



## APPENDIX 1: PARTNERSHIP CASE STUDIES

Asphalt Paving Partnership (See Section 1.3: Involve Partners, Section 5.1: Identify Research-Based Solutions and Research Needs, and Section 7.2: Focus on a New Issue)

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## APPENDIX 2: DISSEMINATION PLANNING AND TRACKING TOOL

Dissemination Planning and Tracking Tool  
*(Developed by the OSHA-NIOSH-CPWR r2p Working Group)*

### Step 1: Dissemination Overview

- A. The solution(s) for dissemination
  
- B. Dissemination Goal

**Step 2: Key Audiences Detail** – For each of the key audiences identified in Step 1, complete the following.

Audience # \_\_\_\_\_

A. Organizations of Interest

Examples of Strategies

Education/training

Communication outreach/marketing

Policy development

Technology transfer

Coalition-building

### Step 3: Evaluation

Communication and behavior change theories can provide a useful framework for planning and evaluating dissemination efforts. Different theories are appropriate for different topics (key messages), types of efforts (societal level vs. individual level), and audiences. Your partnership may find it beneficial to consult with a social or behavioral scientist or a communication or r2p expert to help you think about applying theory to the planning and evaluation of your dissemination effort. At a minimum, the additional resources listed below can be a useful primer on theory and dissemination planning to get you started.

## APPENDIX 3: GLOSSARY

### ACTIVE LISTENING:

A method of communication where the listener attempts to attentively listen, understand the meaning of the message, and be mindful of the intent of the speaker. It often requires the listener to feed back what they hear to the speaker by re-stating or paraphrasing what they have heard in their own words to confirm the understanding of both parties.

### CHAMPION:

Often a respected leader in their field, a partner or other stakeholder, who is firmly committed to the partnership and its goals. A champion uses his/her credibility and influence to convince colleagues to support the partnership and its efforts which helps to create buy-in and momentum for the work.

### CPWR:

CPWR-The Center for Construction Research and Training. CPWR is an organization dedicated to reducing occupational injuries, illnesses, and fatalities in the construction industry. Through its research, training, and service programs, CPWR serves the industry in cooperation with key federal and construction industry partners nationwide.

### DISSEMINATION:

The targeted distribution of information and intervention materials to a specific public health or clinical practice audience. The intent is to spread knowledge and the associated research-based interventions.

### END USER:

The people ultimately intended to use and benefit from a particular solution that is being disseminated, such as contractors or workers. A product may first pass through several intermediaries, such as manufacturers, suppliers, and distributors before reaching the end user.

### EVALUATION:

The systematic assessment of the quality, value, success, or progress of a project, intervention, or dissemination effort. (See also \_\_\_\_\_ and \_\_\_\_\_ )

### EXTERNAL EVALUATION:

have a voice, build trust amongst partners, and allow the group to take the lead in decision-making and dictating partner responsibilities. Other models of facilitation include that of the . Facilitators are often individuals who come into the partnership already well-respected and trusted by other partners.

**FACILITATIVE LEADERSHIP:**

A blended model of facilitation where the facilitator and leader roles are intertwined and the facilitator has expertise in both the content and facilitation skills as well as the added benefit of understanding dynamics between partner organizations. Facilitative leaders must be careful to balance their personal input and biases with those of the other partners to ensure that they do not overly influence decisions and the direction of the partnership.

**FACILITATIVE LEADER:**

An individual who both leads the group and facilitates their discussions and processes. A good facilitative leader will bring expertise and knowledge of the issue and affected industry to the table, as well as the ability to withhold input and opinions as needed in order to assist the other partners in working together effectively.

**FORMING:**

An early stage of partnership development in which partners are just trying to get to know each other and individual or organizational roles and responsibilities are not yet clear.

**FREEWHEELING:**

A facilitation method where everyone is invited to contribute ideas spontaneously. One advantage of this method is that it encourages creativity as people build on each other'





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and creative with anonymity preserved; a disadvantage is not hearing other member's ideas, which can trigger additional creative discussion.

**SOLUTIONS:**

Any strategies, products, or programs created and used to address a safety and health problem. Used interchangeably with .

**STAKEHOLDERS:**

Individuals or groups that have an interest in or are affected by the operations and actions of the partnership or the issue in which they are engaged.

**STORMING:**

A stage of group development in which partners experience conflict and competition. Partnership rules, structure, and authority may be questioned. Patience, tolerance and the ability to listen will help partnerships push through this phase.

**TARGET POPULATION:**

End users or audience for a particular research-based solution that a partnership tries to reach, change, or affect in its dissemination efforts.

**VISION STATEMENT:**

The ideal future that a partnership will work to achieve over time that provides both guidance

# APPENDIX 4: ADDITIONAL R

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