DISSEMINATION PLAN

WELLC●ME

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WELLC●ME
Wellbeing and integration through sports

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INTRODUCTION AND THE AIM OF THE PLAN

The WELLcome dissemination plan outlines the strategy for sharing project results with stakeholders and the broader community to ensure lasting impact. Dissemination ensures that the project's outcomes are accessible, actionable, and widely implemented, promoting inclusion and integration through sports.

The dissemination plan is designed to answer the following key questions:

WHY—the purpose of dissemination

WHAT—the message or messages to be shared
to be disseminated

TO WHOM—the audience

HOW—the method

WHEN—the timing

THE KEY ELEMENTS OF THE DISSEMINATION PLAN

This section outlines the practical steps for dissemination and introduces the following subsections:

- **Purpose**: Clearly describe the goals of the dissemination, such as raising awareness, engaging stakeholders, or promoting project outputs.
- **Audience**: Define the target groups and their needs. Tailor the message and methods to these groups for better engagement.
- **Message**: Ensure all messages are clear, actionable, and tailored to the audience. Repeat key messages across different channels for consistency.
- **Methods**: Use a variety of channels (e.g., newsletters, conferences, and workshops) to reach stakeholders effectively.
- **Timing**: Coordinate dissemination activities with the project's progress and the schedules of the target audiences.
- **Evaluation**: Measure success through feedback, engagement metrics, and participation numbers.

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PURPOSE

All dissemination have a purpose and supports or informs about the project's development in some way.
The purpose of the activity may be to:

- Raise awareness—letting others know what the project is doing
- Inform—educate the community
- Engage—get input/feedback from the community
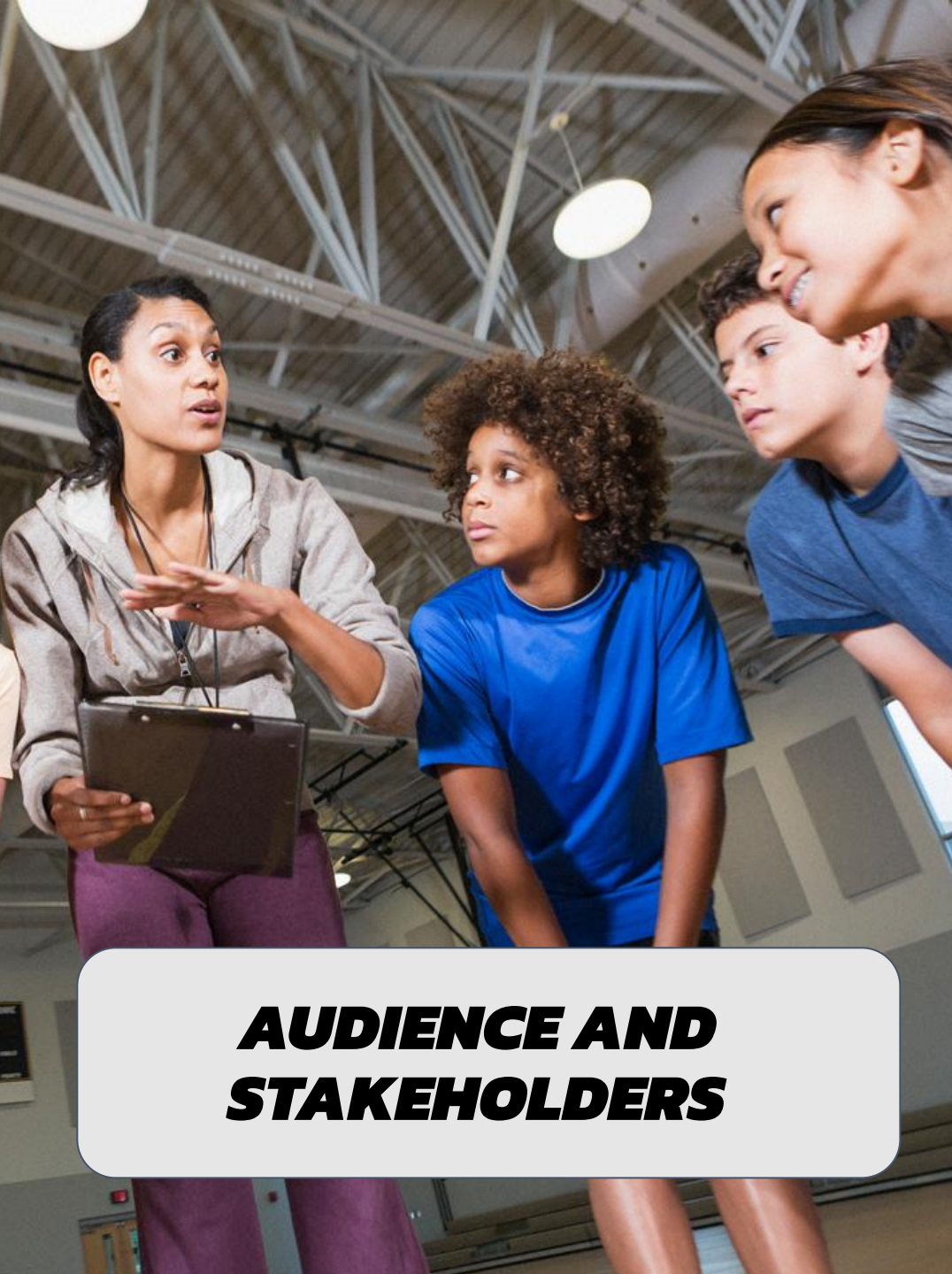- Promote—'sell' outputs and results

The dissemination plan is based on an understanding of the audience's needs and preferences. The audience consists of anyone who has an interest in the project or will be affected by its outcomes. The audience is defined through a stakeholder analysis. Thereby the audience and stakeholders are identified, listed, and assessed in terms of their interest in the project and importance for its success and further dissemination.

- **Internal**
  - The members of the project consortium and own organisations are well informed about the project progress
  - Project results are shared with coordinators and key actors of projects dealing with similar topics to ensure visibility and uptake of results, and provide opportunities to receive feedback, share experiences, and discuss joint problems and issues.

- **External**
  - People who will benefit from the outcomes of the project are outreached, as well as "opinion makers" such as teachers, researchers and journalists, who can act as test persons for the dissemination process. Findings that can be used by a wider audience than the specific target group are shared through newsletter articles, conference presentations, case studies, etc.

AUDIENCE AND STAKEHOLDERS

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MESSAGE

Once the purpose and audience of the dissemination are clear, the key message is defined. Determined communication principles are kept in mind and thereby messages should be:

- Clear, simple and easy to understand. An appropriate language for the target audience is used. Non-technical language is used always when possible.
- Targeted and tailored to the receiver(s). It is possible to send the same message to different audiences, but the relevance of the message to the receiver is checked each time.
- Actionable. After hearing the message, the target audience understands what action(s) to take.
- May be repeated. Repeating key messages over time reinforces the messages with the target audiences.
- Factually correct. Plain language is used and it is ensured that information is correct and realistic.

METHODS

To achieve the dissemination purpose, different methods are selected based on the message and audience. Following methods are used:

- Blogposts, flyers, press releases and included in other organisations newsletters, to create awareness about the project
- Reports, journal articles, and web sites to transmit information about the project
- Conference presentations to promote the project and its outcomes
- Workshops and online discussions to achieve a higher level of engagement from stakeholders. This method may be particularly relevant for conflicting information or information that is likely to meet resistance

More detailed information about the used methods are found in the project's communication plan.

TIMING

When planning the dissemination, the timing for the dissemination activities is most relevant. Following aspects are taken into account when considering the timing:

- Project progress. The ideal timing will depend on the progress of the project as well as on the agenda of the target audience. For instance, at the start of the project, the focus is on raising awareness; at the end, on pinpointing the achievements and deliverables.
- The time commitments of the target audience and stakeholders will be considered. For instance, acknowledge school and national holidays. Also when working with universities, remember that it will be difficult to reach academic staff at the start of the term or during examinations.

EVALUATION OF DISSEMINATION

Dissemination activities are met with varying degrees of success. To determine if a dissemination action was well chosen and executed, the success is measured as following:

- **Web site:** by checking the usage logs
- **Training sessions**: by asking participants to complete an evaluation questionnaire; amount of participants.
- **Publications**: Amount of publications; reactions and feedback.
- **Social media:** Amount of posts; reactions and engagement.
- **Final conference**: Amount of participants both on-site and online, amount of people watching the recording from the final conference, engagement on mentimeter tool during the conference when asking participants thoughts and call to actions, amount of people responding to the feedback survey, reactions and posts from participants and organisations

PROJECT WEBPAGE

https://idrott.fi/wellcome/ (swe)

https://idrott.fi/wellcome-suomeksi/ (fin)

https://idrott.fi/wellcome-in-english/ (eng)

SOURCES

https://www.ahrq.gov/sites/default/files/wysiwyg/ncepcr/resources/dissemination-quick-start-guide.pdf