What other stakeholders could utilize this material?**

    _____

- **What age group(s) are represented by your identified stakeholders?**
  - ☐ Children (0 - 12 years)
  - ☐ Adolescents (13 - 17 years)
  - ☐ Young adults (18 - 24 years)
  - ☐ Early adults (25 - 34 years)
  - ☐ Mid-Life adults (35 – 49 years)
  - ☐ Mature adults (50 - 64 years)
  - ☐ Seniors (65 years and older)
- **What is the stakeholder's level of SCD awareness and education?**
  - ☐ None or unaware
  - ☐ Informed or basic understanding
  - ☐ Familiar or knowledgeable
  - ☐ Educated with comprehensive knowledge
  - ☐ Expert
  - ☐ Unknown

GEOGRAPHY

- **Is the resource limited to a specific location (i.e., region, state, country, etc.)?**
  - ☐ Yes
  - ☐ No

- **What is the geographical reach intended for this material?**
  - ☐ Local community
  - ☐ Regional (e.g., state or province)
  - ☐ National
  - ☐ International
  - ☐ Specific County: _____
  - ☐ Specific Facilities (e.g., hospitals, clinics, outpatient, community-based, churches, schools)
  - ☐ Online global reach
  - ☐ Other:

    _____

- **Will this material target areas with a high prevalence of SCD?**
  - ☐ Yes
  - ☐ No

- **What is the regional population's level of SCD awareness & education?**
  - ☐ None or unaware
  - ☐ Informed or basic understanding
  - ☐ Familiar or knowledgeable
  - ☐ Educated with comprehensive knowledge
  - ☐ Expert
  - ☐ Unknown

- **In what type of setting(s) does the audience for this material live and/or work?**
  - ☐ Rural areas
  - ☐ Urban areas
  - ☐ Suburban areas
  - ☐ High-resource setting
  - ☐ Low-resource setting
  - ☐ Professional or academic setting
  - ☐ Personal or community setting
  - ☐ Other:

    _____

Phase 3. Tailor Methods

After you define your objective and target your audience(s) for disseminating this material, it is time to tailor your communication methods. To comprehensively do this, please consider the two subcomponents bolded below and the corresponding guiding questions listed under each subcomponent.

LANGUAGE

- **What language(s) must be included to inclusively communicate the information?**

  _____

  _____

- **Should the information be communicated using text and/or imagery?**
  - ☐ Text only
  - ☐ Imagery only
  - ☐ Text and imagery

- **Considering the target audience's health literacy, what is an appropriate reading level for this material?**
  - ☐ Primary or basic
  - ☐ Intermediate
  - ☐ High School
  - ☐ Limited levels health literacy
  - ☐ Proficient levels health literacy
  - ☐ Unknown

FORMAT

- **What format is best suited for this material to reach your intended audience?**
  - ☐ Infographic
  - ☐ Social media post
  - ☐ E-newsletter
  - ☐ Website
  - ☐ QR code
  - ☐ Webinar
  - ☐ Radio
  - ☐ Scientific abstract
  - ☐ Conference presentation
  - ☐ Podcast
  - ☐ Commercial
  - ☐ Interview
  - ☐ Lunch & Learn
  - ☐ Print brochure
  - ☐ Print flyer
  - ☐ Roundtable discussion
  - ☐ Lecture
  - ☐ Other:

    _____

    _____

- **What platform is this material better suited to be shared?**
  - ☐ In-person
  - ☐ Virtual
  - ☐ Hybrid

- **Would a virtual format be accessible and inclusive for the intended audience?**
  - ☐ Yes
  - ☐ No

- **Which social media platforms, if any, could be utilized for sharing this material?**
  - ☐ Facebook
  - ☐ Instagram
  - ☐ TikTok
  - ☐ LinkedIn
  - ☐ WhatsApp
  - ☐ BlueSky
  - ☐ X/Twitter
  - ☐ Other:

    _____

    _____

- **Is the selected format culturally appropriate?**
  - ☐ Yes
  - ☐ No

Phase 4. Identify Opportunities

After you define your objective, target your audience(s), and tailor your methods for disseminating this material, you may identify opportunities to disseminate the informatiom. To comprehensively do this, please consider the four subcomponents bolded below and the corresponding guiding questions listed under each subcomponent.

EVENTS

- **What events does your target audience regularly attend?**
  - ☐ Sports or wellness events
  - ☐ Religious or spiritual gatherings
  - ☐ Festivals and fairs
  - ☐ Cultural or arts events
  - ☐ Community celebrations or parades
  - ☐ Conferences and symposia
  - ☐ School events
  - ☐ Farmers' markets
  - ☐ Other:
    _____
    _____

- **What events focus on sharing information and resources related to the topic of your material?**
  - ☐ Awareness events
  - ☐ Scientific/educational symposia
  - ☐ Fundraisers
  - ☐ Webinars
  - ☐ Training workshops
  - ☐ Other:
    _____
    _____

- **Do these events typically occur in-person or virtually?**
  - ☐ In-person
  - ☐ Virtual
  - ☐ Hybrid
- **Are there opportunities to table/exhibit, present, or otherwise share your work?**
  - ☐ Yes
  - ☐ No
  - ☐ Unknown

HOLIDAYS

- **Are there national, international, and/or religious holidays connected to this material, if any?**
  - ☐ Yes
    _____
    _____
  - ☐ No
  - ☐ Unknown
- **What awareness days relate to the material you are sharing and your defined call to action?**
  - ☐ Blood Donor Month (January)
  - ☐ Rare Disease Day (Feb 28th)
  - ☐ International Clinical Trials Day (May 19th)
  - ☐ World Blood Donor Day (June 14th)
  - ☐ World Sickle Cell Day (June 19th)
  - ☐ National Sickle Cell Awareness Month (September)
  - ☐ Human Rights Day (December 8th)
  - ☐ Other:
    _____
    _____

Phase 4. Identify Opportunities (continued)

NETWORKS

- **What communities and small group initiatives exist within your target audience(s)?**
  - ☐ Professional societies / associations
  - ☐ Volunteer groups
  - ☐ Support groups
  - ☐ Health forums
  - ☐ Community coalitions
  - ☐ Research collaboratives
  - ☐ Other:
    _____
    _____

- **What established programs, initiatives, and organizations does your target audience already look to for guidance related to your material/ topic?**
    _____
    _____

- **What information-sharing opportunities and tools already exist within these communities?**
  - ☐ Organizational newsletters
  - ☐ Social media accounts
  - ☐ Online discussion boards
  - ☐ Mobile applications
  - ☐ Training programs
  - ☐ Other:
    _____
    _____

INFLUENCERS

- **Have any celebrities and/or community leaders spoken on this topic?**
  - ☐ Athletes / Sports
  - ☐ Singers / Music
  - ☐ Actors / TV, Movies, Theatre
  - ☐ Entrepreneurs / Non-Medical Businesses
  - ☐ Authors / Thought Leaders

- **Are there any high-profile activities, industries, or events related to this material to engage a spokesperson?**
  - ☐ Yes
    Who? _____
  - ☐ No
  - ☐ Unknown

NOTES

_____
_____
_____
_____
_____

Phase 5. Plan Evaluation

After you define your objective, target your audience(s) for disseminating this material, tailor your communication methods, and identify opportunities for dissemination, it is time to plan how you will evaluate the effectiveness of the dissemination effort. To comprehensively do this, please consider the five subcomponents bolded below and the corresponding guiding questions listed under each subcomponent.

METHODS

- **What information will you need to capture to make decisions based on evaluation results, and how can you obtain this data?**

  _____
  _____
  _____

- **How will you use feedback or findings?**
  - ☐ Internal verification
  - ☐ Quality improvement
  - ☐ External communications
  - ☐ Other:

    _____
    _____

PROCESS EVALUATION

- **How was the material disseminated/made available?**
  - ☐ Printed materials
  - ☐ Digital documents
  - ☐ Website downloads
  - ☐ Email newsletters
  - ☐ Social media posts
  - ☐ Webinars or online training sessions
  - ☐ Workshops or community presentations
  - ☐ Public service announcements
  - ☐ Distribution through community partners
  - ☐ Partnerships with healthcare providers
  - ☐ Other:

    _____
    _____
    _____

- **Was the material received by target audiences?**
  - ☐ Yes
  - ☐ No
  - ☐ Unknown

- **Is the use and/or access of the material efficient and effective?**
  - ☐ Yes
  - ☐ No

- **Were there any barriers to audiences receiving the material?**
  - ☐ Limitations with distribution
  - ☐ Financial considerations
  - ☐ Limited outreach
  - ☐ Technical issues
  - ☐ Other:

    _____
    _____

- **Who is using the material?**

  _____
  _____
  _____

- **With whom are they using the material?**

  _____
  _____
  _____

OUTCOMES EVALUATION

- **Was the material useful to the target audience?**
  - ☐ Very useful
  - ☐ Somewhat useful
  - ☐ Neutral
  - ☐ Somewhat not useful
  - ☐ Not useful

- **Did the target audience understand what the resource intended to convey?**
  - ☐ Areas that were clear:

    _____

  - ☐ Areas that were unclear/ confusing:

    _____
    _____

  - ☐ Other insights:

    _____
    _____

Phase 5. Plan Evaluation (continued)

- **Did the material achieve the intended objective?**
  - ☐ Objectives that were met:
    _____
    _____
  - ☐ Objectives that were not met:
    _____
    _____
  - ☐ Other insights:
    _____
    _____

- **Did the material make a difference to or contribute to the audience?**
  - ☐ Provided valuable information
  - ☐ Helped in decision-making
  - ☐ Connect to support networks
  - ☐ Increased awareness of SCD or a specific topic within SCD
  - ☐ Other:
    _____
    _____

- **Does the resource continue to meet the intended need?**
  - ☐ Yes, meets the need
  - ☐ Can meet the intended needs with changes
  - ☐ Resource no longer meets the need
  - ☐ Resource no longer needed

METRICS

- **In what ways can dissemination be monitored and tracked?**
  - ☐ Number of downloads
  - ☐ Clickthrough traffic
  - ☐ Impressions on posts
  - ☐ Unique visits to resource
  - ☐ Hard copies printed or distributed
  - ☐ Presentations given
  - ☐ Number of inquiries
  - ☐ Feedback ratings
  - ☐ Changes in knowledge or awareness levels
  - ☐ Follow-up actions taken by users
  - ☐ Attendance at related events
  - ☐ Other:
    _____
    _____
    _____

- **What metrics should be used?**
  _____
  _____
  _____

- **What tools will you use to gather information?**
  - ☐ Website analytics tools
  - ☐ Social media analytics platforms
  - ☐ Surveys and feedback forms
  - ☐ Event registration and tracking software
  - ☐ Email marketing platforms
  - ☐ Customer relationship management systems
  - ☐ Data visualization software
  - ☐ Download and distribution tracking tools
  - ☐ Content management systems with reporting features
  - ☐ Online polling tools
  - ☐ Other:
    _____
    _____

- **Will the information gathered be accurate and credible?**
  - ☐ Concerns about accuracy:
    _____
    _____
  - ☐ Concerns about credibility:
    _____
    _____
  - ☐ Other insights:
    _____
    _____

- **What external support, if any, may be needed?**
  _____
  _____
  _____

Phase 5. Plan Evaluation (continued)

DATA COLLECTION

- **Who will be responsible for collecting data?**
  - ☐ Staff
  - ☐ Volunteer
  - ☐ Data analyst
  - ☐ Community partner
  - ☐ Other:
    _____
    _____

- **How should metrics be collected and compiled?**
  - ☐ Surveys and questionnaires
  - ☐ Analytics tools
  - ☐ Direct observations
  - ☐ Focus groups
  - ☐ Data management software
  - ☐ Interviews
  - ☐ Feedback forms
  - ☐ Other:
    _____
    _____

- **How frequently should metrics be collected?**
  - ☐ Daily
  - ☐ Weekly
  - ☐ Monthly
  - ☐ Quarterly
  - ☐ Yearly
  - ☐ Other interval _____

- **For how long should metrics be collected?**
  - ☐ One-time collection
  - ☐ Weekly monitoring
  - ☐ Monthly tracking
  - ☐ Quarterly assessment
  - ☐ Annual review
  - ☐ Continuous collection throughout the life of the resource
  - ☐ Other specific time frame _____

REPORTING

- **What format should be used for the report?**
  - ☐ Narrative
  - ☐ Presentation slides
  - ☐ Infographic
  - ☐ Interactive dashboard
  - ☐ Summary brief
  - ☐ Video report
  - ☐ Data charts
  - ☐ Other:
    _____
    _____

- **How frequently should a report be compiled?**
  - ☐ One-time
  - ☐ Weekly
  - ☐ Monthly
  - ☐ Quarterly
  - ☐ Annually
  - ☐ Other specific frequency _____

- **To whom or to what groups should the report be presented?**
  - ☐ Participants and/or attendees
  - ☐ Board of directors
  - ☐ Community partners
  - ☐ Funding organizations
  - ☐ Staff and team members
  - ☐ General public
  - ☐ Local government officials
  - ☐ Other:
    _____
    _____

REFINEMENT (POST-DISSEMINATION)

- **What is the current and long-term capacity to sustain this resource?**

  _____

  _____

  _____

- **How often are resources available to act on the data/ feedback collected?**
  - ☐ Continuously
  - ☐ New fiscal year
  - ☐ New grant cycle
  - ☐ Fundraising needed
  - ☐ Other:

    _____

    _____

- **Does the content need to be corrected and/or changed?**
  - ☐ Yes
  - ☐ No
- **What actions can help improve audience engagement and use of material?**

  _____

  _____

- **Who or what groups need to make the decisions to act on feedback?**
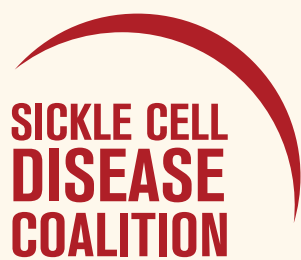 - ☐ Board of directors
  - ☐ Community advisory boards
  - ☐ Executive leadership
  - ☐ Medical advisors
  - ☐ Other:

    _____

    _____

- **What process should be used to implement the actions based on the reporting of the evaluation?**
  - ☐ Action planning meetings
  - ☐ Stakeholder engagement sessions
  - ☐ Staff assignment
  - ☐ Regular progress monitoring
  - ☐ Feedback loops
  - ☐ Training and capacity building
  - ☐ Other:

    _____

    _____

- **Are there any lessons learned that can be applied to future work?**

  _____

  _____

NOTES: