Common Dissemination and Implementation (D&I) Terms

What is D&I?
Dissemination and implementation research and practice involves the sharing (dissemination) of information and execution of a plan (implementation). As related to evidence-based addiction interventions, D&I principles apply widely. For example, D&I may be helpful when sharing information about evidence-based approaches, selecting which approach to implement, providing technical assistance, and/or supporting an implementation plan.

Definitions of Selected D&I Terms:

Dissemination: Sharing information to intended audiences.

Implementation: Executing a plan or putting an approach/intervention into practice.

Evidence-based treatments: Evidence-based treatments, practices, or interventions are approaches that have been rigorously tested via clinical research trials and have demonstrated efficacy. They are sometimes referred to as "EBPs".

Readiness: The extent to which an organization/team or providers are ready to implement a change (e.g., new approach or intervention). Readiness can include logistical aspects (e.g., resources), as well as psychological aspects (e.g., motivation).

Adaptation: Modifying or changing aspects of the intervention to fit the needs of the organization or clients served.

Evaluation: Measuring or assessing various aspects of the implementation process and/or intervention. Evaluations can occur before, during, and after implementation, and often inform the implementation process. They are usually brief and standardized.

Sustainment: The ability to continue providing an intervention over time, even after external funding or support has ended.

Fidelity: The extent to which the implementation of the intervention matches the intended delivery and application of the intervention. In other words, is the practice being implemented as intended?

Determinants: Things that help or hinder effective implementation, such as funding, readiness, leadership, policy/laws, and/or staffing, among many other factors.

Theories, Models, Frameworks ("TMFs"): The D&I field has several theories, models, and frameworks to help us understand and apply D&I to our research and practice work. You will often hear people talking about using a theory, model, or framework to guide their implementation plan. Overviews of theories, models, frameworks can be found in this resource on the webpage.

Glossaries Galore!

Experts have compiled glossaries of D&I terms that are useful resources. A few existing glossaries to get you started:

- National Implementation Research Network (NIRN): https://nirn.fpg.unc.edu/glossary-terms-implementation-science
- Dissemination and Implementation Models in Health: An Interactive Webtool to Help you Use D&I Models: https://dissemination-implementation.org/glossary/
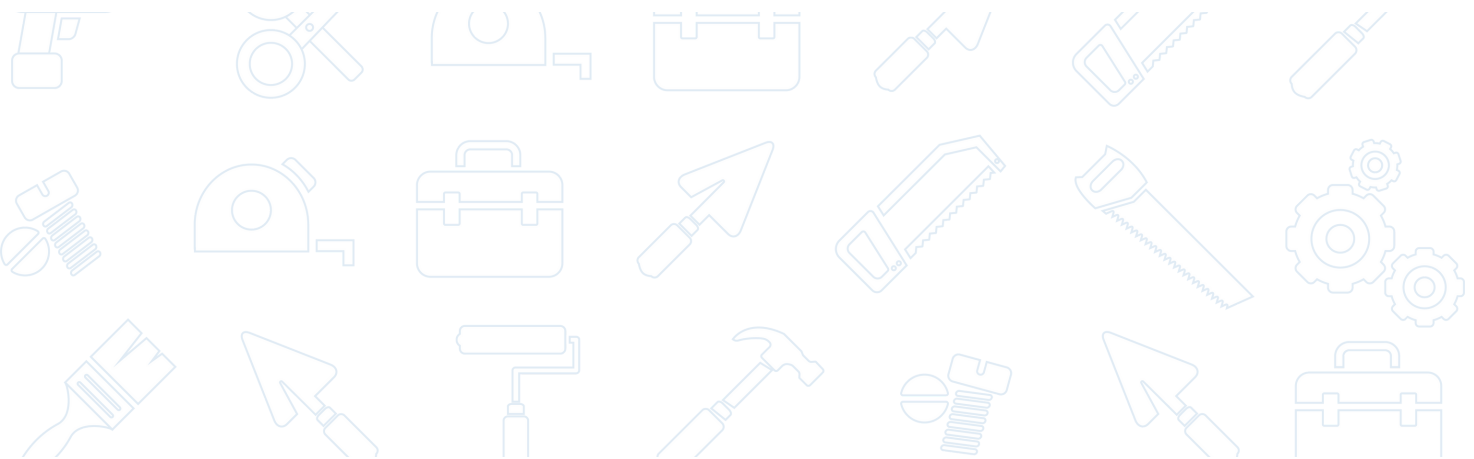
Additional Resources and References:

References

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