



Tip sheet: Dissemination & Scale-up

What is dissemination & scale-up?

- Dissemination & scale-up mean extending an intervention to additional groups – within your organization, your community, or at broader national levels. Clarify your scale-up goals and plan accordingly. We use both terms here to include the same ideas used by industry and academics.

Why is this step important?

- If your intervention shows promise, then effective dissemination is essential to achieve impact.
- Strategic and targeted marketing ensures valuable findings and interventions reach key partners.

What are the key goals of this step?

- Raise awareness and understanding of the intervention among possible implementation settings.
- Promote uptake of the intervention in clinical practice, policy, and/or community settings.
- Ensure clear, transparent, ethical, and inclusive communication with all audiences.

Key Steps

1. Scale-up and dissemination should be planned from the beginning during design.
2. Identify your audiences.
3. Use targeted strategies to reach appropriate settings, including your intended population.
4. Engage partners throughout scale-up.
5. Leverage existing networks.
6. Monitor success and adapt to challenges.

Pro Tips

- **Frame messages in plain language** to increase accessibility.
- **Use storytelling** to make findings relatable.
- **Plan for sustainability** – consider how findings will live beyond the trial. [See Sustainment Tips]
- Consider that you may need different plans for different settings

Common Pit Falls

1. Assuming publication alone will drive scale-up.
2. Waiting until evaluation ends to plan scale-up.
3. Using uniform, one-size-fits-all messaging.
4. Scaling up prematurely, such as scaling to populations unlike the study sample.
5. Not evaluating dissemination outcomes.

Actions to Avoid Them

1. Go beyond publication in dissemination plan.
2. Plan for dissemination early.
3. Use multicomponent strategies.
4. Ensure your study and targeted groups include representative populations.
5. Get feedback and evaluate results. Adapt your strategy as you continue to disseminate.