

Children's Bureau Discretionary Grants

Dissemination Factsheet

OVERVIEW

The Children's Bureau's discretionary grant (CBDG) program provides a unique opportunity to develop knowledge, research, and lessons learned on a wide range of child welfare topics. Sharing this knowledge with the child welfare field supports innovation and progress in program development, capacity building, and practice and enhances the value of the grantees' work.

To help publicize this growing body of knowledge, Child Welfare Information Gateway operates several communication channels that can be used to draw attention to the developing CBDG information and resources.

PROMOTE YOUR WORK

There are three main ways Information Gateway can help grantees publicize their important work:

1. **Child Welfare Information Gateway library.** Grantee publications and resources can be added to a searchable database of over 85,000 items spanning a diverse range of child-welfare related topics.
2. **Social media.** Information Gateway has more than 25,000 followers on Facebook and nearly 2,500 on Twitter. Through a cross-promotional strategy, we can amplify grantees' messages through likes, shares, and retweets.
3. **Email subscriptions.** Depending on the material and its audience, Information Gateway may be able to feature products, events, or resources in one of its email subscriptions (listed on next page) or on the Information Gateway website.

SUBMISSION GUIDELINES

To submit materials to any of Information Gateway's channels or to set up a cross-promotional strategy, contact Kelly Canter at KCanter@childwelfare.gov.

Grantee materials that can be disseminated include, but are not limited to, websites, curricula, toolkits, literature reviews, briefs, videos, events, and infographics. Please note that some

materials may require to be made [section 508 compliant](#) prior to posting and/or dissemination. Please include the following information to help ensure efficient and effective dissemination:

- Title of product
- Requested promotion channel
- Website link, if available
- Desired time period for promotion
- Target audience (Who should know about it?)
- Short description summarizing the material and why it is important or beneficial
- Grant title
- Funding opportunity announcement number
- Grant number
- Contact information, including any social media profiles

STAY CONNECTED TO CHILD WELFARE INFORMATION GATEWAY

Subscribe to our email newsletters and follow us on social media to learn more about the communication channels that may be available to support grantee dissemination efforts.

- [Facebook](#) + [Twitter](#) are used to promote new and updated resources and tools from Information Gateway, as well as relevant information from our partners. Social media channels act as a more casual approach to engaging relevant audiences through tailored messaging, visual aids, and strategic scheduling.
- [Adoption Triad](#) provides adoption professionals with a monthly e-brief of practical information, tools, and strategies to help build their capacity to identify, recruit, and retain families for children and youth.
- [The Information Gateway library](#) offers a collection of over 85,000 items spanning a diverse range of topics related to child welfare. Approximately 250 resources are added each month, including peer-reviewed journal articles, books, evaluation reports, grantee final reports, and program reports.
- [The Information Gateway website](#) provides access—organized by topic—to print and electronic publications, websites, databases, and online learning tools for improving child welfare practice, including resources that can be shared with families.
- [Children’s Bureau Express \(CBX\)](#) is the Children’s Bureau’s e-newsletter and has more than 28,000 subscribers. It presents up-to-date news in short, targeted articles for professionals concerned with child abuse and neglect, child welfare, and adoption. CBX includes a section specifically dedicated to grantee materials.
- [E-lert!](#) is a monthly email highlighting new publications and resources distributed by Information Gateway on its website. It is also available on the Information Gateway website.
- [The Grantee Connection](#) is a quarterly digest offering concise and valuable insight on the evidence-based practices, lessons learned, and new tools and resources being developed by select Children's Bureau's discretionary grantees.

To join one of our email subscriptions, visit [Information Gateway](#).