Selecting Engagement Strategies for Rapid Stakeholder Engagement and Dissemination

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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

DICEmethods.org | Dissemination, Implementation, Communication, and Engagement
A guide for health researchers

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

Research Project (title or topic):

Research Stage Selection: During which stage of your research project do you plan to use stakeholder engagement activities?

- ○ Planning
- ○ Implementing
- ○ Disseminating

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

- ○ Design strategies for translating research into practice
- ○ Describe findings in a way stakeholders can understand and use
- ○ 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?

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Here's an example of how project selections provide options in the DICEMethods.org Navigator:

STAKEHOLDER ENGAGEMENT NAVIGATOR

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A guide for health researchers

RE-LAUNCH TOOL

Your chosen research stage(s): **Disseminating**

Your chosen purpose(s) of engagement: **Disseminate findings to relevant audiences**

Use the sliders to further refine your search. You may use the sliders to set a range or to select one point.

$ **Budget**
$ $$$ $$$$$

🕐 **Time per interaction**
An hour or less   Half a day   A full day

👥🕐 **Number of interactions**
1-2 times   Appx. 5 times   10+

After adjusting sliders, click on highlighted strategies below to discover more.

BOOTCAMP TRANSLATION   COMMUNITY ENGAGEMENT STUDIO   CONCEPT MAPPING

DISCOVERY AND ACTION DIALOGUES   HUMAN-CENTERED DESIGN   I-CORPS

NOMINAL GROUP TECHNIQUE   ONLINE COLLABORATIVE PLATFORMS   ONLINE COMMUNITIES

STAKEHOLDER PANEL/ADVISORY COMMITTEE   TOWN HALL MEETING

An hour or less   Half a day   A full day   1-2 times   Appx. 5 times

Community Engagement Studio
⚛ Method

Community Engagement Studios (CE Studios) are a model of engagement where community members or patients are consulted as stakeholder experts, rather than research participants. Modeled after the Clinical and Translational Research Studio, CE studios consist of a brief presentation from the researcher who presents 2-3 questions to the stakeholder group to elicit input on their project. These sessions are consultative in nature and are designed to ensure that the stakeholders are comfortable sharing their experiences and opinions.

MORE INFORMATION   CLOSE

Town Hall Meeting
✂ Tool

In a town hall meeting, individuals from a specific geographic area are invited to participate in a public discussion about issues in their community. All attendees are generally offered an opportunity to speak in town hall meetings. Town hall meetings can be used to identify a list of potential research topics and ideas. Voting to prioritize topics may occur at the end of the meeting.

MORE INFORMATION   CLOSE

Visit: DICEmethods.org

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