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| **Dissemination Overview** | A black and white logo  Description automatically generated with low confidence |

In our “[Disseminating and Sharing Evaluation Results](https://vimeo.com/833423414)” webinar, we talked about the types of dissemination. This table lists out the types of dissemination format, features of each type, who these formats apply to, the context of when to disseminate, and resources to help develop these materials.

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| **Dissemination Format** | **Features** | **Who does this most apply to?** | **Context of when to disseminate?** | **Examples & Resources** |
| Fact sheet | * 1-2 page summary of important findings from evaluation activity; could include statistics, data visualizations, and brief talking points * Concise but gives enough information about the topic(s) | * Policymakers * Coalition members * Data sources | Typically disseminated after data has been collected during a policy campaign or intervention | See Partners Media Library and Public Relations page (password protected) <https://www.tcspartners.org/Campaigns/Media/index.cfm> for examples of educational and policy-related fact sheets  Rover Library has samples from projects (password protected) at https://otis.catcp.org/ |
| Social media post | * Potential to have greater audience reach * Can track engagement * Could be an educational resource to public * Can be targeted to specific social media groups | * General public * Coalition members (social media page/group) * Policymakers | Part of an ongoing social media calendar to communicate newsworthy posts such as relevant findings from a campaign or an intervention | The Tobacco Education Clearinghouse of CA (TECC) offer design services and resources for developing social media content here: <https://www.tecc.org/social-media-toolkit/> |
| Evaluation report | * Technical report with in-depth summary of background, methods, and findings | * Project staff (organizational history) * Coalition members * Funders * Academic researchers | Usually disseminated after substantial efforts to pursue policy objective(s); serves as a deliverable to culminate the completion of policy activity(s), a campaign, etc. | <https://tobaccoeval.ucdavis.edu/report-results> |
| Article (earned & paid media like press release, op-ed, etc) | * Can be strategically timed to create a media frenzy * Sensationalize important findings from the evaluation | * Community members * Policymakers | Disseminated in collaboration with a news outlet typically after the end of a campaign, post adoption, or start of implementation of a policy | See Partners Media Library and Public Relations page <https://www.tcspartners.org/Campaigns/Media/PR.cfm> for examples of articles and other media content |
| Presentation | * Deliver information and findings to live audience while interacting with them (more in-depth info) * Could enable swift action among audience * Opportunity for feedback/exchange of info | * Coalition members * Policymakers * Community members * Academic researchers | A presentation will likely accompany a fact sheet to deliver results after data has been collected during a policy campaign | See [https://www.echorivera.com/](https://nam12.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.echorivera.com%2F&data=05%7C01%7Capyang%40ucdavis.edu%7Ca996806c2cf8419b5e7908db66ce0cf1%7Ca8046f6466c04f009046c8daf92ff62b%7C0%7C0%7C638216807385884920%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=XAzov0wzDOniZpkVBufRS5zz3yTEhDW5KMNI9bbhhsE%3D&reserved=0) for tips and guidance on creating engaging presentations |

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