
Your Project Checklist

This document contains checklists for the following section:

Disseminate Your Report

- Selecting a Medium
- Getting Quality Information to Your Audience
- Promoting Your Report

Disseminate Your Report: Selecting a Medium

Key Points

- The medium (e.g., print, Web, and/or mass media) you choose to convey your quality information can affect what and how much you can say, how effectively you reach your audience, and how you display information.
- Printed quality information is less common than it used to be, but it remains a good choice for some audiences. The information can stand alone (e.g., as a brochure or multipage report), or be incorporated into other printed materials. Learn more about [Printed Report Cards](#).
- Web-based reports are increasingly popular and offer several advantages over print, such as the ability to offer layers of information. However, they come with their own challenges, particularly if your audience lacks access or fluency on the Web. Establishing an identity, or brand, on the Web is also a concern, given the proliferation of Internet sites. Learn more about [Web-Based Report Cards](#).
- Mass media—including radio, television, magazines, and Web sites that have a broad scope and reach—are seldom used for quality reports. However, they offer some key benefits with respect to reach and may be appropriate for certain purposes and audiences. Learn more about [Mass Media](#).
- To determine which medium or combination of media is right for your reporting project, explore your options with your audience and think through the implications for your project. Learn more about [How To Decide on a Medium](#).

To learn more, go to [Distribute Your Report](#).

Also see: [Tips on Designing a Quality Report](#).

Questions and Tasks

- ☐ What do you know about where and how your audience seeks new information, particularly about health care?

Type your response here.

- What do you know about the credibility of different media with your audience?
Type your response here.
- What can you do to learn more about your audience's habits, attitudes, and preferences?
Type your response here.

- ☐ What are your options for distributing your report? To determine the appropriateness of a printed or Web-based document, consider:

Type your response here.

- Which would be most accessible and suitable for your audience?
Type your response here.
- Do you or your partners have experience using one or more media?
Type your response here.
- Are your capabilities and resources better suited to one media or another?
Type your response here.

Disseminate Your Report: Selecting a Medium

- ☐ Given where your audience is located (e.g., all over the country, in a limited geographic area) and where it is most likely to get information, could you use mass media to reach it? If so:

Type your response here.

- What options might you have?

Type your response here.

- Which kind of media would be most helpful (e.g., mainstream press, ethnic press, radio talk shows)?

Type your response here.

- In what ways would these media match your audience's needs and capabilities?

Type your response here.

- ☐ How do the options available to you affect how you could display the quality information?

Type your response here.

- ☐ How do the options available to you affect your ability to reach and communicate effectively with your audience?

Type your response here.

- ☐ What would each option cost? What can you afford?

Type your response here.

- Learn more about how you can [Disseminate Your Report](#).
- List [all topics in the Checklist](#).

Disseminate Your Report: Getting Quality Information to Your Audience

Key Points

- Before you can determine the right settings and channels for your report, you need to decide which segment of your audience you most want to reach and where they are most likely to look for health information. Learn more about [Settings: Determining Where Your Audience Will Be](#).
- One possible channel for your quality report is “distribution brokers.” It can be very useful to cultivate relationships with trusted organizations such as consumer advocates and patient educators that are well-positioned to share the information and, in some cases, help consumers understand and use it. Learn more about [Channels: Reaching Your Audience in a Setting](#).
- Ideally, you should make information on quality available to users right when they need to make a decision. However, this is hard to predict and even harder to control. When the need is predictable, a sponsor can deliver the information “just in time.” When the need is unpredictable, options include flooding the market with information, which is expensive, and targeting specific sources of health information. Learn more about [Timing](#).

To learn more, go to [Distribute Your Report](#).

Questions and Tasks

- ☐ Which segment(s) of your audience are you most concerned about reaching?
Type your response here.
 - What do you know about where they are most likely to seek health information?
Type your response here.
 - Where do they typically find this kind of information now?
Type your response here.
 - How can you learn more about their behaviors and preferences?
Type your response here.
- ☐ What are the settings in which your audience will be most receptive and attentive to your message?
Type your response here.
 - What are the obstacles to delivering the information in those settings?
Type your response here.
 - Where will they find your messages to be credible? What settings might arouse skepticism?
Type your response here.
 - In what setting do you have potential partners that will help you deliver a quality report to your audience? What will these partners need in order to help you?
Type your response here.
- ☐ What do you know about when your audience is most likely to seek information on the subject of your report? When are they most likely to need that information to make a decision?
Type your response here.

**Disseminate Your Report:
Getting Quality Information to Your Audience**

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Disseminate Your Report: Promoting Your Report

Key Points

- It is important to promote your report to your intended audience to ensure that they will easily find your report, recognize its benefits, and use it. Marketing principles can help you focus on addressing the needs of your audience and what they perceive as benefits and barriers to using this information. Learn more in [Understanding and Using the Lessons of Social Marketing](#).
- Your promotional messages should aim to increase the knowledge of your audience, change their attitudes and beliefs, and influence their behaviors. Learn more in [Clarifying Your Objectives for Promotion](#).
- Your promotional activities should be timed to maximize the chances of reaching your intended audiences when they are likely to be receptive. To learn how to communicate to your audience about your report at different stages of its development, go to [Acting Early to Ensure Effective Promotion](#) and [Timing Promotion for Maximum Impact](#).
- Strategies for communicating your promotional messages to consumers include media coverage, paid advertising, free placements in other organization's communications, and personal outreach. Learn more about these strategies in [Using Multiple Promotion Strategies](#).

To learn more, go to [Promote Your Report](#).

Questions and Tasks

- ☐ What are the objectives of your promotional campaign?
Type your response here.
 - Will you aim to increase your audience's knowledge of your report and how to access it?
Type your response here.
 - How will you address your audience's beliefs and attitudes about comparative quality information?
Type your response here.
 - What specific behaviors will you aim to encourage?
Type your response here.
- ☐ What features and benefits of your report will you convey through your messages?
Type your response here.
- ☐ Which segments of your audience will you aim to reach with your promotional campaign?
Type your response here.
 - Why are you focusing on these segments?
Type your response here.
 - What do you know about your audience and their information needs? Can you use any information you collected during the planning stages of your project regarding audience characteristics and information needs?
Type your response here.

Disseminate Your Report: Promoting Your Report

- What do you need to find out about your audience?
Type your response here.

☐ Will you work with partners to promote the report?
Type your response here.

- What are your criteria for choosing a partner for this purpose?
Type your response here.
- List potential partners who could help you with your promotional campaign.
Type your response here.
- How can they contribute to or support your promotional campaign?
Type your response here.

☐ What are the implications of your promotional campaign for staffing, the project schedule, and the project budget?
Type your response here.

☐ What is the timeline for your promotional campaign?
Type your response here.

- What options are available to help you maximize the frequency and extent to which you reach potential users?
Type your response here.
- What will you do before your report is released?
Type your response here.
- What will you do when the report is released?
Type your response here.
- What will you do after the release to keep the report in the public eye?
Type your response here.

☐ How can you use local media to promote your report?
Type your response here.

- Which media outlets and media professionals can help you reach your target audience?
Type your response here.
- How will you cultivate a relationship with promising outlets?
Type your response here.
- What are the “news stories” you can offer?
Type your response here.

☐ What is your advertising strategy?
Type your response here.

- What options are available and affordable using the Web?
Type your response here.

Disseminate Your Report: Promoting Your Report

- What options are available and affordable using print media?
Type your response here.
- What opportunities do you have to promote your report for free through your partners?
Type your response here.

☐ Could you promote your report using a more personal approach?
Type your response here.

- In what forums could you present the report to your audience?
Type your response here.
- Who could function as information intermediaries to tell your audience about your report?
Type your response here.
- What will you do to cultivate information intermediaries for this purpose?
Type your response here.

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