# Traumatic Brain Injury (TBI) Model System Center Dissemination Planning Template

| Category | Description |
| --- | --- |
| **Purpose** | This template is designed to help Model System Centers share resources such as factsheets and videos, along with information events such webinars and lectures. Text in italics and brackets ([ ]) reflects notes to users and should be removed once addressed. |
| **Format** | This tool provides a framework for developing a dissemination plan. |
| **Audience** | This tool is developed for TBI Model System Center grantees. |

The contents of this tool were developed under grants from the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR), grant numbers 90DP0082 and 90DPKT009. NIDILRR is a Center within the Administration for Community Living (ACL), U.S. Department of Health and Human Services (HHS). However, contents do not necessarily represent the policy of the U.S. Department of Education, and you should not assume endorsement by the Federal Government.

# Traumatic Brain Injury Model System Centers Dissemination Planning Template

This template is designed to help your Model System Center develop a plan to disseminate resources and information about events that are grounded in research funded by the Traumatic Brain Injury (TBI) Model System program. Use this template in conjunction with the information reflected in your proposal to create a plan that meets the needs of your Model System Center. Contact the Model Systems Knowledge Translation Center at MSKTC@air.org or 202-403-5600 with questions about using this document.

## Background

[Note to user: This section should include information that will be helpful to the individual who will execute the dissemination plan. This might be a knowledge translation specialist, researcher, research assistant, an organization’s communications expert, or another colleague. This information is especially important for colleagues who are new to Model Systems research, as it will increase their general understanding of your Model System and your collaborating partners.]

The ***[insert name of Model System]*** is one of 16 TBI Model System Centers funded by the National Institute on Disability, Independent Living, and Rehabilitation Research for a five-year period, 2017-2022 (see Appendix A for a list of TBI Model Systems). Each Center provides the highest level of comprehensive and multidisciplinary care from point of injury through rehabilitation and full community re-entry. In addition to these 16 Centers, the Traumatic Brain Injury Model Systems Data Center directs the collection, management, and analysis of a longitudinal national TBI database.

***[Insert a paragraph about your Model System, including the name of principal investigator(s), facility in which Model System operates, collaborating organizations, research projects funded by the TBI Model Systems program, etc.]***

## Dissemination Objectives

[Note to user: Revisit your proposal to identify your Center’s dissemination objectives and insert them in this section. If you need to rethink your objectives, consider the importance of your dissemination activities and what you wish to accomplish. Write down one to three objectives that reflect why you want to disseminate resources and information about events. Consider the following questions as you develop dissemination objectives, such as:

 • What do we want to accomplish by disseminating products or increasing awareness about an event?

 • What action do we want the target audiences to take when they receive resources or information about the event?]

The dissemination objectives of the *[Insert name of Model System]* are to:

1. [Example 1: Provide ongoing access to resources for people with TBI, their supporters, and their service providers.]
2. [Example 2: Ensure that resources developed and co-developed by our Center benefit people with TBI, their supporters, and their health care providers.]

## Target Audiences

[Note to user: Identify the groups of audiences or stakeholders that will benefit from the work of your Model System. Consider the categories below to create your plan’s target audience. Include as many as appropriate and add to or delete them as needed.]

People Living With TBI and Their Supporters

* Individuals who are newly injured and receiving inpatient care
* Individuals with TBI who receive outpatient care
* Individuals with TBI who do not receive services through your institution
* Family and friends of people with TBI

Health Care and Allied Health Service Professionals

* TBI specialists in need of the most advanced research to inform practice
* General health care practitioners who provide care for individuals with TBI
* Physical and occupational therapists
* Home health care assistants

## Resources and Information to Disseminate

[Note to user: Identify resources developed or co-developed by your Model System Center, and those offered through the MSKTC that you will disseminate. Confirm that products developed through your Model System Center are accessible to people with disabilities (access the KT Toolkit on MSKTC.org or email MSKTC@air.org for additional information). Also identify upcoming programs/events that you want to promote. Use the list below to get started (keep all that apply, delete those that do not, and add resources and information about events).]

Resources

* Factsheets
* Slideshows
* Videos
* Hot topic modules
* Patient tip sheets
* Questions to ask your health care provider
* Research summaries
* Peer-reviewed journal article
* Other: 

Information About the Following Programs and Events

* Peer support groups
* Educational seminars
* Webinars
* Other: 

## Dissemination Tactics

[Note to user: Now that you have identified the resources you want to disseminate and/or programs you want to promote, you will want to determine the most efficient and effective paths or channels to disseminate or promote them. Consider disseminating your materials through several channels that will reach your audience multiple times and in multiple places, such as in their homes; at their health care provider’s office; in a rehabilitation clinic or center; or on their phones, computers, or other hand-held electronic devices. There is no specific number of tactics you must employ. Pick the type and number based on your resources to actually implement them. If you have identified several resources and services to be disseminated, you may need to identify a set of channels for each resource and program.]

Waiting Rooms at Rehab Centers, Physical Therapy, or a Health Care Provider’s Clinic or Office

* Make hard copies of the product available at check-in windows or as part of patient and family education materials.
* Show videos on waiting room TV or digital screens.
* Display posters or flyers on waiting room bulletin boards (if available).

Provider/Stakeholder Engagement Opportunities

* Supply hard-copy materials to physical and occupational therapists to distribute during therapy sessions.
* Distribute hard-copy materials at support group sessions, and during patient and family education programs, provider medical education grand rounds, webinars, lunch-and-learns, or trainings.
* Post information on your Model System Center website.
* Develop social media posts and graphics for Model Systems social media channels such as Facebook, Twitter, LinkedIn, Instagram, and work with your Model System’s communications team to post the content and graphics.
* Share your social media posts with other researchers in the Model System and ask whether they would post, share, or like the content once posted on the Model System’s social media channels.
* Draft a very short news brief about your new product or service and ask the Model System’s communication team to include it in an upcoming Model System newsletter.
* For newsworthy products and events, work with your institution’s communication team to draft a press release and send it to the local and/or national media and health care media interested in the medical issues addressed in your research.

Third-Party Dissemination Partners

[Note to user: Consider engaging other organizations to help disseminate products so you can broaden your reach. Dissemination activities may be similar to those of the Model System Center. Discuss with potential partners what they are willing to do to help share information about your resources or events. Keep in mind, however, that some organizations will expect you to reciprocate and help disseminate their products. Therefore, it is essential to understand restrictions associated with promoting the work of third parties before you enter into an agreement. In this sub-section, list organizations that you may want to engage as dissemination partners (see Appendix B for a list of potential dissemination partners).]

## Utilization

[Note to user: Dissemination tactics reflect the actions of your Center to push out information to your audience, whereas utilization reflects how your audiences use information. Modify the list below to identify steps that will help your Center understand how your audience uses resources that you disseminate.]

To understand audience engagement with resources disseminated by the Center, project staff will:

* Track the number of social media followers and their reactions to content each month.
* Monitor website analytics, including views on products posted.
* Issue brief surveys about products and events.
* Capture feedback from users at conference presentations and exhibits.

## Planning Chart

[Note to user: Populate the chart below to plan and track your approach to disseminating each product.]

| Product/Event | Audience | Tactics | Utilization | Completion Date |
| --- | --- | --- | --- | --- |
| TBI Videos | Couples in a relationship | Make videos available at peer support groups | * Number of videos available
* Number of people accessing videos
 | 5/8/18 |
| blank | blank | blank | blank | blank |
| blank | blank | blank | blank | blank |
| blank | blank | blank | blank | blank |
| Blank | blank | blank | blank | blank |

## Appendix A: TBI Model System Centers

**Alabama**

**UAB Traumatic Brain Injury Model System**
University of Alabama at Birmingham, Birmingham, AL

**Georgia**

**The Traumatic Brain Injury Model System Center at Shepherd Center**Shepherd Center, Atlanta, GA

**Colorado**

**The Rocky Mountain Regional Brain Injury System (RMRBIS)**Craig Hospital, Englewood, CO

**Indiana**

**Indiana University School of Medicine / Rehabilitation Hospital of Indiana TBI Model System**Indiana University, Indianapolis, IN

**Massachusetts**

**Spaulding-Harvard Traumatic Brain Injury Model System**
Spaulding Rehabilitation Hospital, Boston, MA

**Michigan**

**Michigan Traumatic Brain Injury Model System**
Wayne State University, Detroit, MI

**Minnesota**

**Mayo Clinic Traumatic Brain Injury Model System**Mayo Clinic, Rochester, MN

**New Jersey**

**Northern New Jersey Traumatic Brain Injury System**
Kessler Foundation / Kessler Institute for Rehabilitation, West Orange, NJ

**New York**

**New York Traumatic Brain Injury Model System**
Icahn School of Medicine at Mount Sinai, New York, NY

**Rusk Rehabilitation Traumatic Brain Injury Model System**
Rusk Rehabilitation, NYU Langone Medical Center, New York, NY

**Ohio**

**Ohio Regional Traumatic Brain Injury Model System**
Wexner Medical Center at Ohio State University, Columbus, OH

**Pennsylvania**

**The Moss Traumatic Brain Injury Model System**
Albert Einstein Healthcare Network, Moss Rehabilitation Research Institute, Elkins Park, PA

**Texas**

**North Texas Traumatic Brain Injury Model System**
Baylor Institute for Rehabilitation/ University of Texas Southwestern, Dallas, TX
**The Texas TBI Model System of TIRR**
TIRR Memorial Hermann, Houston, TX

**Virginia**

**Virginia Commonwealth Traumatic Brain Injury Model System**
Virginia Commonwealth University, Richmond, VA

**Washington**

**University of Washington Traumatic Brain Injury Model System**
University of Washington, Seattle, WA

## Appendix B: Potential Dissemination Partners

|  |  |  |
| --- | --- | --- |
| **Organization** | **Website** | **Type** |
| AfterDeployment | <http://www.afterdeployment.org/topics-traumatic-brain-injury> | Resource Center |
| Betty Clooney Center | <http://www.bcftbi.org/> | Resources/Support |
| Bob Woodruff Foundation  | <http://bobwoodrufffoundation.org/> | Funder |
| Brain Injury Alliance of Colorado | <http://www.biacolorado.org/> | Resource Center/Support Group |
| Brain Injury Alliance of New Jersey, Inc. | <http://bianj.org/> | Advocacy/Support |
| Brain Injury Alliance of Oregon, Inc.  | <http://www.biaoregon.org/index.htm> | Advocacy/Resources |
| Brain Injury Alliance of Wisconsin | <http://www.biaw.org/> | Advocacy /Resources/Support |
| Brain Injury Association of America | <http://www.biausa.org/> | Advocacy  |
| Brain Injury Association of Georgia  | <http://www.braininjurygeorgia.org/> | Advocacy/Resources |
| Brain Injury Association of Illinois  | <http://www.biail.org/> | Resources/Support |
| Brain Injury Association of Iowa | <http://www.biaia.org/> | Advocacy |
| Brain Injury Association of Louisiana | <http://www.biala.org/> | Resources |
| Brain Injury Association of Minnesota | <http://www.braininjurymn.org/> | Advocacy/Support |
| Brain Injury Association of New York State | <http://www.bianys.org/> | Advocacy/Education/Research |
| Brain Injury Association of Oklahoma | <http://www.braininjuryoklahoma.org/> | Advocacy, education and research |
| Brain Injury Association of Rhode Island  | <http://www.biari.org/> | Support |
| Brain Injury Association of Texas | <http://www.biausa.org/texas> | Resources |
| Brain Injury Association of Washington | <http://www.braininjurywa.org/> | Advocacy, education and research |
| Brain Injury Network | <http://www.braininjurynetwork.org/> | Information |
| Brain Injury Services | <http://braininjurysvcs.org/> | Resources/Support |
| Brain Trauma Foundation  | <https://www.braintrauma.org/> | Resources/Support |
| Changed to Mindsource Brain Injury Network from Colorado Traumatic Brain Injury Trust Fund | <http://tbicolorado.org/> | Support |
| Defense and Veterans Brain Injury Center | <http://www.dvbic.org/> | Clinical Care, Research, and Education |
| Family Caregiver Alliance  | <https://www.caregiver.org/traumatic-brain-injury> | Resources |
| Hope After Brain Injury | <http://www.hopeafterbraininjury.org/> | Resources/Support |
| International Brain Injury Association | <http://www.internationalbrain.org/> | Research/Professional  |
| Minnesota Brain Injury Alliance | <https://www.braininjurymn.org/> | Statewide Nonprofit |
| Neurorestorative  | <http://www.neurorestorative.com/> | Resources/Support |
| San Diego Brain Injury Foundation  | [http://www.sdbif.org](http://www.sdbif.org/) | Foundation  |
| TBI Home | <http://tbihome.org/> | Community |
| TBI Survivors Network | <http://tbisurvivorsnetwork.ning.com/> | Community |
| The Brain Injury Association of Tennessee  | <http://www.braininjurytn.org/> | Advocacy/Resources |
| The Brain Injury Guide and Resources | <http://braininjuryeducation.com/> | Advocacy |
| The Brain Injury Recovery Network  | <http://www.tbirecovery.org/> | Resources |
| The Center of Excellence for Medical Multimedia (CEMM) Traumatic Brain Injury (TBI) Web Site | <https://www.cemm.org/Browse-By-Subject/Traumatic-Brain-Injury> | Resources |
| The Perspectives Network, Inc | <http://www.tbi.org/> | Resources/Support |
| Traumatic Brain Injury Resource Center | <http://www.braininjuryresources.org/> | Resources |
| Traumaticbraininjury.com | <http://www.traumaticbraininjury.com/> | Resources/Support |
| United States Brain Injury Alliance | <http://usbia.org/> | Association |