

## Knowledge translation (KT) joint planning worksheet

### What are the key KT goals?

We will try to find the goals for the KT plan together using this framework since we know we **might have different goals for different target audiences**. Look at this framework below to show you what kinds of things we are thinking about. When **choosing a goal think of what level of action your goal is targeting** i.e. increasing awareness, supporting decision-making, implementing something. Use those words where possible in your goals. Use other language if it works better for you.

<b><u>KT INTERVENTION TAXONOMY in PSP SECTOR</u></b>							
<b><u>LEVEL OF ACTION</u></b> To support moving evidence into action.	<b><u>TARGET AUDIENCE ( Knowledge User)</u></b>						
	<b><u>Lay public</u></b>	<b><u>Care providers</u></b>	<b><u>External Policy/ decision-maker</u></b>	<b><u>Industry</u></b>	<b><u>PSP PERSONNEL</u></b>	<b><u>PSP UNION/ PROFESSIONS</u></b>	<b><u>PSP CHIEFS/ LEADERSHIP</u></b>
<b><u>Awareness</u></b> Interventions that focus on making the target audience aware of the importance/ implications of a problem; of an evidence to practice gap; e.g. social media push-out, public awareness campaigns, discussions with policy-makers							

<p><b><u>Learn</u></b> Interventions that assist with locating or accessing health research or research-informed information; includes push out or dissemination of research evidence reports/findings.e.g. lay summaries, policy briefs, presentations</p>							
<p><b><u>Synthesize</u></b> Interventions that promote or provide evidence synthesis – i.e. compile, appraise and/or synthesize the best research information on a topic. Systematic reviews, practice guidelines.</p>							
<p><b><u>Decide</u></b> Interventions that assist in the application of health research evidence when making decisions (or differentiating between options) by assessing relevancy/ usefulness of evidence (can include combining evidence with sector values/preferences) e.g. decision-aids, cost-benefit summaries, decision-trees, comparative evidence reviews</p>							
<p><b><u>Adapt to context</u></b> Interventions designed help users to adapt research evidence or evidence-informed information to make is relevant or useful for a given context; includes assessment of needs/barriers; modification of evidence to context. E.g. needs assessments.</p>							

<p><b><u>Implement</u></b>  Interventions that focus on the operational aspects of implementing/executing new best practices; includes scaling up from demonstration projects to wide spread use; includes interventions to support fidelity and effective scale-up.  e.g. implementation manuals, training resources, communities of practice</p>							
<p><b><u>Facilitate change</u></b>  Interventions that facilitate the general aspects of change**. These are generic strategies that help contexts/organizations to be better able to change. Tools can be designed to be self/internally initiated (by the target audience) or externally driven (applied to the target audience).</p>							
<p><b><u>Impact</u></b>  Selecting/defining and implementing measures/processes to assess the impact of KT/evidence-informed decisions. This can include monitoring the process, health/work impacts or cost-effectiveness (at the individual, group or population level)</p>							

**Pick goals for each target audience. Pick 3-5 priorities for each target audience- from the ones that you think are most important. List them below. Number 1 is the most important. You do not need to pick something for each level of action or for each target audience. You may complete priorities for as many or as few of the audiences you think important to target to affect change. Write your responses below.**

**PSP PERSONNEL**

- 1.**
- 2.**
- 3.**
- 4.**
- 5.**

## **PSP UNION/ PROFESSIONS**

- 1.**
- 2.**
- 3.**
- 4.**
- 5.**

## **PSP CHIEFS/ LEADERSHIP**

- 1.**
- 2.**
- 3.**
- 4.**
- 5.**

## **Lay public**

**1.**

**2.**

**3.**

**4.**

**5.**

## **Care providers**

**1.**

**2.**

**3.**

**4.**

**5.**

## **External Policy/ decision-maker**

**1.**

**2.**

**3.**

**4.**

**5.**

## **Industry**

**1.**

**2.**

**3.**

4.

5.

Other \_\_\_\_\_

1.

2.

3.

4.

5.

**Now we want you to think about strategies to move research knowledge into use. Think about what would be useful, and write your ideas below. You do not need to write something for each goal or target audience.**



<b>Goal</b>	<b>Target Audience</b>	<b>KT Strategies (LIST any you think would work)</b>
<p align="center"><b><u>Awareness</u></b></p> <p>KT about a problem or a gap in best practices</p>		
<p align="center"><b><u>Facilitate change</u></b></p> <p>KT to prepare/motivate change, includes culture/context evaluation</p>		
<p align="center"><b><u>Learn</u></b></p> <p>Helps knowledge users find (includes pushout) or understand research</p>		
<p align="center"><b><u>Synthesize</u></b></p> <p>KT that synthesizes research information</p>		
<p align="center"><b><u>Decide</u></b></p> <p>KT that helps users apply research evidence in decisions-making</p>		
<p align="center"><b><u>Tailor</u></b></p> <p>KT that adapts research evidence to users or context; includes assessment of needs, barriers, facilitators and priorities</p>		

<p style="text-align: center;"><b><u>Implement</u></b></p> <p>KT to develop targeted resources/tools or implement new best practices; includes scaling up demonstration projects with fidelity</p>		
<p style="text-align: center;"><b><u>Impact</u></b></p> <p>Select and implement measures that assess the impact of KT or evidence-informed decisions.</p>		
<p style="text-align: center;"><b><u>Sustainability</u></b></p> <p>Processes to sustain best practices or KT supports</p>		

## FYI--- CIHR guidelines about end of grant KT

### Factor<sup>v</sup>

### Key Questions

### Options

### Goals

- Are the KT goals clear, concrete and well justified?
- Are the KT goals appropriate to the potential research findings and the target knowledge-user audiences?

KT goals could include:

- increase knowledge/awareness
- inform future research
- inform/change attitudes
- inform/change behaviour
- inform/change policy

- inform/change practice
- inform/change technology
- other:

Target audiences could include:

- community-based and not-for-profit organizations
- general public
- health care professionals/service providers
- health system administrators/managers
- industry/venture capital group
- media (print, TV, etc.)
- patients/consumers
- policy makers/legislators
- private sector
- research funders
- researchers
- other:

## Audience

- Does the plan consider all potentially relevant knowledge-user audiences?
- Are the audiences precisely defined in terms of their sector, roles, responsibilities and decision-making needs/opportunities?
- Does the plan demonstrate an understanding of the proposed target audiences, including their knowledge needs in the research area and their preferences for using knowledge?

KT strategies could include:

### *Diffusion*

- conference presentations
- non-peer-reviewed publications
- peer-reviewed publications (open-access journal/archive)
- web-based activities (e.g. postings, wikis, blogs, podcasts, etc.)
- other:

### *Dissemination*

## Strategies

- Are key messages clearly identified?
- Are the strategies appropriate to achieve the KT goals?
- Does the plan take into consideration the context in which the knowledge is to be used?
- If appropriate, is there a plan to adapt the knowledge to each specific audience?
- Have mitigating factors been considered that might affect the applicability of the research findings or the effectiveness of the planned KT activities?
- Does the plan consider barriers and facilitators to knowledge use?

- patient decision-support aids (e.g. paper or web-based tools that provide information about options and outcomes)
- develop new educational materials/sessions
- events/courses (e.g. conference, symposium, continuing medical education)
- interactive small group meeting/workshop
- plain-language summaries
- summary briefings to stakeholders
- reminders (e.g. electronic reminders in patient files, pocket cards)
- social marketing (e.g. Facebook, Twitter)
- knowledge broker involvement (see page 17 for definition)
- media release/outreach campaign
- networks/networking (e.g. creation of relevant networks; presentations to relevant networks)
- patient-mediated intervention (i.e. intervention that actively engages patients to improve their knowledge or health behaviour, etc.)
- performance feedback
- engage champions/opinion leaders (e.g. inclusion of informal leaders to assist with sharing of evidence)
- financial intervention or incentive
- arts-based KT activity (e.g. development of music video to share research message)
- audit and feedback (e.g. chart review to determine number of diagnostic tests ordered)
- communities of practice (e.g. communication of evidence with a group of practitioners that meets to share work practices)
- other:

### *Application*

Working with knowledge users to:

- adapt knowledge for use
- commercialize
- identify barriers/supports to the use of findings
- tailor messages and interventions to promote use
- monitor knowledge use
- evaluate outcomes
- ensure sustainability
- other:

Expertise required could include individuals in the following roles:

- Are all necessary knowledge users involved to achieve the stated goals?
- Is there a sufficient description of the team's ability to execute the proposed strategies?
- Where appropriate, does the team plan to collaborate with members of its target audiences?

### **Expertise**

- knowledge broker (see below for definition)
- community leader
- KT specialist (see below for definition)
- communication specialist
- management
- public relations
- volunteer
- website developer/IT expert
- writer/editor/copy editor/videographer
- other:

Necessary resources could include:

- Does the budget allocate adequate financial support to implement the plan?

### **Resources**

### *Personnel*

- graphic design/layout
- knowledge broker (see below for definition)

- KT specialist (see below for definition)
- public relations/marketing specialist
- writer/editor/copy editor

### *Consumables*

- mailing and postage
- media development and release
- open-access publication fees
- production/printing
- teleconferences/travel
- web-related costs (blogs, podcasts, wikis, website development/maintenance)
- workshops/meetings/networking costs
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