



Center for African American Recovery Development

RCO Toolkit

Resource 7.1D

Dissemination Plan Guide



7.1d: Dissemination Plan Guide

■ A roadmap for returning findings to the community.

Why This Matters

Research is not finished when the data is collected — it's finished when the community sees it, understands it, and can use it. Too often, Black voices are mined for information that never comes back home. Dissemination is about accountability, transparency, and respect. It turns data into power that everyone can access, not just funders or academics.

Core Elements of a Dissemination Plan

1. Audience Mapping

- Who needs to hear the results? (participants, families, funders, policymakers, partners, the wider community)

2. Formats & Channels

- Community forums & healing circles
- Barbershop/beauty salon discussions
- Social media campaigns (short, visual, shareable)
- Newsletters & one-pagers in plain language
- Infographics & storyboards for quick impact

3. Timeline & Frequency

- Share preliminary findings early — don't wait for the "final" report.
- Provide regular updates (quarterly or bi-annually) to keep momentum.

4. Accessibility

- Use plain language, avoid jargon.
- Translate materials where needed.
- Ensure digital and in-person options are both available.

5. Community Ownership

- Host a community feedback session before sharing externally.
- Include peers and participants as co-presenters of results.
- Make the data *actionable* by linking results to next steps in programs and advocacy.

Sample Dissemination Flow

1. **Collect data** (surveys, outcomes, stories).
2. **Draft plain-language summary** (2 pages or less).
3. **Host community review session** — invite feedback.
4. **Revise** based on feedback.
5. **Release findings** publicly: funders, partners, policymakers.
6. **Circle back** to community with what's changed because of their input.

Pro Tips for RCOs

- Treat dissemination as a celebration of community wisdom, not just a report-out.
- Let peers and participants lead presentations — they give the data life.
- Always highlight solutions and strengths, not just problems.

👉 For guidance on building dissemination strategies that elevate Black voices, connect with CAARD.