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ABSTRACT

The booklet is the first issue of a series that will highlight a variety of successes realized by the National Institute on Disability and Rehabilitation Research (NIDRR) grantees in their dissemination and utilization efforts. This issue focuses upon the status of World Wide Web (WWW) usage among NIDRR grantees. Information is provided on the profile of overall NIDRR grantee use of the Internet, grantees with Web sites by project category or type, grantees with Web sites by research priority or activity, and Web site accessibility by research area priority, by related activity, and in other project categories. Charts are included that indicate grantee Web site characteristics for: (1) employment outcomes research projects, (2) health and function research projects, (3) technology for access and function research projects, (4) independent living and community integration research projects, (5) associated disability research areas, (6) knowledge dissemination and utilization activities, (7) capacity building for rehabilitation research training activities, (8) ADA technical assistance projects, (9) state technology assistance projects, (10) rehabilitation research and training centers, and (11) rehabilitation engineering research centers. The booklet closes with examples of grantee success stories in meeting dissemination and utilization challenges. (CR)

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Success Stories 2000.

The Success Stories Series.

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Shaping Excellence Through Research

Success Stories 2000

SEDL
Southwest Educational Development Laboratory

NIDRR
National Institute on Disability and Rehabilitation Research

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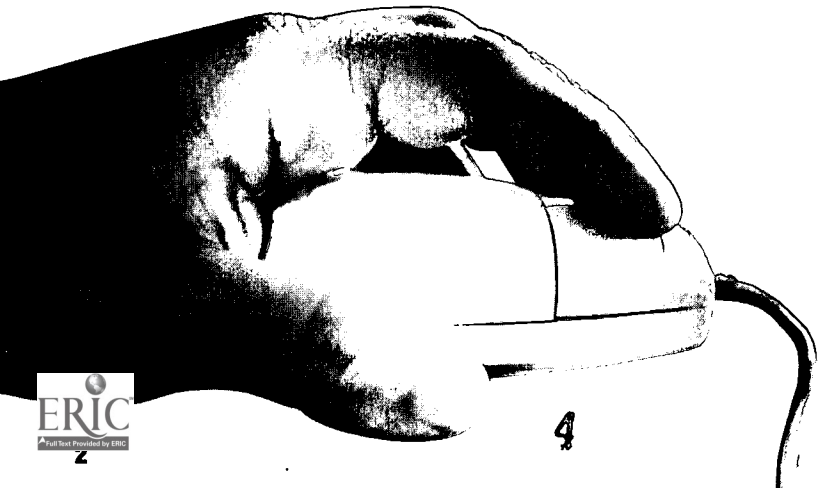
The Success Stories Series

This issue of Success Stories marks the first in a series that will highlight a variety of "successes" realized by NIDRR grantees in their dissemination and utilization efforts. Areas that will be highlighted in this series include experiences in:

- overcoming an identified dissemination "barrier"
- reaching new target audiences with needed information
- addressing linguistic, cultural, and cognitive diversity among audiences
- applying Social Marketing techniques that work
- achieving a unique impact through a specific dissemination activity
- obtaining individual benefits through utilization of disseminated information

The NCDDR encourages NIDRR grantees to share information with us that relates to one or more of the above categories.

Alternate formats of this document are available upon request.



Success Stories 2000 Overview

This issue, *Success Stories 2000,* focuses upon the status of World Wide Web (WWW) usage among NIDRR grantees. The WWW plays an integral part in a growing number of grantees' strategies to reach wide-ranging audiences with information related to NIDRR grant activities and outcomes.

NCDDR staff reviewed those Web sites that were identified from NARIC's online resource "NIDRR Project Information on the Internet" (as of September 22, 2000 — http://www.naric.com/nidrrurl.html). Results are reported by the categories used in NIDRR's Long Range Plan. These categories include research areas of:

- Employment Outcomes Research
- Health and Function Research
- Technology for Access and Function Research
- Independent Living and Community Integration Research
- Associated Disability Research

Other categories of projects featured in this issue include:

- Knowledge Dissemination and Utilization Activities
- Capacity Building for Rehabilitation Research Training
- Americans with Disabilities Act Technical Assistance Projects
- State Technology Assistance Projects
- Rehabilitation Research and Training Centers (RRTCs)
- Rehabilitation Engineering Research Centers (RERCs)

NIDRR projects that comprise each of the above areas can be identified in the NIDRR Program Directory Database (http://www.naric.com/search/pd/index.html).

Web Site Characteristics Defined

Major characteristics of grantee Web sites that were analyzed and are reported in this issue include:

- percentage of projects with Web sites broken down by category and area
- accessibility at the Priority 1 level as defined by the W3C Web Content Accessibility Guidelines 1.0 and analyzed using the Bobby (Version 3.2) software program
- availability of links to related sites
- use of email alerts to highlight changes in Web sites or new information related to that grantee's research focus
- presence of an online publications list of grantee's resources
- presence of an online newsletter
- use of discussion list or Bulletin Board as an interactive Web site feature
- online marketing and purchasing features for grantee products
- availability of site map as a navigational aide
- privacy statement regarding Web user information
- presence of text-only Web site version
- incorporation of one or more site components in a language other than English
- presence of a link to the NIDRR home page
- presence of statement acknowledging NIDRR funding
- frequency of Web site updates

Success Stories 2000 Grantee Highlights

This issue of *Success Stories* also provides highlights from information shared by NIDRR grantees about their experiences in the dissemination and utilization area. These highlights are available in the last section of this issue. The NCDDR encourages grantees to share information with us that can be included in future issues of *Success Stories.*

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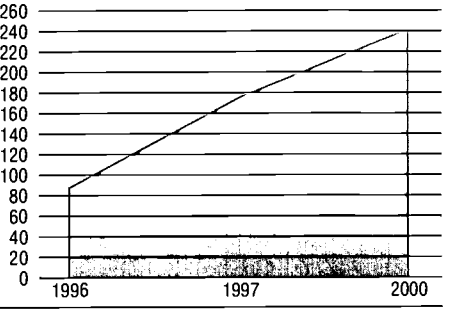
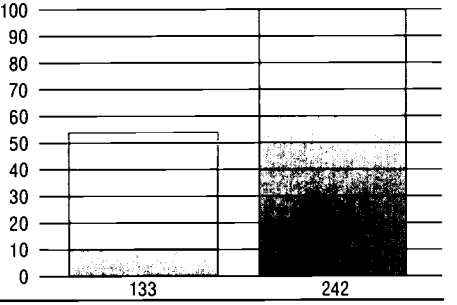
Profile of Overall NIDRR Grantee Use of the Internet

The number of NIDRR grantees using Web sites as a dissemination vehicle has risen from about 88 in 1996 to 242 in 2000. Today, 67% of NIDRR grantees have a Web presence.

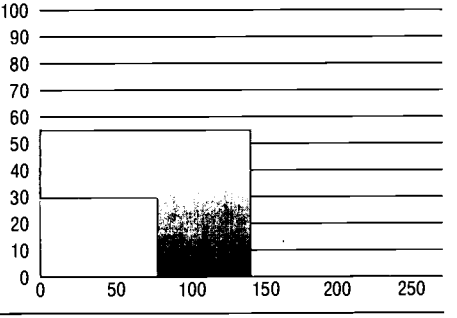


Of those with Web sites, 133 grantees (55%) have Web pages that specifically adress their NIDRR projects.



Of the grantees with Web sites,

- 139 (57%) meet Bobby's V3.2 Priority Level 1 requirements for accessibility.
- Of these, only 73 (52%) display the "Bobby Approved" icon.



Looking at the world beyond themselves, 76% of NIDRR grantees' Web sites include a collection of links to additional sites and resources.

At the time of the Web site review, 6% of NIDRR grantees offered Web site components in a language other th sh.

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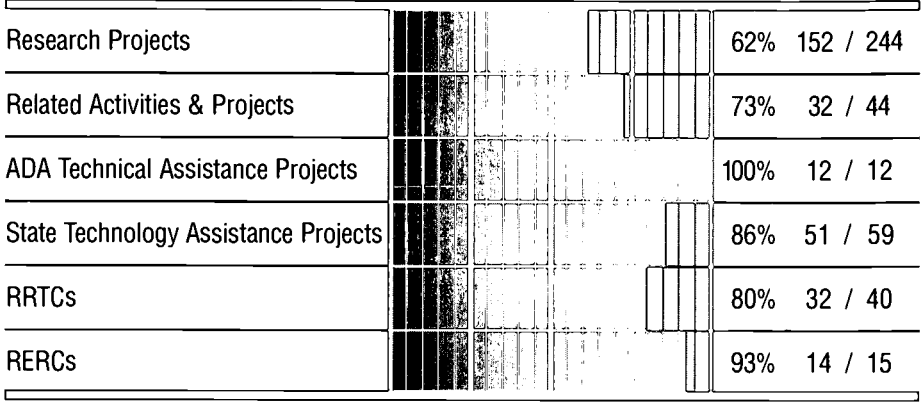
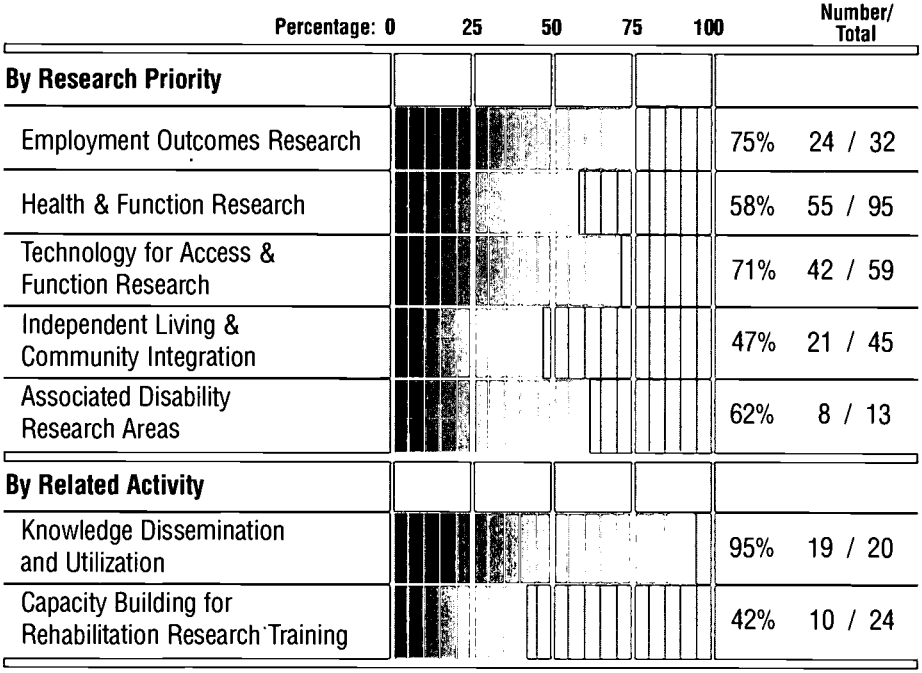
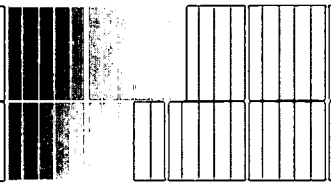
Grantees with Web Sites by Project Category or Type



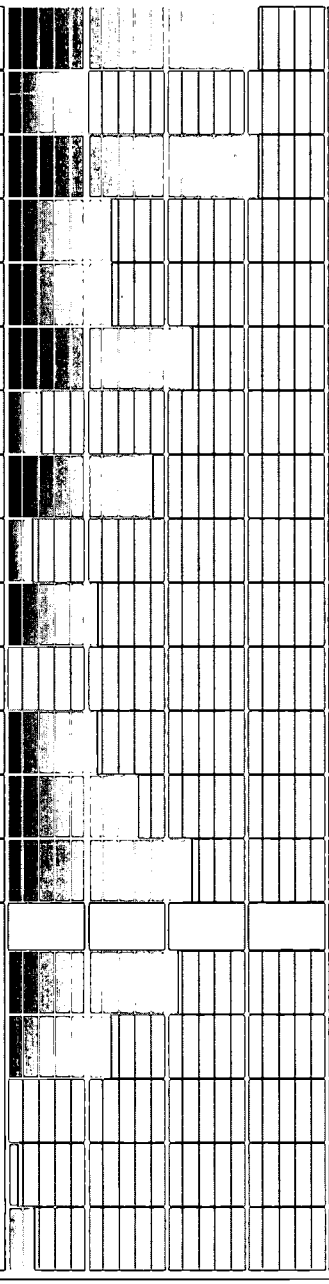
Grantees with Web Sites by Research Priority or Activity





	Number/ Total
Eligible to Display "Bobby Approved" Icon according to Priority 1 of WCAG Guidelines	57% 139 / 242
Grantees Displaying "Bobby Appoved" Icon	40% 96 / 242
By Research Area Priority	
Employment Outcomes	79% 19 / 24
Health and Function	47% 26 / 55
Technology for Access and Function	50% 21 / 42
Independent Living & Community Integration	33% 7 / 21
Associated Disability Research Areas	62% 5 / 8
All Research Area Projects	51% 78 / 152
By Related Activity	
Knowledge Dissemination and Utilization	68% 13 / 19
Capacity Building for Rehabilitation Research Training	70% 7 / 10
All Related Activity Projects	62% 20 / 32
In Other Project Categories	
ADA Technical Assistance Programs	50% 6 / 12
State Technology Assistance Projects	69% 35 / 51
RRTCs	69% 22 / 32
RERCs	64% 9 / 14

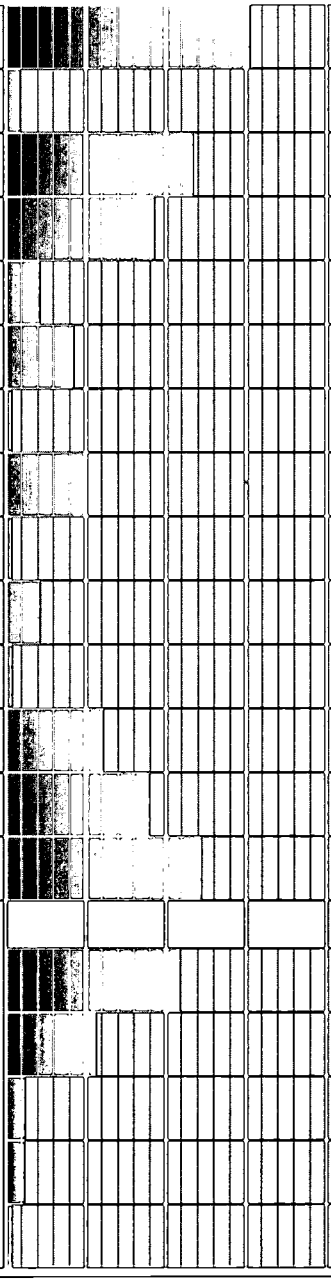
Employment Outcomes Research Projects



	Number/ Total
Links	79% 19 / 24
Email Alerts	25% 6 / 24
Publications List	79% 19 / 24
Online Newsletter	33% 8 / 24
Discussion List/Bulletin Board	33% 8 / 24
Marketing Products Online	58% 14 / 24
Sale of Products Online	12% 3 / 24
Site Map	46% 11 / 24
Privacy Statement	8% 2 / 24
Text Only Version	29% 7 / 24
Language other than English	0% 0 / 24
NIDRR Link	29% 7 / 24
NIDRR Logo	42% 10 / 24
NIDRR Acknowledgement	58% 14 / 24
Frequency of Updates	
No Date	54% 13 / 24
Within last 3 months	33% 8 / 24
Within last 6 months	0% 0 / 24
Within last 12 months	4% 1 / 24
More than 12 months	8% 2 / 24

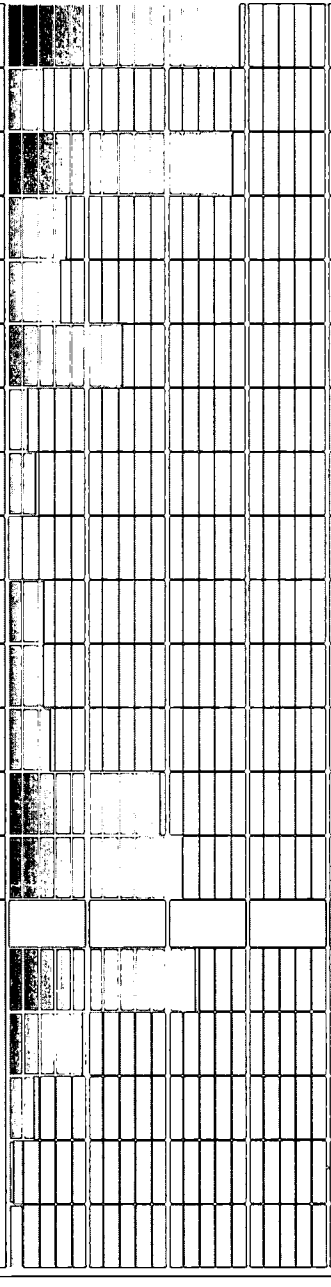
See "Web Site Characteristics Defined" on Page 4 for further definition of these categories.

Health and Function Research Projects



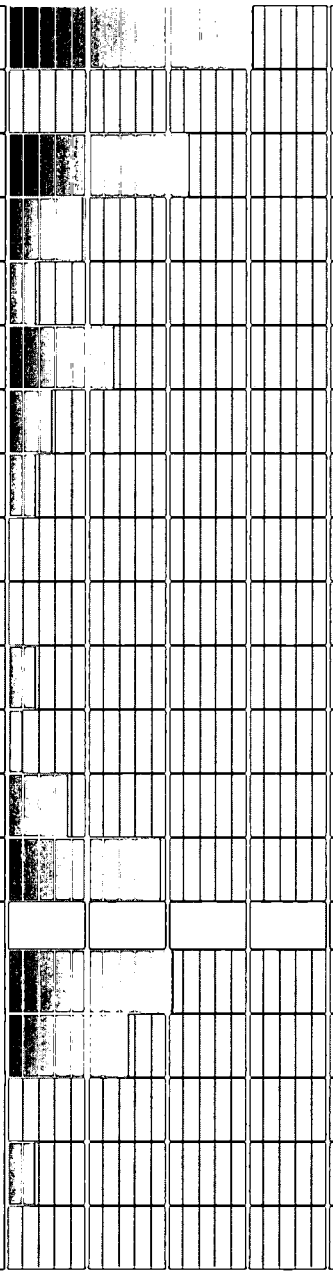
	Number/ Total
Links	76% 42 / 55
Email Alerts	5% 3 / 55
Publications List	58% 32 / 55
Online Newsletter	47% 26 / 55
Discussion List/Bulletin Board	11% 6 / 55
Marketing Products Online	22% 12 / 55
Sale of Products Online	2% 1 / 55
Site Map	25% 14 / 55
Privacy Statement	2% 1 / 55
Text Only Version	11% 6 / 55
Language other than English	2% 1 / 55
NIDRR Link	31% 17 / 55
NIDRR Logo	44% 24 / 55
NIDRR Acknowledgement	62% 34 / 55
Frequency of Updates	
No Date	55% 30 / 55
Within last 3 months	29% 16 / 55
Within last 6 months	7% 4 / 55
Within last 12 months	7% 4 / 55
More than 12 months	2% 1 / 55

Technology for Access and Function Research Projects



		Number/ Total
Links	74%	31 / 42
Email Alerts	12%	5 / 42
Publications List	71%	30 / 42
Online Newsletter	19%	8 / 42
Discussion List/Bulletin Board	17%	7 / 42
Marketing Products Online	36%	15 / 42
Sale of Products Online	7%	3 / 42
Site Map	9%	4 / 42
Privacy Statement	0%	0 / 42
Text Only Version	12%	5 / 42
Language other than English	12%	5 / 42
NIDRR Link	14%	6 / 42
NIDRR Logo	48%	20 / 42
NIDRR Acknowledgement	55%	23 / 42
Frequency of Updates		
No Date	59%	25 / 42
Within last 3 months	24%	10 / 42
Within last 6 months	9%	4 / 42
Within last 12 months	2%	1 / 42
More than 12 months	5%	2 / 42

Independent Living and Community Integration Research Projects



	Number/ Total
Links	76% 16 / 21
Email Alerts	0% 0 / 21
Publications List	57% 12 / 21
Online Newsletter	24% 5 / 21
Discussion List/Bulletin Board	9% 2 / 21
Marketing Products Online	33% 7 / 21
Sale of Products Online	14% 3 / 21
Site Map	9% 2 / 21
Privacy Statement	0% 0 / 21
Text Only Version	0% 0 / 21
Language other than English	9% 2 / 21
NIDRR Link	5% 1 / 21
NIDRR Logo	19% 4 / 21
NIDRR Acknowledgement	48% 10 / 21
Frequency of Updates	
No Date	52% 11 / 21
Within last 3 months	38% 8 / 21
Within last 6 months	0% 0 / 21
Within last 12 months	9% 2 / 21
More than 12 months	0% 0 / 21

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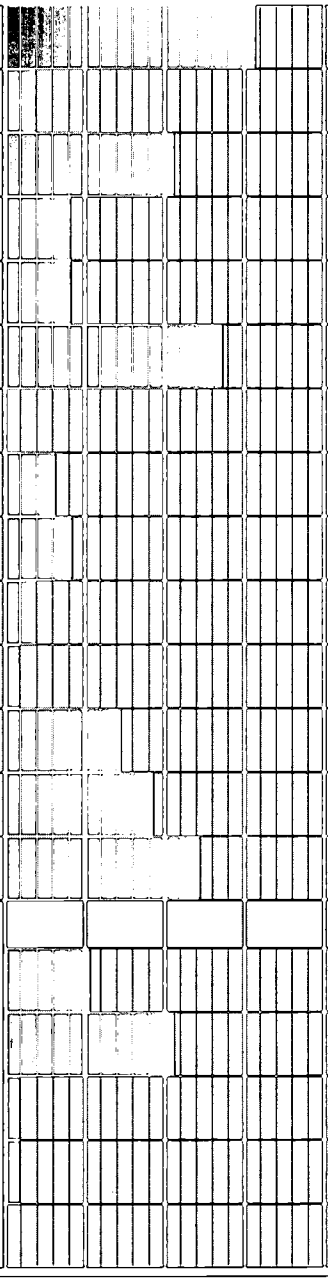
Associated Disability Research Areas

	Percentage: 0 25 50 75 100	Number/ Total
Links	100%	8 / 8
Email Alerts	12%	1 / 8
Publications List	62%	5 / 8
Online Newsletter	37%	3 / 8
Discussion List/Bulletin Board	0%	0 / 8
Marketing Products Online	25%	2 / 8
Sale of Products Online	0%	0 / 8
Site Map	25%	2 / 8
Privacy Statement	0%	0 / 8
Text Only Version	37%	3 / 8
Language other than English	0%	0 / 8
NIDRR Link	25%	2 / 8
NIDRR Logo	37%	3 / 8
NIDRR Acknowledgement	37%	3 / 8
Frequency of Updates		
No Date	25%	2 / 8
Within last 3 months	62%	5 / 8
Within last 6 months	12%	1 / 8
Within last 12 months	0%	0 / 8
More than 12 months	0%	0 / 8

Knowledge Dissemination and Utilization Activities



	Percentage	Number/ Total
Links	79%	15 / 19
Email Alerts	10%	2 / 19
Publications List	53%	10 / 19
Online Newsletter	21%	4 / 19
Discussion List/Bulletin Board	21%	4 / 19
Marketing Products Online	68%	13 / 19
Sale of Products Online	0%	0 / 19
Site Map	16%	3 / 19
Privacy Statement	21%	4 / 19
Text Only Version	10%	2 / 19
Language other than English	5%	1 / 19
NIDRR Link	37%	7 / 19
NIDRR Logo	47%	9 / 19
NIDRR Acknowledgement	63%	12 / 19
Frequency of Updates		
No Date	27%	7 / 19
Within last 3 months	53%	10 / 19
Within last 6 months	5%	1 / 19
Within last 12 months	5%	1 / 19
More than 12 months	0%	0 / 19

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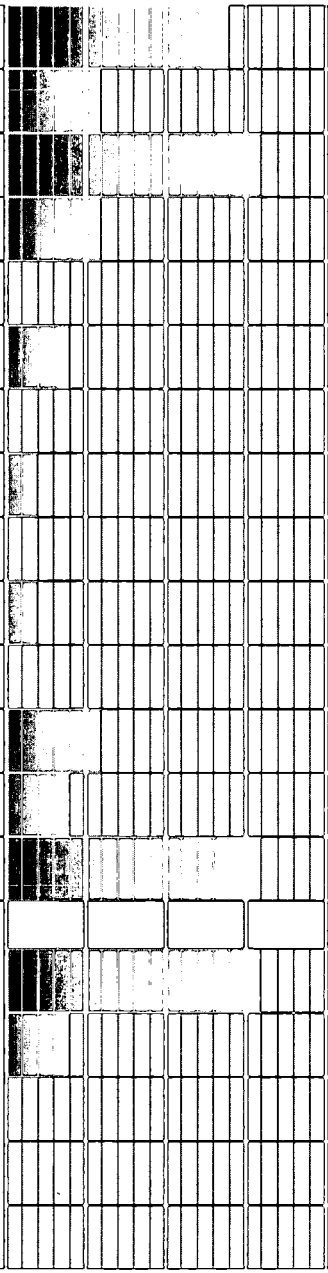
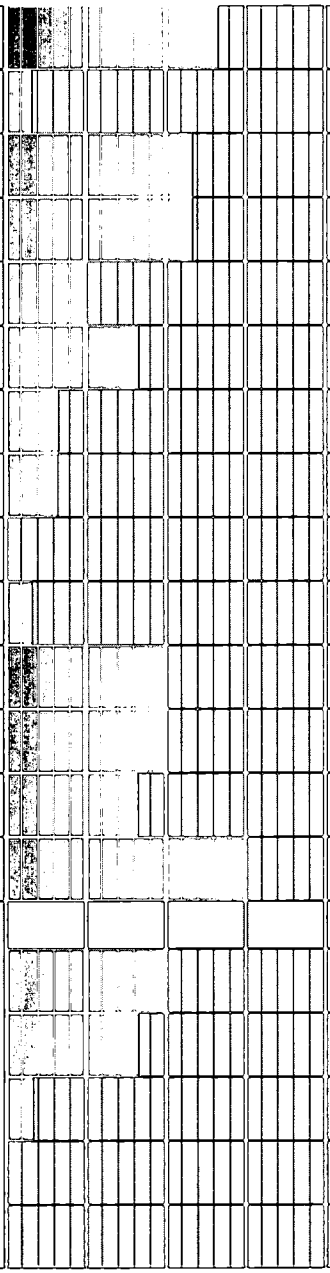
Capacity Building for Rehabilitation Research Training Activities



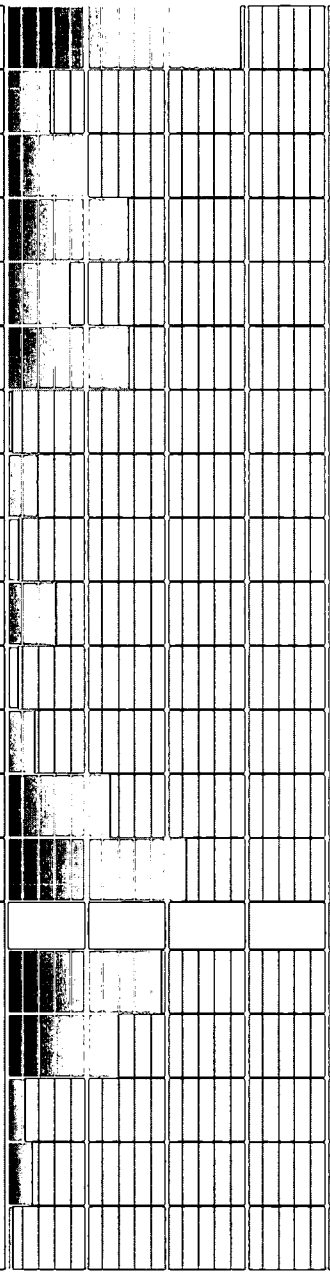
	Number/ Total	
Links	70%	7 / 10
Email Alerts	30%	3 / 10
Publications List	80%	8 / 10
Online Newsletter	30%	3 / 10
Discussion List/Bulletin Board	0%	0 / 10
Marketing Products Online	20%	2 / 10
Sale of Products Online	0%	0 / 10
Site Map	10%	1 / 10
Privacy Statement	0%	0 / 10
Text Only Version	10%	1 / 10
Language other than English	0%	0 / 10
NIDRR Link	30%	3 / 10
NIDRR Logo	20%	2 / 10
NIDRR Acknowledgement	80%	8 / 10
Frequency of Updates		
No Date	80%	8 / 10
Within last 3 months	20%	2 / 10
Within last 6 months	0%	0 / 10
Within last 12 months	0%	0 / 10
More than 12 months	0%	0 / 10

ADA Technical Assistance Projects



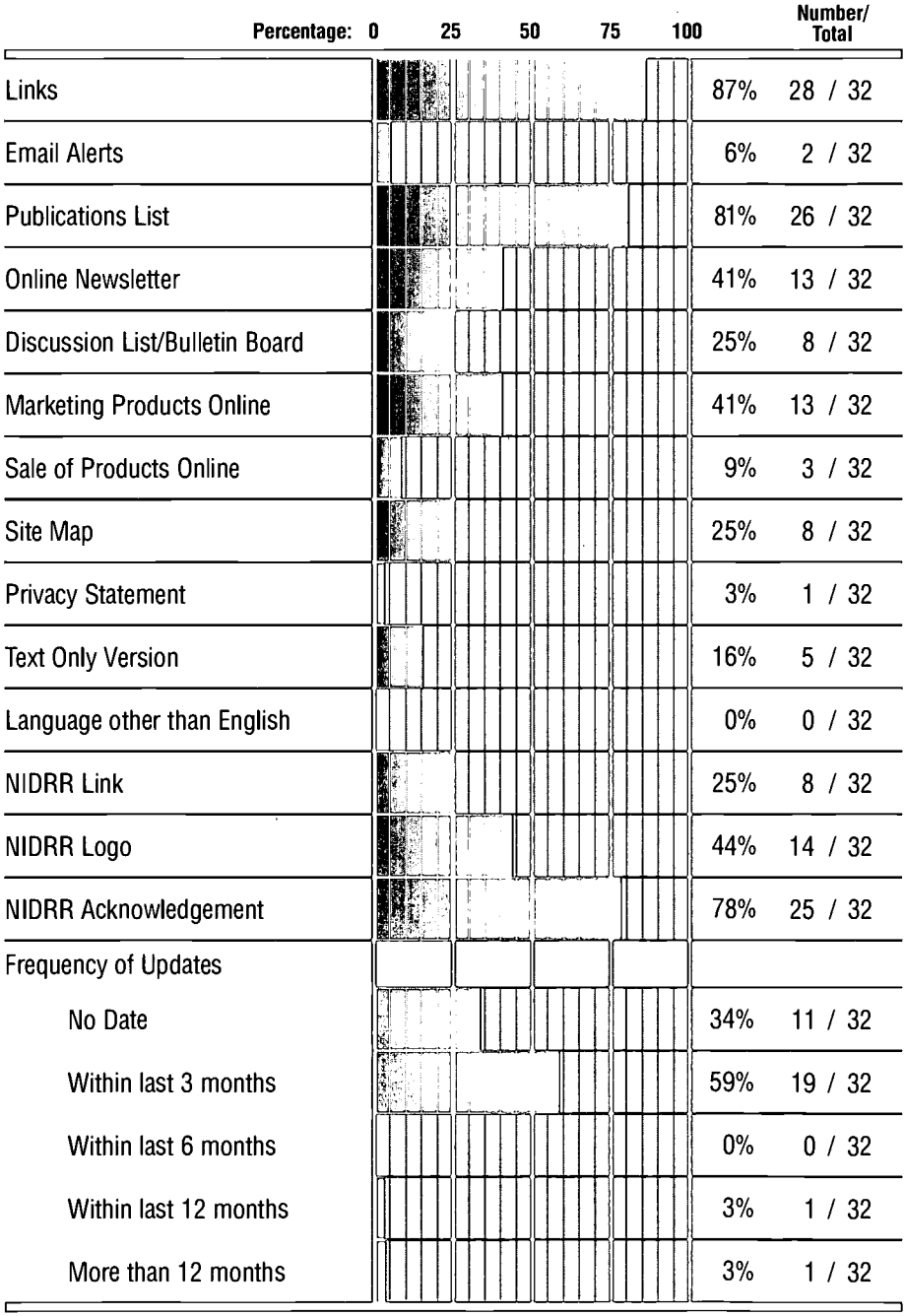
	Number/ Total
Links	67% 8 / 12
Email Alerts	8% 1 / 12
Publications List	58% 7 / 12
Online Newsletter	58% 7 / 12
Discussion List/Bulletin Board	25% 3 / 12
Marketing Products Online	42% 5 / 12
Sale of Products Online	17% 2 / 12
Site Map	17% 2 / 12
Privacy Statement	0% 0 / 12
Text Only Version	8% 1 / 12
Language other than English	50% 6 / 12
NIDRR Link	50% 6 / 12
NIDRR Logo	42% 5 / 12
NIDRR Acknowledgement	75% 9 / 12
Frequency of Updates	
No Date	50% 6 / 12
Within last 3 months	42% 5 / 12
Within last 6 months	8% 1 / 12
Within last 12 months	0% 0 / 12
More than 12 months	0% 0 / 12

State Technology Assistance Projects

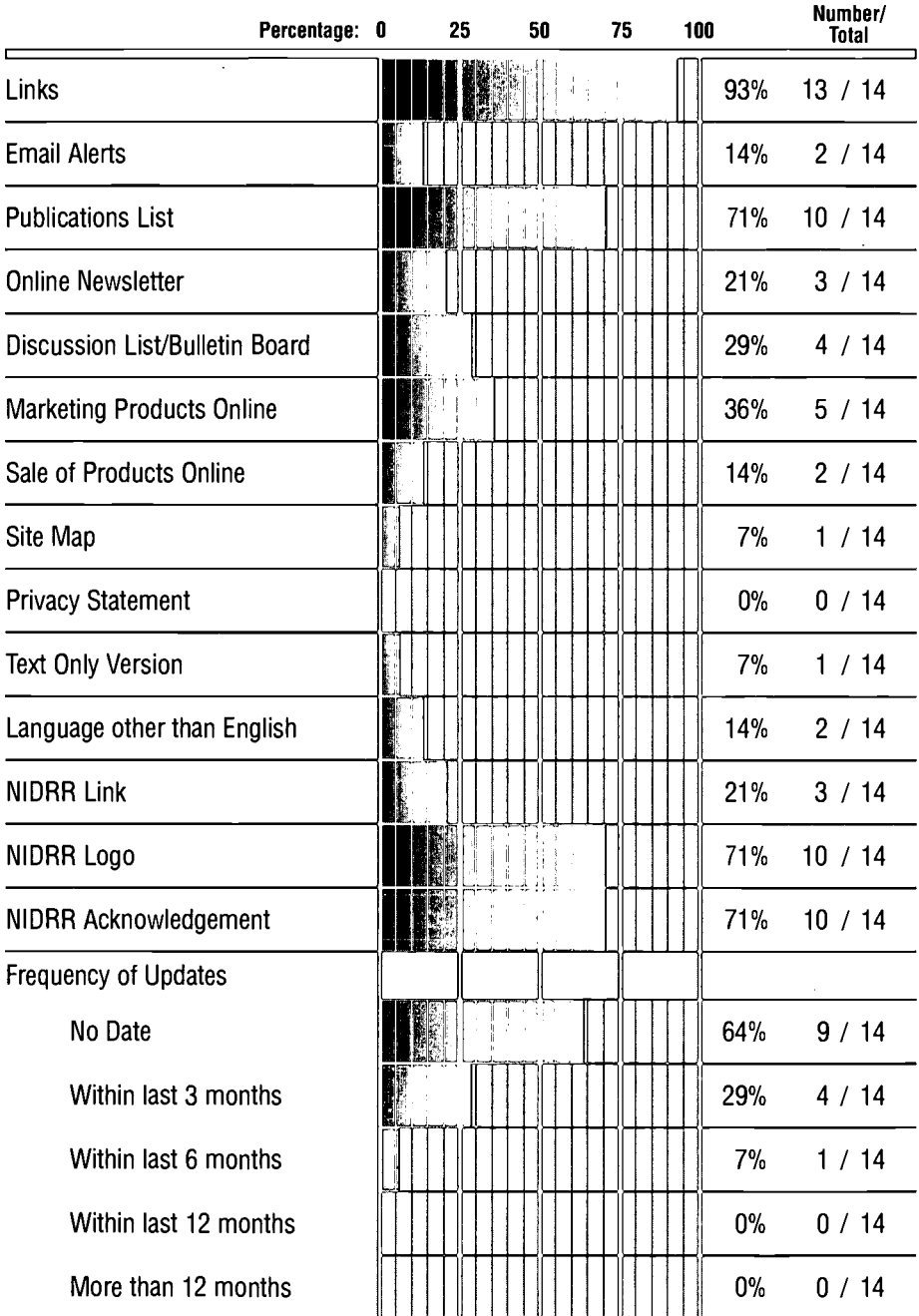


	Number/ Total
Links	74% 38 / 51
Email Alerts	14% 7 / 51
Publications List	25% 13 / 51
Online Newsletter	39% 20 / 51
Discussion List/Bulletin Board	20% 10 / 51
Marketing Products Online	39% 20 / 51
Sale of Products Online	2% 1 / 51
Site Map	10% 5 / 51
Privacy Statement	4% 2 / 51
Text Only Version	16% 8 / 51
Language other than English	4% 2 / 51
NIDRR Link	8% 4 / 51
NIDRR Logo	33% 17 / 51
NIDRR Acknowledgement	57% 34 / 51
Frequency of Updates	
No Date	49% 25 / 51
Within last 3 months	35% 18 / 51
Within last 6 months	6% 3 / 51
Within last 12 months	8% 4 / 51
More than 12 months	2% 1 / 51

Rehabilitation Research and Training Centers



Rehabilitation Engineering Research Centers



Grantee Success Stories Highlights

NATIONAL INSTITUTE ON DISABILITY AND REHABILITATION RESEARCH

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Success Stories 2000 Highlights

Grantee Success Stories have been chosen for the highlights section based on their demonstration of activities that address specific dissemination and utilization challenges, such as:

- overcoming an identified dissemination "barrier"
- reaching new target audiences with needed information
- addressing linguistic, cultural, and cognitive diversity among audiences
- applying Social Marketing techniques that work
- achieving a unique impact through a specific dissemination activity
- obtaining individual benefits through utilization of disseminated information

Additional information on grantee Success Stories is available through the NCDDR.

Highlights

- An Employment Outcomes Research area grantee reported success in a new strategy for reaching businesses and employers. The strategy used targeted faxing of information sheets to their audience. The fact sheets explained ADA information and tax benefits of hiring people with disabilities.

- Another grantee in the Employment Outcomes Research area collaborated with a Knowledge Dissemination and Utilization grantee to publish the *Guide to Substance Abuse & Disability Resources*. The Guide includes products from across the NIDRR community addressing the issues related to substance abuse in the disability community.

- One grantee in the Health and Function Research area devised and implemented a new strategy to improve its outreach by using a new dissemination vehicle. The grantee created an illustrated comic book addressing psychiatric disabilities. The grantee has found the comic book a successful dissemination vehicle.

- Another grantee in the Health and Function Research area collaborated with the U.S. Department of Agriculture to address the needs of farming families with disabilities. The grantee reports that its public information campaign — waged through farming community groups and farming periodicals — has raised the awareness of resources and services available to farmers with chronic health conditions.

- A grantee in the Technology for Access and Function Research Area paired engineering students with people with disabilities to conceptualize and build effective, consumer-driven rehabilitation products. The grantee reports success both in viable rehabilitation products and in recruiting new rehabilitation engineers from minority communities.

- A grantee in the Associated Disability Research area had staff attend a number of meetings of minority parents of children with disabilities. As a result, the staff member established a good working relationship with the group. Ultimately the relationship led to programmatic collaborations, which facilitated utilization of project information.

- One grantee, a State Technology Assistance project, wanted to raise state legislators' awareness of the importance of assistive technology availability to the disability community. The grantee assisted the legislators in realizing that they had a constituent base of people who could benefit from assistive technology. The grantee created a primer on assistive technology that included pictures of and stories about constituents and how assistive technology affected their lives. Accompanying the publication was a sample piece of assistive technology. This information campaign met with positive feedback from legislators. During that session, the legislature passed an assistive technology bill favorable to the disability community.

Acknowledgments

Thanks to all the NIDRR grantees who contributed to *Success Stories 2000.*

Colorado Assistive Technology Project
University of Colorado

Missouri Arthritis Rehabilitation Research and Training Center
University of Missouri, Columbia

Missouri Model Traumatic Brain Injury System
University of Missouri, Columbia

A Model System of Brain Injury Care in the Philadelphia Region
Moss Rehabilitation Hospital

National RTC on Psychiatric Disability
University of Illinois at Chicago

North Dakota Interagency Program for Assistive Technology
North Dakota Office of Vocational Rehabilitation

Oklahoma ABLE Tech
Oklahoma State University

The Parenting Options Project: A Development Project for Parents with Psychiatric Disabilities
University of Massachusetts Medical School

RERC on Information Technology Access
Trace Research and Development Center

RERC on Technology for Children with Orthopedic Disabilities
Los Amigos Research & Education Institute, Inc.

RRTC on Policies Affecting Families with Children with Disabilities
Beach Center on Families and Disability

RRTC on Workplace Supports
Virginia Commonwealth University

Signing Avatars
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What is the NCDDR?

The National Center for the Dissemination of Disability Research (NCDDR) assists, through information and technical assistance, National Institute on Disability and Rehabilitation Research (NIDRR) grantees with identifying and crafting dissemination strategies. These strategies are designed to meet the needs of a grantee's unique target audience. NCDDR also analyzes and reports on dissemination trends relevant to disability research.

Success Stories is a feature of NCDDR's new 1999–2004 funding cycle.

Contact the NCDDR

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Southwest Educational
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