# Spinal Cord Injury 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 SCI 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 the U.S. Department of Education, and you should not assume endorsement by the Federal Government.

# Spinal Cord 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 Spinal Cord Injury (SCI) 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](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 14 SCI Model System Centers funded by the National Institute on Disability, Independent Living, and Rehabilitation Research for a five-year period, 2016-2011 (see Appendix A for a list of SCI 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 14 Centers, the Spinal Cord Injury Model Systems Data Center directs the collection, management, and analysis of a longitudinal national SCI 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 SCI 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 SCI, their supporters, and their service providers.]
2. [Example 2: Ensure that resources developed and co-developed by our Center benefit people with SCI, 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 SCI and Their Supporters

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

Health Care and Allied Health Service Professionals

* SCI specialists in need of the most advanced research to inform practice
* General health care practitioners who provide care for individuals with SCI
* 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 |
| --- | --- | --- | --- | --- |
| SCI Videos | Inpatients with SCI | Make videos available in patient rooms in the SCI unit | * Number of videos available * Number of people accessing videos | 5/8/17 |
| blank | blank | blank | blank | blank |
| blank | blank | blank | blank | blank |
| blank | blank | blank | blank | blank |
| blank | blank | blank | blank | blank |

## Appendix A: SCI Model System Centers

### Alabama

University of Alabama at Birmingham Spinal Cord Injury Model System   
Spain Rehabilitation Center, Birmingham, AL  
205-934-3283  
[View Additional Info](http://www.msktc.org/researchcenter/detail/UABSCI) | [Send Email](mailto:sciweb@uab.edu) |[Visit Website](http://www.uab.edu/sci/)

### California

Southern California Spinal Cord Injury Model System   
Rancho Los Amigos National Rehabilitation Center, Downey, CA  
562-401-8111  
[View Additional Info](http://www.msktc.org/researchcenter/detail/SCaliforniaSCI) | [Send Email](mailto:SCIMS@larei.org) | [Visit Website](http://www.larei.org/)

### Colorado

The Rocky Mountain Regional Spinal Injury System   
Craig Hospital, Englewood, CO  
303-789-8306  
[View Additional Info](http://www.msktc.org/researchcenter/detail/RockySCI) | [Send Email](mailto:Susie@craighospital.org) | [Visit Website](https://craighospital.org/programs/research)

### Florida

South Florida Spinal Cord Injury Model System   
University of Miami, Miami, FL  
305-243-4497  
[View Additional Info](http://www.msktc.org/researchcenter/detail/FloridaSCI) | [Send Email](mailto:dcardenas@med.miami.edu) | [Visit Website](http://scimiami.med.miami.edu/)

### Georgia

Southeastern Regional Spinal Cord Injury Care System   
Shepherd Center, Inc., Atlanta, GA   
404-352-2020  
[View Additional Info](http://www.msktc.org/researchcenter/detail/GeorgiaSCI) | [Send Email](mailto:lesley_hudson@shepherd.org) | [Visit Website](http://www.shepherd.org/research/model-system-of-care)

### Illinois

Midwest Regional Spinal Cord Injury Care System (MRSCIS)   
Shirley Ryan AbilityLab, Chicago, IL   
312-238-2826   
[View Additional Info](http://www.msktc.org/researchcenter/detail/MidwestSCI) | [Send Email](mailto:mkaplan@ric.org) | [Visit Website](https://www.sralab.org/)

### Massachusetts

Spaulding New England Regional Spinal Cord Injury Center   
Rehabilitation Hospital/New England Regional SCI, Boston, MA   
857-225-2472   
[View Additional Info](http://www.msktc.org/researchcenter/detail/SpauldingNewEnglandSCI) | [Send Email](mailto:bvergo@bu.edu) | [Visit Website](http://www.sh-sci.org/)

### New Jersey

Northern New Jersey Spinal Cord Injury System   
Kessler Foundation Research Center, West Orange, NJ   
973-324-3567   
[View Additional Info](http://www.msktc.org/researchcenter/detail/jerseySCI) | [Send Email](mailto:sciresearch@kesslerfoundation.org) | [Visit Website](http://kesslerfoundation.org/NNJSCIS)

### New York

Mount Sinai Hospital Spinal Cord Injury Model System  
Mount Sinai Hospital, New York, NY  
212-659-9369   
[View Additional Info](http://www.msktc.org/researchcenter/detail/MountSinaiSCI) | [Send Email](mailto:james.cesario@mssm.edu) | [Visit Website](http://www.mssm.edu/research/programs/mount-sinai-spinal-cord-injury-model-system/about-us)

### Ohio

Ohio Regional Spinal Cord Injury Model System   
Ohio State University Wexner Medical Center, Columbus, Ohio   
614-293-3830   
[View Additional Info](http://www.msktc.org/researchcenter/detail/OhioRegionalSCI) | [Send Email](mailto:Jennifer.Bogner@osumc.edu) | [Visit Website](https://wexnermedical.osu.edu/)

Northeast Ohio Regional Spinal Cord Injury System   
Case Western Reserve University, Cleveland, OH  
216-778-8781   
[View Additional Info](http://www.msktc.org/researchcenter/detail/NEOhioSCI) | [Send Email](mailto:gnemunaitis@metrohealth.org) | [Visit Website](http://www.metrohealth.org/rehab)

### Pennsylvania

Regional Spinal Cord Injury Center of the Delaware Valley   
Thomas Jefferson University, Philadelphia, PA   
215-955-6579   
[View Additional Info](http://www.msktc.org/researchcenter/detail/DelawareSCI) | [Send Email](mailto:Marilyn.Owens@jefferson.edu) | [Visit Website](http://www.spinalcordcenter.org/)

University of Pittsburgh Model Center on Spinal Cord Injury   
UPMC Rehabilitation Institute, Pittsburgh, PA   
412-232-7949   
[View Additional Info](http://www.msktc.org/researchcenter/detail/PittSCI) | [Send Email](mailto:greekk@upmc.edu) | [Visit Website](http://www.upmc-sci.org/)

### Texas

Texas Model Spinal Cord Injury System at TIRR   
Memorial Hermann, Houston, TX   
713-797-5972   
[View Additional Info](http://www.msktc.org/researchcenter/detail/TexasTIRRSCI) | [Send Email](mailto:Heather.Taylor@memorialhermann.org) | [Visit Website](http://www.memorialhermann.org/locations/TIRR/research.aspx)

## Appendix B: Potential Dissemination Partners

| Organization | Website | Type |
| --- | --- | --- |
| American Association of People with Disabilities | <http://www.aapd.com/> | Advocacy |
| American Spinal Injury Association | <http://www.asia-spinalinjury.org/> | Research/professional organization |
| Academy of Spinal Cord Injury Professionals | <http://www.academyscipro.org/> | Professional organization |
| Arizona Spinal Cord Injury Association | [http://www.azspinal.org](http://www.azspinal.org/) | Advocacy/resources |
| BACKBONES | <http://backbonesonline.com/> | Promotes community engagement |
| Christopher & Dana Reeve Foundation | [http://www.christopherreeve.org](http://www.christopherreeve.org/) | Foundation/resources |
| Derby City area chapter of the National Spinal Cord Injury Association | [http://www.derbycityspinalcord.org](http://www.derbycityspinalcord.org/) | Advocacy |
| Florida Spinal Cord Injury Resource Center (FSCIRC) | <http://fscirc.com/> | Resources |
| Foundation for Spinal Cord Injury  Prevention, Care & Cure | <http://www.fscip.org/> | Foundation/resources/ education |
| Friends for Michael Spinal Cord Injury Organization | <http://www.friendsformichael.org/> | Foundation |
| Unites Spinal Association Greater Boston Chapter Boston Chapter Spinal Cord Injury Association | <http://www.sciboston.com/> | Advocacy/resources |
| Kentucky Spinal Cord Injury Research Center | <http://louisville.edu/kscirc/> | Research |
| Michigan Spinal Cord Injury Association | <http://www.mispinalcord.org/> | Advocacy |
| Mike Utley Foundation | <http://www.mikeutley.org/> | Foundation |
| National Rehabilitation Information Center (NARIC) News and Notes | <http://www.naric.com/?q=en/news-and-notes> | NIDILRR-funded Center |
| National Council on Independent Living | <http://www.ncil.org/> | Advocacy |
| National Spinal Cord Injury Association–Southeastern Wisconsin Chapter | <http://www.spinalcordwi.org/> | Support/advice/advocacy |
| United Spinal Association Connecticut Chapter | <http://www.sciact.org/> | Advocacy |
| North Carolina Spinal Cord Injury Association | <http://www.ncscia.org/> | Advocacy/resources |
| Paralyzed Veterans of America | <http://www.pva.org/> | Advocacy/support/ resources |
| SCI Guide | <http://www.bu.edu/sciguide/index.html> | Foundation |
| South Carolina Spinal Cord Injury Association (Chapter of USA) | <http://www.scspinalcord.org/> | Advocacy/resources/support |
| Spinal Cord Injury Association of Illinois | <http://www.sci-illinois.org/> | Resources/support |
| Spinal Cord Injury Support Group | <http://www.scisg.org/> | Support/advocacy/ information |
| Spinalpedia | <https://spinalpedia.com/> | Community engagement |
| Testaverde Fund for Spinal Cord Injury | <http://testaverdefund.org/> | Foundation |
| Travis Roy Foundation | [http://www.travisroyfoundation.org](http://www.travisroyfoundation.org/) | Foundation |
| Unite2FightParalysis | <http://www.u2fp.org/> | Advocacy |
| United Spinal Association | <http://www.unitedspinal.org/> | Advocacy |