## TEMPLATE: Promotion and Dissemination Plan

**Overall Project Goal**

Provide a brief overview—a couple of sentences to one paragraph—of the project to provide background context.

**Purpose of Promotion and Dissemination Activities**

Examples:

* Raise awareness – let others know what you are doing
* Inform – educate and establish trust with your intended audience
* Engage – encourage participation and collaboration; get input/feedback
* Promote – ‘sell’ your outputs and results

**Audience of Promotion and Dissemination Activities**

* Primary audience (the end-users of the KM tools and techniques): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Secondary audience (other audiences who may be either facilitators or barriers to the primary audience from gaining or applying the knowledge they need): \_\_\_\_\_\_\_\_\_\_\_\_\_

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* Additional audiences: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### **Key Messages**

Ask yourself: Why should each of the target audiences care? How does this information impact them? Select no more than 3 key messages for each target audience.

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| **Audience** | **Key Messages** |
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**Channels**

In order to reach these audiences, several channels will need to be used. Select appropriate channels from the following list of possibilities:

* **Networks**  People and partner organizations
* **Listservs**  Existing emailing lists
* **Websites** Submission of press release and blog posts to relevant websites
* **Social media** Facebook, Twitter, LinkedIn
* **Press** TV, radio, newspaper
* **Conferences**  Meetings, regional, and international medical laboratory events
* **Print material** Banners, flyers, bookmarks, newsletters
* **e-materials** CD-ROMs of courses

**Activities**

For each channel, activities must be documented to show how that channel is being employed.

**Date**

For each channel, identify a time frame for implementation.

**Monitoring**

For each channel, indicators and targets must be chosen to provide information on progress of promotion activities. At appropriate milestones (e.g., weekly, monthly), record the progress that has been made.

To ensure that all resources are being used to maximum efficiency, use a monitoring tool to account for activities, such as the example below. Feel free to adapt or start from scratch with the template on the next page.

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| --- | --- | --- | --- | --- |
| **Channel** | **Activity** | **Date** | **Monitoring** | **Progress** |
| **Indicator** | **Overall Target** | **Sep** | **Oct** | **Nov** | **Dec** | **Jan** | **Feb** |
| Example: Radio | * Write script
* Book 4 times on relevant stations
 | Oct-Dec | Listeners | 5,000 |  |  |  |  |  |  |
| Example:Banner at teaching hospital | * Determine messages
* Create and hang
 | Sep-Oct | Viewers  |  45 |  |  |  |  |  |  |
| Example:Facebook post | * Create message
* Post quarterly
 | Sep-Jan | Likes | 7,000 |  |  |  |  |  |  |
| Example: Distribute CD-ROMs to rural population  | * Identify a vendor
* Determine where/how to distribute
 | Nov-Feb | Number of CD-ROMs  | 2,000 (500 per course) |  |  |  |  |  |  |

**Template**

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| --- | --- | --- | --- | --- |
| **Channel** | **Activity** | **Date** | **Monitoring** | **Progress** |
| **Indicator** | **Overall Target** | **Sep** | **Oct** | **Nov** | **Dec** | **Jan** | **Feb** |
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