**Appendix C** Content of dissemination plans as mapped to the Canadian Institute of Health Research components (n=12)

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| **Country** | **Goals** | **Audience** | **Dissemination strategies** | **Expertise/ Resources** |
| Albania | Increase knowledge and awareness | General public, health professionals, primary educators, and school health personnel | Dissemination:  Distribution of dietary guidelines through media activities, information sessions, information education & communication materials  Application: Monitor number of professional audiences engaged and number of activities involving general public | Expertise:  Institute of Public Health and other partners  Resources:  Budget allocated; limited detail provided |
| Bahamas | Increase knowledge and awareness | General public, health professionals, social workers, teachers, agricultural professionals, community and NGOs, parents, care givers, vulnerable groups | Dissemination:  Communication strategy to raise awareness amongst community and individuals which includes training sessions to the public   Application:  Monitor relevant progress of dissemination strategies | Expertise:  National Food and Nutrition Coordinating Commission, Ministry of Health, Ministry of Agriculture and Marine  Resources:  Budget allocated however limited detail provided |
| Cambodia | Increase awareness and knowledge | General public, health workers, schools/teachers, community health volunteers, caretakers of school-aged children | Dissemination:  Information on FDBG communicated/disseminated through handbook for parents and carers, training workshops for educators, visual and audio mass media distribution of FBDG, campaigns, healthcare settings    Application:  Monitoring nutrition and food intake amongst 6-17yr olds | Not stated |
| Dominica | Not stated | General public, policy makers, health providers, teachers, journalists, extension agents, food marketers, and others who communicate directly with the public. | Dissemination:  Communication strategy which included national public events to launch FBDG, and booklets that explain the FBDG to public  Application:  Monitoring not stated | Expertise:  National project coordinators, communication specialists, graphic artists    Resources:  Strategies developed to obtain financial support and endorsement of the FBDG, but no specific budget allocated. |
| Grenada | Not stated | General public, policy makers, health providers, teachers, journalists, extension agents, food marketers, and others who communicate directly with the public. | Dissemination:  Communication strategy which included national public events to launch FBDG, and booklets that explain the FBDG to public    Application:  Monitoring not stated | Expertise:  National project coordinators, communication specialists, graphic artists    Resources:  Strategies developed to obtain financial support and endorsement of the FBDG, but no specific budget allocated. |
| Japan | Increase knowledge and awareness of Japanese food and nutrition practices, inform nutrition research and policy | General public, National and local governments food education promotion experts, food industry, schools and daycare facilities, academics and researchers | Dissemination:  Communication of messages through media (print, TV), distribution of education materials for the general public and manuals for food retailers, locally based initiatives such as school competitions    Application:  Monitor knowledge use | Expertise:  Registered dietitians, community volunteers,  expert committees, government departments    Resources:  No budget outlined |
| Kenya | Increase knowledge and awareness, inform policy and legislation changes, inform behaviour change and changes in practices | General public, government and political leaders, legislators, policy and decision makers, county level leaders, development and implementing partners,  government service providers of different departments at all levels of government, community organisations, media, academics, teachers, caregivers | Dissemination:  Communication of key messages through mass and social media, training workshops, public/community events, distribution of education materials; advocacy through policy briefs and consultative forums   Applications:  Monitor reach of dissemination activities outlined in detailed evaluation plan including number of health workers trained, number of briefing meetings held, number of mass media messages used, etc. | Expertise:  Nutrition workforce including nutritionists and dietitians, expert committees/working groups,  government department representatives,  academics and researchers, media,  Resources:  Resource requirements outlined but funding amount committed by government not stated. |
| Oman | Increase knowledge and awareness, inform policy and legislation changes, inform behaviour change | General public, health personnel and a variety of stakeholders including government departments, food industry, media, schools, food retailers, universities, the police, etc. | Dissemination:  Communication of key messages through print and mass media; education sessions at health centres, clinics and schools; local competitions | Not stated |
| Sierra Leone | Increase knowledge and awareness, inform behaviour change | Unclear | Dissemination:  Educational material, use of media (including print media); use of healthcare professionals to incorporate FBDGs into their practice; incorporate FBDGs into school curriculum and training of teaching staff; capacity building workshops with wide range of nutrition partners such as policy makers and not-for-profit organisations | Not stated |
| St. Lucia | Not stated | General public, policy makers, health providers, teachers, journalists, extension agents, food marketers, and others who communicate directly with the public. | Dissemination:  Communication strategy which included national public events to launch FBDG, and booklets that explain the FBDG to public    Application:  Monitoring not stated | Expertise:  National project coordinators, communication specialists, graphic artists    Resources:  Strategies developed to obtain financial support and endorsement of the FBDG, but no specific budget allocated. |
| St. Vincent and the Grenadines | Not stated | General public, policy makers, health providers, teachers, journalists,  extension agents, food marketers, and others who communicate  directly with the public. | Dissemination:  Communication strategy which included national public events to launch FBDG, and booklets that explain the FBDG to public    Application:  Monitoring not stated | Expertise:  National project coordinators, communication specialists, graphic artists    Resources:  Strategies developed to obtain financial support and endorsement of the FBDG, but no specific budget allocated. |
| United States | Not stated | State and local public health promotion practitioners/ managers/ policy makers,  government program deliverers, health professionals, public health and social service agencies, health care and educational institutions, researchers, agricultural producers, food industry | Dissemination:  Website dedicated to FBDG which includes a variety of resources for the general public and health professionals | Expertise:  Government  Resources:  Budget not stated |