

# Awareness and Adoption of a Nationally Disseminated Dietary Curriculum

Marilyn S. Nanney, PhD, RD; Debra Haire-Joshu, PhD; Ross C. Brownson, PhD  
Jane Kostelc, MS; Mary Stephen, PhD; Michael Elliott, PhD

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**Objective:** To identify regional, organizational, and personal characteristics that predict awareness and adoption of a dietary curriculum training and CD among educators.

**Methods:** A cross-sectional study of educators (n=675) representing 48 states report program awareness and factors that influenced adoption. **Results:** Among those surveyed, 354 educators were aware (52%) of the CD and 192 educators adopted it (54%). Adopters were nearly 8 times

more likely to identify training time and nearly 7 times more likely to identify CD training method as influencing adoption. **Conclusion:** Although regional and organizational characteristics are predictors of awareness, these variables were less likely to predict adoption of such programs.

**Key words:** dissemination, dietary intervention, diffusion of innovation, awareness, adoption  
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