

How AHRQ Grantees Make Work Visible Through Effective Dissemination

Effective dissemination requires rethinking traditional forms of communications while considering your message and audience. The Agency for Healthcare Research and Quality (AHRQ) Primary Care Medication-Assisted Treatment (MAT) Grantees are working in their rural communities to increase access to MAT for opioid use disorder (OUD) and to offer support to providers in rural communities. Dissemination is important to help keep grantees' evolving work visible and to show that new providers are implementing MAT in their communities.

This factsheet highlights strategies interested MAT programs can use to share early findings and insights gleaned from ongoing experience.



Meetings

Insight

Rural Access to Medication Assisted Treatment in Pennsylvania (Project RAMP) conducts ongoing meetings with organizations integral to the continuum of opioid use disorder treatment, including health systems, county human service agencies, Opioid Use Disorder Centers of Excellence, Medicaid Managed Care Organizations, and state-level workgroups.

Consider what meetings you have access to in your community and State, such as regional and statewide professional meetings or specific opioid task force meetings.



Media Opportunities (Local/National)

Insight

The University of North Carolina Extension for Community Healthcare Outcomes for Rural Primary Care Medication Assisted Treatment has participated in multiple radio and newspaper interviews on the opioid crisis, their project, and MAT as an evidence-based model.

In addition to radio and newspaper, leverage other media outlets such as print and television. You can also tap into various social and digital media channels to disseminate information.



The Academy
Integrating Behavioral Health
and Primary Care



Publications

Insight

New Mexico has implemented the Extensions for Community Healthcare Outcomes (ECHO-F) Model to expand MAT for OUD in Rural Primary Care and has developed manuscripts that share their experience on barriers to ECHO participation.

Consider additional publication opportunities, such as issue briefs, blog postings, and articles as channels for dissemination.



Talks, Panels, & Conversations

Insight

Oklahoma shared their experience on provider training via an oral presentation at the 2018 Centers for Medicare & Medicaid Services Quality Conference: “Training Needs of Primary Care Providers Preparing To Offer Medication-Assisted Treatment (MAT) for Opioid Use Disorder.”

Identify speaking outlets to talk about and share your work, including lectures, panel sessions, poster sessions, and webinars, as well as roundtable discussions.



Products

Insight

Implementing Technology and Medication-Assisted Team Training and Treatment in Rural Colorado (IT MATTERS Colorado) developed several promotional products, including drink coasters, as part of their community intervention efforts. These products will share their messages where people gather in their rural community.

Knowing your audience is important and can help you decide what products are most effective for dissemination; consider brochures, magnets, restaurant placemats, coasters, and other useful items.

In addition to individual dissemination efforts, grantees actively pursue opportunities to conduct joint dissemination efforts on their work.

As part of [AHRQ's Opioid Initiative](#), the Academy provides information to support those in primary care settings who are implementing MAT for OUD. The Academy also supports [Primary Care MAT Grantees](#) by offering technical assistance and disseminating resources about MAT in rural primary care practices. Learn more about the Academy's [Opioid & Substance Use Resources](#).