



DISSEMINATION TOOL

A step-by-step tool for disseminating country family planning guidelines and their revisions

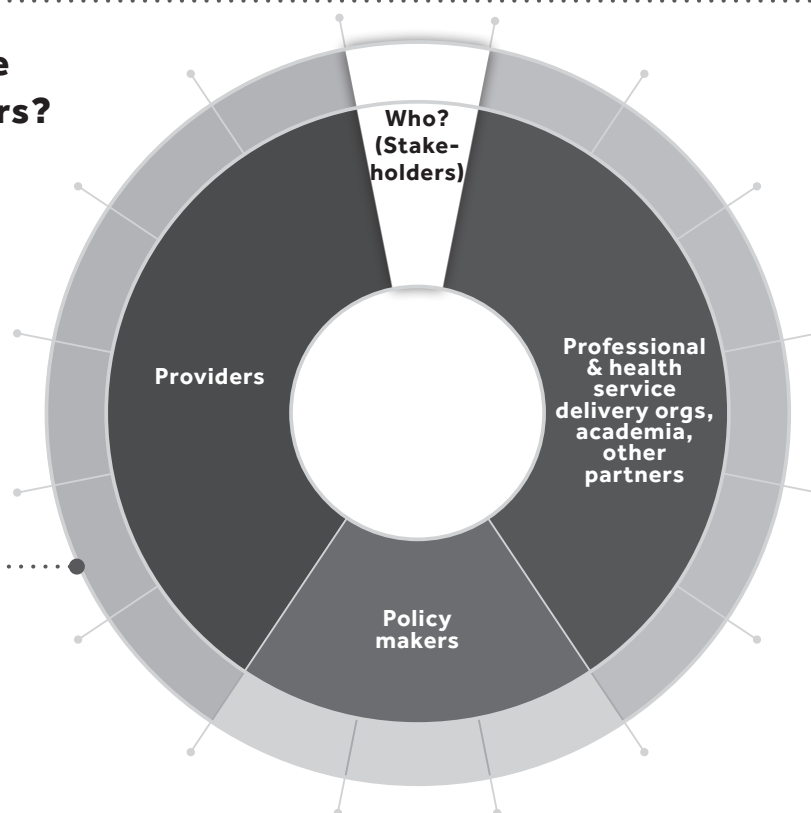
HOW TO USE THIS TOOL

1. Before using this tool, identify the stakeholders who will require the information using the **Stakeholder Mapping Guide Tool**.
2. Understand why dissemination of the guidelines is important and how it works.
3. Define expectations of dissemination to specific stakeholders by understanding the outcomes.
4. Determine indicators by which to measure successful dissemination. Write your target measurements in the boxes on the third page of this tool.



1 Who are the stakeholders?

Identify the stakeholders who will require the information using the **Stakeholder Mapping Guide Tool**.



2 Why is dissemination important?

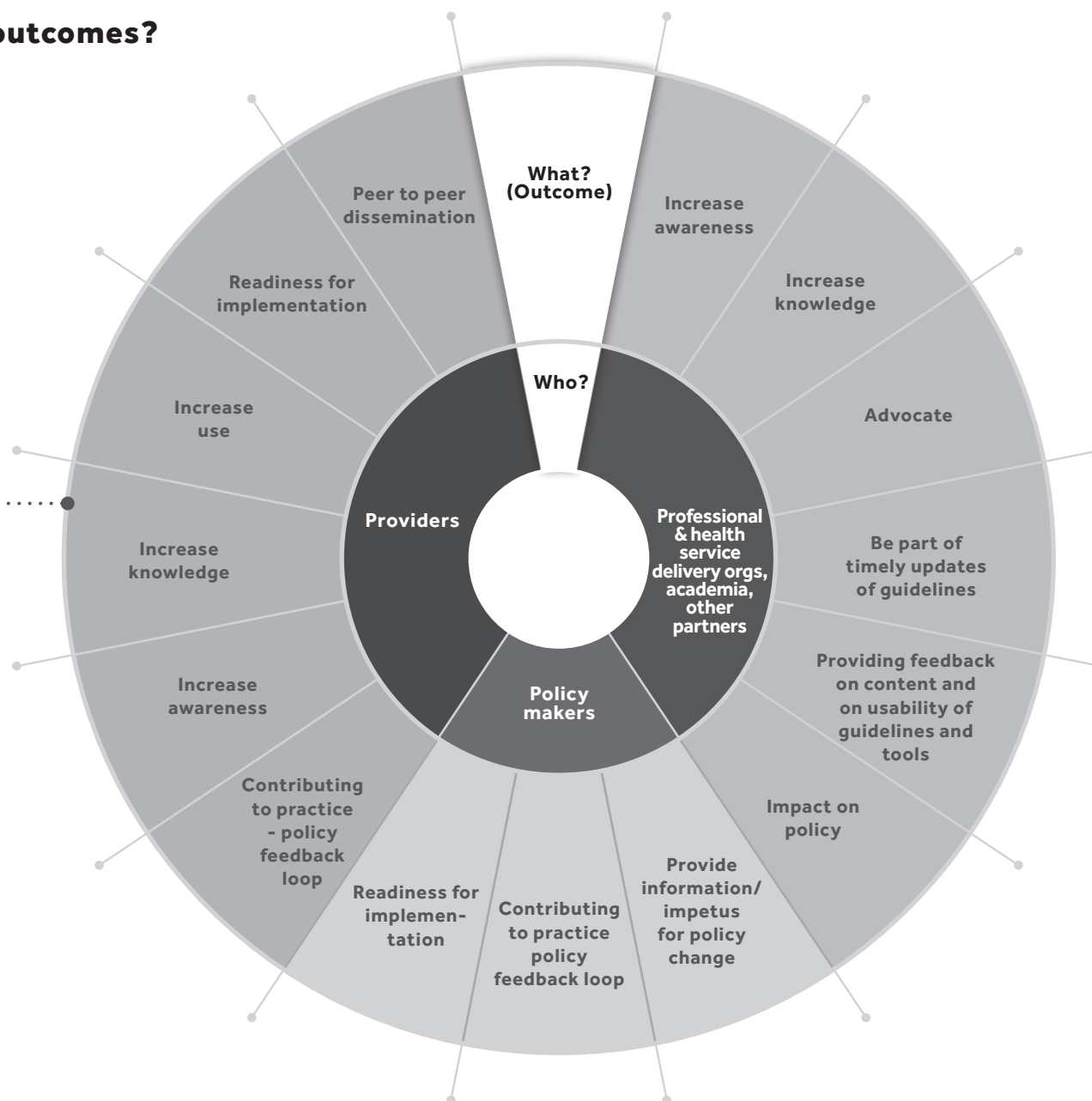
Dissemination is the purposeful distribution of information and materials to a specific clinical practice audience. The intent is to spread standard country family planning guidelines. Dissemination can be considered at policy, practice and provider levels.

For dissemination to work, at each level there should be a "who, what, and how". The "who" is the stakeholder – the person or organization that benefits. The "what" is the outcome – the reason that dissemination is occurring. The "how" is the indicator – the way that the dissemination is measured. For each level, the implementation team should determine the best way to obtain the feedback regarding the indicators. Here we provide a dissemination model that outlines, at each level (policy, practice, and provider), who is the stakeholder, what is the outcome, and how the outcome is to be measured.



3 What are the outcomes?

Define expectations of dissemination to specific stakeholders by understanding the outcomes.





4 How will the outcomes be measured?

Determine indicators by which to measure successful dissemination.
Write your target measurements in the boxes.

