

# KNOWLEDGE MOBILIZATION

## KEY PRINCIPLES

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### WHAT IS KNOWLEDGE MOBILIZATION AND KNOWLEDGE TRANSLATION

KM and KT are processes and strategies designed to ensure that research evidence is accessible, understandable, and can benefit a range of knowledge users

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### WHY UTILIZE KM AND KT PRACTICES IN YOUR RESEARCH

- A requirement for many research funders
- Demonstrate the impact of your research to outside sources
  - Close the research to practice gap
  - Knowledge is meant to be shared

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### WHEN TO BEGIN USING KT AND KM?

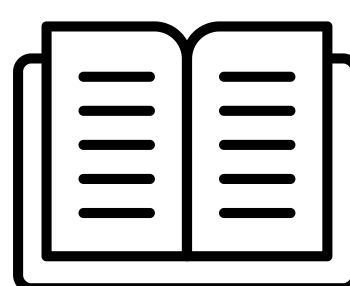
Knowledge mobilization/translation should be integrated from the beginning of any research project. Integration allows you to build an ongoing relationship with stakeholders. Once the project is complete, it can be shared at conferences, in articles, in presentations, etc.

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### KEY QUESTIONS TO KEEP IN MIND

- Who is the audience for your research? (Audience)
- What is your message? (Message)
- How can you effectively communicate the message? (Plain Language)
- What might stop people from listening to your message? (Barriers)
- How will you know if anyone got your message? (Evaluation)

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### KT/KM TOOLKITS

- Knowledge Translation and Transfer Plan Toolkit (Government of Ontario)
- Knowledge Translation Planning Primer (Health Canada)
- Knowledge Translation Planning Template (SickKids)
- Knowledge Mobilization Plan (Ontario Centre of Excellence for Child and Youth Mental Health)

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### CREATIVE KTM WAYS TO SHARE KNOWLEDGE

SUMMAIRES  
INFOGRAPHICS  
JOURNAL ARTICLES  
WEBINARS

VIDEO  
REPORTS  
ART EXHIBITS  
AND SO MANY MORE...



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