Selecting Engagement Strategies for Rapid Stakeholder Engagement and Dissemination

Mika Hamer, MPH; Hillary Lum, PhD, MD; Jenna Reno, PhD

Abstract

This session will describe rapid stakeholder engagement and rapid iterative prototyping to developing communication materials to support awareness of and equitable access to monoclonal antibodies (mAbs) for outpatient treatment of Covid-19 in Colorado. We will describe the choice of, use, and lessons learned from two stakeholder engagement methods to increase public awareness, especially in diverse communities: community engagement studios and town halls. This session will include an interactive activity to consider and select a stakeholder engagement method using www.dicemethods.org. We will discuss implications for scaling dissemination strategies.

Learning Objectives:

- 1. Demonstrate how to use stakeholder engagement in the context of rapid and responsive dissemination
- 2. Describe the choice of, use, and lessons learned from two stakeholder engagement methods Community Engagement Studios and Town Halls
- 3. Use an online tool to choose an evidence-based stakeholder engagement method

Notes



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STAKEHOLDER ENGAGEMENT NAVIGATOR

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This Worksheet can help you consider your project basics and options for stakeholder engagement.

Research Project (title or topic):

Research Stage Selection:	During which sta	age of your re	esearch project	do you plan to	use stakeholder
engagement activities?					

\bigcirc	Planning
\bigcirc	Implementing

Disseminating

Research Stage: Disseminating (for example); Why do you want to engage stakeholders?

\bigcirc	Design strategies for translating research into practice
\bigcirc	Describe findings in a way stakeholders can understand and use
\bigcirc	Disseminate findings to relevant audiences

Timeframe: What is your overall timeline, and the time you have per interaction?

Additional Considerations:

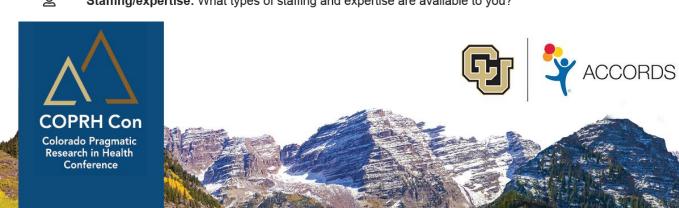
Purpose: What do you hope to achieve through stakeholder engagement?

\$ Budget: What budget do you expect to have for your engagement activities?

Number of interactions: Over what period of time do you expect to engage your stakeholders?

Time per interaction: How much time do you expect from your stakeholders in any given interaction?

Staffing/expertise: What types of staffing and expertise are available to you?





STAKEHOLDER ENGAGEMENT NAVIGATOR

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