

When you are able to demonstrate some impact from your project, you may want to secure a wider interest in it; to share what you have learned and to spread more effective ways of working.

This will require reaching and engaging audiences who are not yet acquainted with your project. The template [communications plan for spread](#) can structure and guide your planning. Evidence indicates that the following approaches can be effective when using communications to help the spread of health care improvement.

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### Amplify your influence

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- Tap into the professional networks and contacts of your champions and partners, to engage others.
- Seek the support of decision makers and [policy makers](#) (in regional, national or international positions) – external recognition can help sustain internal commitment.
- Invite people to see the work for themselves in the manner of successful ‘seeing is believing’ events.

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### Continue to celebrate your successes

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- Involve the whole team in showcasing what they have achieved directly to their peers and internal colleagues.
- [Promote successes](#) through local events, health care awards events, media articles, research papers, professional meetings, social media and conferences.

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### Share and adapt your ideas

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- Identify those people and audiences who could also benefit from your work; and share what you have achieved, spreading any key learning points.
- Be open to the adaptation of your ideas – there will be differences in implementing the same concepts in different environments.
- Acknowledge challenges faced and overcome – it will lend credibility and generate trust.
- Develop practical tools, guides and support materials to facilitate adoption of the ideas.