



Toolkits

PROMOTING AND DISSEMINATING THE K4HEALTH TOOLKIT

K4Health Toolkits are strategic collections of curated information resources for health policy makers, program managers, and service providers. K4Health Toolkits span a wide range of global health topics, including family planning/reproductive health, HIV/AIDS, maternal and child health, population and environment, and cross-cutting issues such as mHealth, gender, youth, M&E, and leadership and management.

Any organization or [technical working group](#) (TWG) developing a K4Health Toolkit should consider promotion and dissemination of the Toolkit from the beginning of the planning process. **Passive dissemination often has little or no effect on practice.** K4Health will work with the steering committee, or the coordinators of the Toolkit development process, to devise a strategic dissemination plan to raise awareness of the Toolkit, provide information about how to access the Toolkit, and promote use of the Toolkit. To get started, visit the **K4Health Toolkits Dissemination Kit** at <http://www.k4health.org/k4health-toolkits-dissemination-kit>.

Several strategies facilitate the research-to-practice process.

Educational outreach. Collaborators from the TWG can use their networks and influence with their respective organizations' country offices to educate their colleagues in the field about the Toolkit and encourage use of the Toolkit. Contact with field office staff can be made through internal organizational listservs,

personal email messages, phone calls, Skype, and face-to-face interactions, as appropriate.

Interactive workshops. The Toolkit can be incorporated into country and regional workshops related to the Toolkit topic. This gives workshop participants the opportunity to explore the Toolkit, discuss issues, brainstorm solutions, and identify ways to use the Toolkit in practice.

Public relations. K4Health and the TWG can promote the Toolkit at local, regional, and global conferences. The Toolkit can also be shared with other organizations through brown bag lunches, online discussion forums, and other face-to-face and virtual meetings.

Ongoing promotion. K4Health will work with the TWG to promote the Toolkit through relevant listservs, e-newsletters, social media, and links from other Web sites. The Toolkit can also be promoted in locally distributed journals and newsletters that reach program managers and service providers. When major updates are made to the Toolkit, seize the opportunity for ongoing promotion.

Reaching Audiences with Limited or No Internet Access

K4Health Toolkits are available on CD-ROM for audiences with limited Internet connectivity. K4Health will work with TWGs interested in CD-ROM distribution to develop a distribution plan.

Individuals can order Toolkits on CD-ROM by visiting:

<http://www.k4health.org/offline-toolkit-order-form>.



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Knowledge for Health

Other Steps in the Toolkit Development Process

K4Health offers guidance on completing each step of the Toolkit development process. These guidance documents can assist you with your next steps and with ongoing collaboration to promote, maintain, monitor, and evaluate the toolkit:

[How and When to Establish a Technical Working Group](#)

[Developing a User-Friendly K4Health Toolkit](#)

[Updating the K4Health Toolkit](#)

[Monitoring and Evaluating the K4Health Toolkit](#)

Be sure to also take a look at our templates and other tools to help throughout the Toolkit-building process. These include:

- [a sample agenda for an initial Toolkit steering committee meeting](#)
- [an Excel workbook for organizing Toolkit resources](#)
- [a sample online survey](#)
- [a form to obtain feedback about Toolkits in development](#)