



Nutrition and Aging Resource Center

Project Dissemination 101

Background

Administration for Community Living (ACL) Innovation in Nutrition Services and Programs (INNU) grants may require dissemination of project activities (Please refer to your notice of funding for confirmation). In addition, in your INNU grant application you may have outlined dissemination activities, methods and timeframes that your project team and partners will fulfill during the grant project. The purpose of this resource is to provide a general overview of the steps involved, provide a checklist of considerations, and offer resources for further reading, in order to support current and potential ACL INNU grantees planning project dissemination.

What is Dissemination?

Project dissemination is the process of sharing a project's results and deliverables with stakeholders and a wider audience.¹

What are the steps involved?

Review each step and select any of the potential responses listed under that step that apply to your project.

- ▶ **Step 1:** Consider the purpose – think about how others as well as your project team might benefit from sharing information about your project's results and activities.
 - To promote replication of innovation
 - To receive input (eg, network feedback, professional advice and learn best practices)
 - To meet a professional requirement (continuing education, publication expectations)
 - To receive network or organizational recognition
 - To increase resources or funding (current/sustainability)
 - To engage with, and learn from, other innovators
 - To perform outreach to populations served or existing/potential partners
 - Other

- ▶ **Step 2:** Based on the purpose, select population/s to target for your dissemination activities
 - Aging network (State Units, Area Agencies on Aging, Local providers)
 - Nutrition, Dietetics and/or other health professionals
 - Other INNU grantees
 - Organizations with an older adult mission (eg, food access, senior housing, philanthropy, faith-based)
 - State, federal, local or other key decision makers (eg, legislators, health policy advocates, governor, board of directors, mayors, etc)
 - Wider community (eg, population served, potential volunteers, business leaders)
 - Other

- ▶ **Step 3:** Based on the purpose and population focus, identify the best ways to communicate
 - Traditional media (eg, newspaper, radio)
 - Social media (eg, youtube, facebook, instagram)
 - Your organization's publications and communications (eg, annual report, newsletter, website, press release)
 - Aging/nutrition conferences – Consider national, state, regional, local events
 - Aging– for example: Advancing States Home and Community Based Services Conference, Gerontological Society of America (annual scientific meeting and Reframe Aging conferences), National Council on Aging's Age + Action, Statewide SUA or Area Agency on Aging events, USAging Conference
 - Nutrition – for example: Academy of Nutrition and Dietetics Food and Nutrition Conference/Expo, Meals on Wheels America, National Association of Nutrition and Aging Services Programs, State or Area Agency on Aging Nutrition Program events, State or Local Hunger or Food Insecurity Conferences, Society for Nutrition Education and Behavior Conference
 - [Grant required activities](#) (webinars, conference sessions)
 - Professional publications or communications (peer-reviewed journal, practice group listserv, continuing education article, peer learning forum)
 - INNU grantee listserv
 - Other

- ▶ Step 4: Before you finalize which dissemination activities you will do:
 - Review your project application and notice of funding opportunity (NOFO) to be sure what you have selected meets and is in line with what you committed to do
 - Get input from your target audience, peers and other respected colleagues
 - Learn about the communication method/s you selected in Step 3 if you are not familiar with them:
 - Get assistance or input from knowledgeable individuals and organizations
 - Review the resources at the end of this document
 - Reduce duplication of effort- consider using the same information across more than one communication platform and/or audience, as appropriate
- ▶ Step 5: Implement dissemination
 - Identify staff and volunteers to lead each dissemination activity. This could be a team or done individually.
 - Provide sufficient oversight, support and information needed
 - Ensure appropriate organizational review
 - Include the required [ACL grant disclaimer](#)

Final Considerations

- Communicate your dissemination activities in your reports to Nutrition and Aging Resource Center's Technical Assistance Liaison and your ACL Project Officer
- Evaluate your dissemination activity (-ies) and seek feedback to help improve future dissemination
- If you are new to dissemination, understand that your challenges will help you learn and be even more successful in the future

Resource List

1. Rural Health Information Hub, [Rural Health Information Hub, Module 6: Dissemination](#)
Resource is part of an evidence-based [toolkit for rural community health programs](#) and is applicable to dissemination approaches for community-based projects in a variety of settings. The dissemination module includes sections including: [audiences and communication strategies](#), [methods of dissemination](#), and [sharing successes and lessons learned](#).
2. HHS, Agency for Healthcare Research and Quality, [Quick-Start Guide to Dissemination for Practice-Based Research Networks](#)
Brief handout that is helpful for both research and non-research project dissemination planning and implementation.
3. Ross-Hellauer T, Tennant JP, Banelyt  V, Gorogh E, Luzi D, Kraker P, Pisacane L, Ruggieri R, Sifacaki E, Vignoli M. [Ten simple rules for innovative dissemination of research](#). PLoS Comput Biol. 2020 Apr 16;16(4):e1007704.
Article presents detailed recommendations for disseminating research projects.
4. Institute for Local Government. [Ethnic Media: Tips to Reach the Fastest Growing Segment of American Media](#).
Brief handout describing how to partner with ethnic media. Defines ethnic media as "produced by and for immigrants, racial, ethnic and linguistic groups as well as indigenous populations."
5. Kris Baldwin, Iowa State University Extension and Outreach, Digital Nourishment: Using AI for Community Health Outreach [Powerpoint](#) and [Handout](#), Presented at the 2024 Innovation in Nutrition Services and Programs [Nutrition Synergy](#) Annual Conference.
Explains what generative AI is, how to access free online AI resources and provides examples of what you can do with generative AI tools.

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