



## Grantee dissemination activity: interview topic guide

### Part I Dissemination activities (15 min)

- What dissemination activities has the project undertaken?
  - What channels of communication used? Meetings, events – who presents?, website, social media, newsletters.
  - Who are the key audiences?
  - What stakeholder engagement activities undertaken/planned?
- Which dissemination methods are most important in your context? Why?
- How is dissemination planned?
  - By research activity/output; audience; key message?
  - What influences decisions about how to disseminate?
  - Is the grant part of a larger project, part of a regional/national implementation plan?
- Overall, what is the rationale for/purpose of dissemination? Why disseminate?
  - *Condition of the funder, to influence policy, future funding, to improve MNH outcomes...*
- Are resources set aside for dissemination activities? People, time, \$?
- Is there a communications plan?
  - Please describe the main elements
  - Could I see a copy?
- How does the grant disseminate findings to the Gates foundation?
- What products & outputs have been produced?
  - Reports, articles, news stories, conference papers/posters?
  - Is it possible to have copies of these? References to where to find them?

### Part II Key messages (15min)

- What are the key messages/ research findings/ learnings from the project?
  - If above too specific: What are the key messages/research findings/learnings about? (for broader categories of response, rather than specific findings)
- Were any interim findings disseminated? What were the key messages from these?
- Prompt: Any other key messages?

### Part III Outcomes & impacts (15 min)

- What outcomes/impacts have there been from the project's dissemination activities?
  - *Research-related, policy, service: health & intersectoral, societal, other*
  - Please describe...
- Were the outcomes from dissemination:
  - As expected/different?
  - Greater/lesser?
  - Why was this? – what helped/hindered?
- Which dissemination activities have been most effective? In what ways? Why?
- Lessons learned? What might you do differently next time to improve dissemination efforts?
- Do you track the impact of the project's dissemination activities?
  - How? What do/did you do? Who is/was responsible?