Many Different Names for the Same Thing

CIHR	**Knowledge Translation (KT)**
SSHRC	**Knowledge Mobilization (KM)**
Outside of Canada	**Dissemination**

Ultimately, they all mean…

Processes and strategies designed to ensure that research evidence is **accessible, understandable**, and can **benefit** a range of knowledge users.

Why Should I Consider Doing KT/KM?

- It is a requirement for many research funders

- You don't want your research to sit on a shelf

- You need to demonstrate the impact of your research to supervisors, university employers, partners, colleagues.

- We all need to help advance science and practice in our fields (close the research to practice gap).

- **Knowledge is meant to be shared**

When Does KT/KM Start?

- **Integrated KT/KM**
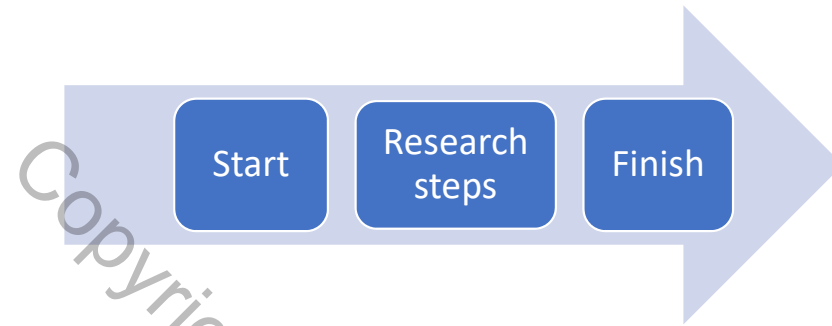
- **End-of-Grant KT/KM**

Key Things to Keep in Mind When Planning KT/KM?

- Who is the audience for your research?

- What is your message?

- How can you effectively communicate the message?

- What might stop people from listening to your message?

- How do you know if anyone got the message?

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Audience

- The intended users of your research/knowledge
- Any project likely has multiple audiences, and they will all take in knowledge a different way.

- Ex. Policymakers vs. General public

Message

The message of your research is not just the results. You need to incorporate the following:

- What do the results mean
- Why are they important
- What action should be taken

- Messages are different depending on your audience.

- Messages should be in simple language, with clearly worded recommendations

Plain Language

- Writing designed to ensure the reader understands as quickly, easily, and completely as possible after one read.

- Things to remember:
  - Avoid research jargon, use everyday words
  - Keep sentences and paragraphs short
  - Be concise
    - Ex. Give a description of = Describe
  - Avoid ambiguity
    - Ex. Enraged Cow injures Farmer with Ax
  - Use active voice
    - Ex. The town was destroyed by fire vs. Fire destroyed the town

Barriers

- Factors that make it hard to share research or implement programs.

- Barriers can come at the level of the individual, organization, or system.

- Common Barriers:
  - Negative attitudes to change
  - Lack of resources
  - Poor message choice
  - Lack of leadership support
  - Outdated rules and regulations

Evaluation

- Determining the success of your knowledge sharing effort.

- Make sure you knowhow you will measure success before you start to create KT/KM materials.

- How can you evaluate KT/KM
    - Reach
    - Usefulness
    - Use

KT/KM Offers Many Creative Ways to Share Knowledge

- Refereed Journals
- Data sharing through online repositories
- Conferences & Events
- Knowledge syntheses and workshops
- Books

- Websites
- Videos
- Op-eds
- Policy Papers
- Reports
- Exhibits
- Media Coverage
- Social Media

- Dance
- Performances
- Oral Histories
- Films
- Plays
- Festivals
- Pamphlets
- Funding Mechanisms

Working with Community Partners

Building a good relationship with your community partner is key to effective knowledge sharing.

Questions to ask community partners at the start of the project:

- How involved to you want to be?
- Who are the key groups that will use this information?
- How do you want the findings presented at the end of the project?
- What are your timelines or deadlines?

The first step is having a plan.

Effective Tool Kits

- [Knowledge Translation and Transfer Plan Toolkit](#) (Government of ON)

- [Knowledge Translation Planning Primer](#) (Health Canada)

- [Knowledge Translation Planning Template](#) (SickKids)

- [Knowledge Mobilization Plan](#) (Ontario Centre of Excellence for Child and Youth Mental Health)

Our Panelists

Dr. Joy MacDermid, Clinical epidemiologist, physiotherapist, and Professor of Physical Therapy at Western University

Dr. Charles Z. Levkoe, Associate Professor and Canadian Research Chair in Sustainable Food Systems, Health Sciences Department Lakehead University

Dr. Nadine Changfoot, Associate Professor of Political Studies at Trent University

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What strategies do you use to create successful KM?

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How do you make non-traditional efforts and outputs count when it comes time for tenure and promotion?

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How do you make a KM plan more than just a section on a grant application?

Helpful Resources

- **Research Impact Canada**
  A detailed collection of resources that focus on dissemination and capacity building for knowledge mobilization.
  https://resources.researchimpact.ca/

- **Plain Language & How to Use it**
  A detailed Government of Canada guidance document explaining what plain language is, why it is needed, and how to use/implement it.
  https://www.canada.ca/en/treasury-board-secretariat/services/government-communications/canada-content-style-guide.html#toc6

- **Sick Kids – Tools and Resources Section**
  A selection of workshops and training for sharing research knowledge with a focus on KT practice and application
  https://www.sickkids.ca/en/learning/continuing-professional-development/knowledge-translation-training/

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