

From Data to Dissemination: Audience Mapping and Visualization

Key Dissemination Considerations

Goal: Translating promising practices into actionable steps

- What audiences will engage with this material?
- How can we create products that audiences need most?
- What types of examples and resources will be most useful for RWHAP recipients and subrecipients?
- What levels of streamlining readiness should we account for?
- How can we identify, and build from existing materials?

Audiences Characteristics

- RWHAP Part
- Role
 - Director
 - Manager
 - Coordinator
 - Case manager
 - Frontline staff (eligibility specialist)
 - Data systems administrator
 - IT personnel
 - Client/Customer
- Intersection of RWHAP Part and Role
- Medicaid vs. Non-Medicaid Expansion State
- Rural vs. Urban
- Specific circumstances (Part As crossing state lines)

Audience Characteristics: Personas



Case Manager



Data Integration
Specialist



Planning Council
Member



Newly Diagnosed
Client



FQHC Clinical
Program Manager



Younger Client



Older Client



Executive



Part B Director



Part B-ADAP
Coordinator



Part C Director



Clinical Program
Manager



Office Staff



Systems
Coordinator

A persona is a data-driven character representing a key segment of the target audience