

Program Sustainability and Dissemination Worksheet

State Name: _____ Date: _____

Please use this worksheet to plan for the sustainability and dissemination of a specific intervention, or a set of interventions that support a common health objective.

Intervention(s): _____

<p>Sustainability ensures that positive change is institutionalized so that it continues after an initiative ends. To plan for sustainability, consider the following:</p>	
<p>Identify and secure funding: What funding source(s) exist? What methods can you use to obtain funding?</p>	
<p>Structure: What modifications, if any, are needed for the program to continue?</p>	
<p>Process: What adjustments or modifications, if any, are needed to the program's process?</p>	
<p>Regulation/policy: What regulatory or internal policy changes, if any, are needed to sustain the program?</p>	
<p>Staffing: What are the staffing needs of the program? Identify any that are currently unmet.</p>	

<p>Dissemination is the process of spreading effective practices and achievements to ensure that progress can be sustained and achieved elsewhere. To plan for dissemination, consider how you can:</p>	
<p>Seed the idea: Identify key individuals needed to spread the word and garner support. Include:</p> <ul style="list-style-type: none"> - <i>Connectors</i> – those with a wide circle of social and professional contacts - <i>Mavens</i> – those with the greatest knowledge on the topic - <i>Salespersons</i> – those who can persuade the unconvinced 	
<p>Make an idea contagious: Determine if the idea is memorable. Will the idea create change (e.g. ROI, increase in preventive services, reduction in ED visits, etc.)? If not, how can you make it so?</p>	
<p>Make seeding agents infectious: Identify early adopters, opinion leaders, and idea champions to spread the word. Describe how you can develop or capitalize on existing partnerships to do so.</p>	
<p>Spread the word to the susceptible population: Identify strategies that will be used to share effective practices and achievements (e.g. print, direct contact, training, mentoring opportunities).</p>	