

Dissemination to Policymakers

Jonathan Purtle, DrPH, New York University

Dissemination Research Defined:

“The scientific study of targeted distribution of information and intervention materials to a specific public health or clinical practice audience. The intent is to understand how best to spread and sustain knowledge and the associated evidence-based interventions.” (NIH PAR-18-007)

Table: A Research Approach for Data-Driven Dissemination

Type of Study	Objective	Purpose
Formative audience research	Characterize a target audience’s awareness about, adoption of, and attitudes towards an intervention, and preferences for receiving information about it, as well as other individual attributes that may influence practice behavior and perceptions of context (e.g., self-efficacy, injunctive social norms).	Provide an empirical foundation to inform the design and distribution of dissemination materials.
Audience segmentation research	Identify discrete and meaningful sub-groups within an audience that vary in terms of their awareness about, attitudes towards, adoption of, and preferences for receiving information about an intervention.	Inform the adaptation of dissemination materials and modes of delivery for different audience segments.
Dissemination effectiveness research	Test dissemination strategies to determine which are most effective at changing an audience’s awareness about, attitudes towards, and adoption of an intervention.	Determine which dissemination strategies should be scaled-up.

Recommended Resources:

Purtle, J., Marzalik, J. S., Halfond, R. W., Bufka, L. F., Teachman, B. A., & Aarons, G. A. (2020). Toward the data-driven dissemination of findings from psychological science. *American Psychologist*, 75(8), 1052.

Purtle, J., Nelson, K. L., Bruns, E. J., & Hoagwood, K. E. (2020). Dissemination strategies to accelerate the policy impact of children’s mental health services research. *Psychiatric services*, 71(11), 1170-1178.

Ashcraft, L. E., Quinn, D. A., & Brownson, R. C. (2020). Strategies for effective dissemination of research to United States policymakers: a systematic review. *Implementation Science*, 15(1), 1-17.

Brownson, R. C., Royer, C., Ewing, R., & McBride, T. D. (2006). Researchers and policymakers: travelers in parallel universes. *American journal of preventive medicine*, 30(2), 164-172.



ACCORDS

