Dissemination Plan: [Site Name]

# Date: [September 23, 2016]

# Site Dissemination Goals and Activities

Background

There are four goals to guide national QIC-AG dissemination activities. Over time the goals shift from raising awareness of relevant pre- and post-adoption issues to changing how professionals think about permanence and finally promoting professional use of resources and interventions evaluated by the Center.

Instructions

Using one or more of your site’s teams, work together to develop site-specific dissemination goals and activities that will best support your project work and lead to sustaining and strengthening permanency outcomes, services, and supports for families. It is our preference that your site’s dissemination goals relate to at least one of the QIC-AG’s four dissemination goals.

Examples

Below are EXAMPLES of how your site might tailor your dissemination goal(s) and activities so that they relate to the QIC-AG goals, but are still site-specific.

**QIC-AG Goal 1: Create awareness of the need to support families from pre- to post-adoption and guardianship**

**Site Example** raise awareness of the services available for International/Private Domestic Adoption agencies

**Workplan Activity Example:** send site one-page overview to each International/Private Domestic Adoption agency, and include SIM’s contact information

**QIC-AG Goal 2: Increase demand for information about pre- and post-adoption and guardianship services**

**Site Example:** identify opportunities to reach key target audiences with information about the project

**Workplan Activity Example:** deliver a presentation about the project to (name specific target audience group) and encourage meeting attendees to learn more by (list specific activities such as contacting someone at your agency, visiting your or the QIC-AG’s website, registering for an event you’re planning

**QIC-AG Goal 3: Change the perspective of professionals in child welfare to consider permanence and well-being past finalization**

**Site Example:** identify opportunities to reach key target audiences with information about the importance of post permanency support

**Workplan Activity Example:** deliver an informational presentation about the project and how it fits into the QIC-AG’s Permanency Continuum Framework to our agency’s Board of Directors

**Goal 4: Increase the use of evidence-supported pre- and post-adoption and guardianship resources and interventions**

**Site Example:** inform key target audiences about QIC-AG project findings, including the results of our site’s intervention evaluation

**Workplan Activity Example:** send a press release to print media outlets in our region

# [SITE NAME] Goals and Activities for [project year ’15-‘16]

Prior to submitting your Dissemination Plan, you will need to form a site-based group to define:

1. Your site’s dissemination goal(s)
2. Your one planned Dissemination activity for project year ’15-16. (When you’ve completed your ’15-‘16 activity, complete the Dissemination Tracking Form and submit to your consultants).
3. Draft two dissemination activities for each of the remaining project years (these are revisable during the annual work planning cycle); include the target audience and brief description of how the activity will tie into your dissemination goals.
4. Record your site’s dissemination goal(s), activity and target audience in the spaces below. There is no requirement about the number of dissemination goals or target audience(s) your site should identify. In the first project year, one dissemination activity is required. In future project years, two dissemination activities are required per year.

**Site Dissemination Goal(s)**

1. <write goal here>, year(s) site is working on the goal
2. <write additional goals here>, year(s) site is working on the goal

**Project Year Oct. 2015 – Sept. 2016**

1. <write selected Dissemination Activity here>
   * Target Audience(s):
   * Briefly describe (2-4 sentences) how the target audience(s) and dissemination activity will help you achieve your dissemination goal

**Project Year Oct. 2016 – Sept. 2017**

1. <write draft Dissemination Activity here>
   * Target Audience(s):
   * Briefly describe (2-4 sentences) how the target audience(s) and dissemination activity will help you achieve your dissemination goal
2. <write draft Dissemination Activity here>
   * Target Audience(s):
   * Briefly describe (2-4 sentences) how the target audience(s) and dissemination activity will help you achieve your dissemination goal

**Project Year Oct. 2017 – Sept. 2018**

1. <write draft Dissemination Activity here>
   * Target Audience(s):
   * Briefly describe (2-4 sentences) how the target audience(s) and dissemination activity will help you achieve your dissemination goal
2. <write draft Dissemination Activity here>
   * Target Audience(s)
   * Briefly describe (2-4 sentences) how the target audience(s) and dissemination activity will help you achieve your dissemination goal

**Project Year Oct. 2018 – Sept. 2019**

1. <write draft Dissemination Activity here>
   * Target Audience(s):
   * Briefly describe (2-4 sentences) how the target audience(s) and dissemination activity will help you achieve your dissemination goal
2. <write draft Dissemination Activity here>
   * Target Audience(s):
   * Briefly describe (2-4 sentences) how the target audience(s) and dissemination activity will help you achieve your dissemination goal

# Key Messages

During the September 14-15, 2016 QIC-AG Annual Meeting, a group including representatives from our site as well as the QIC-AG Professional Consortium drafted the following key messages for our site to use in our dissemination products (add more lines as needed):

* **[INSERT MESSAGE HERE]**
* **[INSERT MESSAGE HERE]**