

As a State Office of Rural Health (SORH), crafting a clear and precise message is essential when sharing information with your stakeholders. This guide will walk SORH through the steps needed to develop an information dissemination goal, determine your target audience, delegate staff, and measure your success.

Remember, information dissemination is listed as target area #2 in the [SORH Proficiencies Guide](#):

“The key elements of Information dissemination are stakeholder review (ensuring a list of these stakeholders for easy dissemination of information), the use of effective and efficient communication modalities, partnerships that expand the reach of the SORH’s information dissemination capacity, and ensuring SORH responsiveness to support FORHP and its partners.”

1. What do you want to accomplish with your information? What is your goal?

Goals can guarantee a successful transfer of information. However, you need to think about the topic first. Some common topics for a SORH include:

- Federal Office of Rural Health (FORHP)
- Policy (FORHP) grants
- Technical assistance
- Partner activities
- Policy briefs
- Rural research findings
- Work completed by your SORH
- Events like a conference, partner activities, training or National Rural Health Day

Next, think about your goal. Do this by asking questions like:

- Is the information an update, a how-to, a resource, or something else?
- Why is this information necessary or relevant?
- How do you want your audience to react? Depending on the information, your audience’s next steps may vary. Here are examples of possible steps:
 - FORHP grants may require your audience to contact someone or have them share information.
 - Technical assistance may require your audience to sign up for upcoming events.
 - Partner activities may require your audience to sign up for content or conduct further research.

2. Who is your target audience?

Keep your audience in mind when tailoring your communication. Find out what type of communication method will engage your audience (blog, email, infographic, social media post, etc.). You can start by creating an audience database with specific lists. Make sure email addresses and phone numbers are accurate. Intentionally update this at least two times per year or when you start to receive undelivered emails.

You may want to consider:

- Rural health facilities, providers, hospitals, community health centers, public health departments
- FORHP grantees
- EMS providers
- Rural communities (county commissioners, agricultural extension offices, faith-based organizations, human service agencies, economic development organizations, or frontline workers)
- Leveraging your partners (reach out to state partnerships to identify information, resources, expand reach, or cross-promote resources)

Determine the best way to get in touch with your audience. Consider the following communication methods:

- If the information you want to share is lengthy and not easily digestible, send an email.
- If the information is a quick update and your audience is on Facebook or Twitter, create a social media post.
- If you have general information to share with a broad audience, post the information on your website.
- If the information is not time-sensitive, you may want to include it in a SORH newsletter.
- If the information is a deep dive into a topic, consider a special report.

3. Whose job is it to disseminate information?

Your topic will determine who will oversee the dissemination. If people in your office are experts on specific issues, they can be the designated person. Ask yourself questions like:

- Is someone in the office an expert on this topic?
- Has someone recently led a discussion or held a meeting about this topic?
- Is there someone who knows partners or groups familiar with this topic?
- Who will be responsible for managing communications (sending emails, posting on social media, newsletter production, or cleaning up the audience database)?

4. How will you measure success?

Measuring success is an essential step when it comes to information dissemination. You can track success through data or in various other intangible ways. Below are some ways to track success:

- [Facebook: reactions, comments, shares](#)
- [Twitter: replies, retweets, likes, shares](#)
- [Emails: replies, Constant Contact metrics, Mailchimp metrics, SurveyMonkey metrics](#)
- [Events: sign-ups, registered users, attendees](#)

5. What can you learn about information dissemination from other SORH?

By learning through other SORH, you too can be an information dissemination champion. Below are helpful examples and resources on how to communicate SORH impact:

- [Colorado Snapshot of Rural Health – Colorado SORH](#)
- [Legislator Fact Sheets – South Carolina SORH](#)
- [“PowerPoint and Mapping Hacks” – Wisconsin and Montana SORH](#)
- [New Report Highlights the Health Status of Rural Missourians – Missouri SORH Promising Practice](#)
- [Communicating SORH Impact and Information Dissemination – Minnesota SORH Presentation](#)
- [Come for Supper, Stay for the Conversation: 2021 Virginia State Rural Health Plan and Community Calendar – Virginia SORH Presentation](#)
- [Strategic Social Media for Rural Health Stakeholders Webinar Series](#)

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$750,000 with zero percentage financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS or the U.S. Government.