

What is the Definition of Dissemination?

- Distribution vs. Dissemination
Simply mailing information
Sending information to targeted groups
Tracking how resources are utilized
How they produced outcomes (change in awareness, change in practice and environmental change).
- Dissemination is a methodology for sharing information or knowledge that can be used by the recipient to augment or create change.
- Strategic transfer of information/knowledge that includes 5 elements:
 1. Message
 2. Medium
 3. Target audience
 4. Purpose and outcomes
 5. Timing
- Sharing information, knowledge, skills, products, tools, models, etc. that makes or produces an appropriate change in the intended user.
- Strategically delivering information and resources to all interested or targeted audiences in formats and venues that will reach those audiences and ensure it is utilized.
- Sharing information and materials with a target audience via email, website, phone conversations, meetings, products, and publications. “Target Audience” includes strategies for matching people with appropriate information and materials.
- To distribute information or products with intended outcomes.
Interest – utilization

- Knowledge in an accessible format through a variety of media to a targeted audience.
- The act of sharing knowledge through a variety of processes and communication venues to a targeted audience and ensuring understanding and proper utilization to help achieve agreed upon goals. [NOTES: Similarities – shared knowledge for clients. Key: usage – utilization idea that process or processes concept or idea must be targeted to a group or audience and must be used properly for a particular goal to get impact; dissemination must be through different formats. Distribution is only a sub-process.]