

2007 CAPS Community Advisory Board Innovative Dissemination Award



Susan Kegeles, Greg Rebchook, John Hamiga, David Sweeney, Scott Tebbetts, Ben Zovod

“The Mpowerment Project is now so extensively disseminated that I’m unsure that people realize that this was not accidental, but instead has involved many years of work on my part and on the part of Greg Rebchook, John Hamiga, David Sweeney, Scott Tebbetts and Ben Zovod.” - Susan Kegeles, PhD

The Translating Research into Practice (TRiP) team has consistently worked to disseminate information about the Mpowerment Project, so that young men across the US can replicate the project. Examples of how they have done this in an innovative manner include:

- **Doing dissemination before DEBIs existed.** From the beginning, CBOs called Susan and asked about Mpowerment, wanting to do the intervention in their cities. They were in the first group of researchers to replicate and create DEBIs.
- **Maintaining DEBI quality control.** TRiP works with CDC to make sure Mpowerment is not just disseminated, but that the proper information gets out. All Mpowerment DEBI trainings are done by research staff who have experience running Mpowerment projects (John and David).
- **Continued funding.** TRiP does research on how to best adapt Mpowerment, so that their dissemination products are most helpful and usable.
- **Reporting back on research.** They incorporate TRiP research findings into trainings.
- **Reflecting changing epidemic.** Based on their dissemination efforts and feedback from CBOs, they sought funding to adapt Mpowerment for Black young men and transgender young adults.
- **Using appropriate media.** TRiP is now using MySpace and YouTube to reach the young men who run and attend Mpowerment.

The Dissemination Award is the brainchild of the CAPS CAB and is meant to acknowledge and encourage researchers who are committed to non-traditional dissemination. It is based on the principles outlined in “Recommendations for Research Dissemination” created by the CAB. (<http://caps.ucsf.edu/projects/collaboration/dissemination.php>)