# Burn Model System (BMS) 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 Burn Model System Center grantees. |

The contents of this tool were developed under a National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR), grant number 90DP0082. 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 HHS, and you should not assume endorsement by the Federal Government.

# Burn Model System (BMS) 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 Burn Model System (BMS) 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](mailto: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 4 Burn Model System Centers funded by the National Institute on Disability, Independent Living, and Rehabilitation Research (see Appendix A for a list of Burn 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 4 Centers, the[National Data and Statistical Center for the Burn Model System (BMS NDSC)](http://burndata.washington.edu/) advances medical rehabilitation by increasing the rigor and efficiency of scientific efforts to assess the experiences and outcomes of individuals with burn injury.

***[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 Burn 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 burns, their supporters, and their service providers.]
2. [Example 2: Ensure that resources developed and co-developed by our Center benefit people with burns, 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 Burns and Their Supporters

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

Health Care and Allied Health Service Professionals

* Burn specialists in need of the most advanced research to inform practice
* General health care practitioners who provide care for individuals with burns
* 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](mailto: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: Line for entering information.

Information About the Following Programs and Events

* Peer support groups
* Educational seminars
* Webinars
* Other:  (Blank for filling in.)

## 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 |
| --- | --- | --- | --- | --- |
| Burn Videos | Individuals with burns | 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: Burn Model System Centers

**Massachusetts**

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

Massachusetts General Hospital, Boston, MA

Shriners Hospitals for Children, Boston, MA

Brigham and Women’s Hospital, Boston, MA

**Texas**

**The North Texas Burn Rehabilitation Model System**The University of Texas Southwestern Medical Center, Dallas, TX

**Pediatric Burn Injury Rehabilitation Model System**  
University of Texas Medical Branch, Galveston, TX

**Washington**

**Northwest Regional Burn Model System**Harborview Medical Center, Seattle, WA

## Appendix B: Potential Dissemination Partners

| **Organization** | **Website** | **Type** |
| --- | --- | --- |
| Phoenix Society for Burn Survivors Inc. | <http://www.phoenix-society.org/resources/generalburnrecoveryinformation/> | Resource Center |
| Alisa Ann Ruch Burn Foundation | <http://www.aarbf.org/index.htm> | Foundation |
| Alliance for Fire Safety | <http://pffwcf.org/index.cfm?section=10&pagenum=273> | Support Group |
| American Burn Association | <http://www.ameriburn.org/> | Advocacy and Prevention |
| British Burn Association | <http://www.britishburnassociation.org/> | Research and Dissemination |
| Burn Advocates Network | <http://www.burnadvocates.org> | Camp |
| Burn Foundation | <http://www.burnfoundation.org/burnsafe/index.cfm> | Foundation |
| Burn Institute | <http://www.burninstitute.org/> | Prevention/Care Resources/Support |
| Burn Survivor Resource Center | <http://www.burnsurvivor.com/> | Support Services |
| Burns Recovered Support Group, Inc. | [http://brsg.org](http://brsg.org/) | Resource Center/Advocacy |
| Central Virginia Burn Camp | <http://www.vaburncamp.org/> | Camp |
| Children's Burns Trust | <http://www.cbtrust.org.uk/> | Rehabilitation and Support |
| Foundation for Burns and Trauma | <http://www.azburn.org/> | Foundation |
| Georgia Firefighters Burn Foundation | <http://www.gfbf.org/> | Foundation |
| Healed With Scars | <http://www.healedwithscars.com/> | Support Group |
| International Society for Burn Injuries | <http://www.worldburn.org/> | Dissemination |
| Mid-Atlantic Burn Camp | [http://www.midatlanticburncamp.org](http://www.midatlanticburncamp.org/) | Camp |
| Moonlight Fund | <http://www.moonlightfund.org/> | Financial Aid/Support |
| New York Fire Fighters Burn Center Foundation | <https://www.nyffburncenter.com/> | Foundation |
| North Carolina Jaycee Burn Center Support Group | <http://www.med.unc.edu/burn/burn-programs/aftercare-programs-temp/contact-us> | Support Group |
| Washington State Council of Fire Fighters (WSCFF) | <http://www.wscff.org/> | Foundation |
| Portland Firefighters Children Burn Foundation | <http://www.maineburnsurvivors.org/> | Foundation |
| Spiegel Burn Foundation | <http://www.spiegelburnfoundation.com/> | Resources |
| Tennessee Firefighters Burn Foundation, Inc. | <http://www.tnfbf.org/> | Foundation |
| Changing Faces | [https://www.changingfaces.org.uk](https://www.changingfaces.org.uk/) | Support/International |
| About Face | <http://www.aboutfaceinternational.org/> | Support/International |
| Facing Forward | <http://www.facingforwardinc.org/> | Support |
| International Association of Burn Camps | <http://www.iaburncamps.org/> | Network of Burn Camps |