Transformative Change
Dissemination and Context

The purpose of this tool is to guide a group in discussing the context within which scaling an innovation occurs and identifying individuals who will be important to the dissemination process. This tool is associated with the following guiding principle:

> *Scaling of transformative change will occur if **dissemination** is led by individuals with deep knowledge of their settings.*

Jeanne Century (2013)* provides an outline of contextual factors to consider when undertaking educational innovations:

1. Environment – political; community; learning opportunities; networks
2. Organization – people; strategies
3. Users – in the context of the innovation and not in the context of the innovation; perceptions of the innovation
4. Innovation itself – complexity; specificity; scope; empirical effectiveness; results demonstrability; age

A distinct context exists in both the home of the innovation and the target of the innovation. Successful dissemination in complex organizations requires particular attention to context, and enlisting the participation of individuals at multiple levels in both organizations who understand the context can move the dissemination process forward. Dissemination with attention to context involves identifying the core elements of the innovation, along with a shift from attempting a recipe-like replication to a translation of what works in the home of the innovation to what would work in the target of the innovation.

Activity I: Describing Context
In a meeting of stakeholders, describe the context of both the home of the innovation (the organization planning to scale the innovation) and the target of the innovation (the entity that will adopt and adapt the innovation). Add other factors that are identified by the group as relevant to the context.

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Contextual Factor	Home of the Innovation	Target of the Innovation
Environment		
Organization		
Users		
Innovation		
Other Factors		

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Activity II: Identifying Individuals

Engage stakeholders at the home of the innovation and the target of the innovation in a discussion of the following questions:
1. Who are the individuals that understand the context of the home of the innovation and could participate in the dissemination process?
2. Who are the individuals that understand the context of the target of the innovation and could serve as effective translators necessary for the dissemination process?
3. What assistance would the individuals need to support their participation in the dissemination process?