Objectives

1. Clarifying Knowledge Mobilization
2. Placing ‘impact’ within the research spectrum
3. Introducing a framework for impact – planning with purpose
4. Knowledge Mobilization Planning – Tools, tools and more tools
5. Case Study
Toronto Hot Weather Response Plan

2008 - Participant Heat Index Assessment Tool

2012 - City Heat Alert Protocol

http://www.thestar.com/article/462613
1. Confusion around terminology

2. At the basis of KMb is the two-way exchange processes. It is all about relationships and engagement.

3. KMb is purposeful. It is meant to support specific outcomes and desired impact.

4. Impact is measured at the level of partners/end users.
Portugal Cove, NL
York KMb Unit Support Services

- Events
- Collaborative Research
- Grant Support
- Training
KMb Unit Support Services

Grant Support

KMb Unit Grant Support Facts

• Unique support for 171 faculty-led applications, helped support over $57M in research grant funding
• Increasing presentations at Faculty or Department level at grant development process
• Only 3 full scope requests – help find partners, jointly build KMb plan from scratch
• Over 50 cases of review KMb plan and identify in-kind support

• We would like to meet with faculty members, ideally partners too, and discuss KMb possibilities and craft dynamic plans
Understanding Impact

Where does impact fit?

4 Essential Considerations for K Mb Plans

- Partners / Engagement
- Goals / Objectives
- K Mb Activities
- Impact and Accountability
KMb Planning Tools Inventory

Knowledge Translation Planning Template©

INSTRUCTIONS: This template was designed to assist with the development of Knowledge Translation (KT) plans for research but can be used to plan for non-research projects. The Knowledge Translation Planning Template is universally applicable to areas beyond health. Begin with box #1 and work through to box #13 to address the essential components of the KT planning process.

(1) Project Partners
- researchers
- consumers - patients/families
- the public
- decision makers
- private sector/industry
- research funding body
- volunteer health sector/NGO
- practitioners
- other

(2) Degree of Partner Engagement
- from idea formulation straight through
- after idea formulation & straight through
- at point of dissemination & project end
- beyond the project

Consider: Not all partners will be engaged at the same point in time. Some will be collaborators, end users or audiences, or people hired to do specific activities.

(3) Partner(s) Roles
(1) What do the partner(s) bring to the project?
(2) How will partner(s) assist with developing, implementing or evaluating the KT plan?
Action: Capture their specific roles in letters of support to funders, if requested.

(4) KT Expertise on Team
- scientist(s) with KT expertise
- consultant with KT expertise
- knowledge broker/specialist
- KT supports within the organization(s)
- KT supports within partner organization(s)
- KT supports hired for specific task(s)

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http://www.melaniebarwick.com/training.php
KMb Planning Template – 13 steps

1. Identify Partners
2. Partner Engagement
3. Partner Roles
4. KT Expertise
5. Knowledge Users
6. Main Messages
7. KT Goals
8. KT Strategies
9. KT Process
10. KT Impact & Evaluation
11. Resources Required
12. Related Budget Items
13. Implementation
Step 7 – KT Goals

Are you seeking to:

Generate
• Awareness
• Interest
• Practice change
• Behaviour change
• Policy Action

Impart
• Knowledge
• Tools

Inform
• Research
• Policy
• Practice

Brokers Bits

Always consider the ethical and legal principles in your KMb efforts.

Consider goals for each audience group you’re engaging.
Step 10 – KT Impact – behaviour, practice, policy, research

How will you evaluate impact?

- **Reach Indicators**
  - Copies Distributed
  - Copies Requested
  - # downloads, hits, visits
  - Media Exposure

- **Usefulness Indicators**
  - Satisfied With
  - Usefulness of
  - Changed Views
  - Gained Knowledge

- **Use Indicators**
  - # intend to use
  - # adapting the information
  - # using to inform policy/practice

- **Partnership Indicators (#’s)**
- Others
Research to Impact Canvas

<table>
<thead>
<tr>
<th>Project Title:</th>
<th>What is the title of the KBHN-funded research project you are/were involved with?</th>
</tr>
</thead>
</table>

What is the stakeholder need you addressed:

IMPACT desired (what changes did you hope to achieve/contribute toward achieving):

What would you like to happen next? Is there anything else you would like to add?

<table>
<thead>
<tr>
<th>Funding Start Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funding End Date:</td>
</tr>
</tbody>
</table>

1. Stakeholder(s) (Target Audiences, Customers or End Users)

Who are/were the key stakeholders (including partners, end-users, etc.) and how were they engaged in this project?

- Are/were there any stakeholders who should have been involved, but weren't?
- (If applicable) What else could have been achieved if they had been involved?

2. Stakeholder Engagement (CO-PRODUCTION)

Please tell me the history of your involvement in this project: What is/was your role & how critical was it?

- Are you still engaged in the project?
- Why or why not?
- How would you improve upon how you were involved/engaged in the project?

3. Value of the RESEARCH for Stakeholders

Please describe for me what is/was your role in your organization?

What has changed (or do you anticipate will change) for your organization/sector as a result of your involvement in this project (e.g. what is the value to your organization)?

What were your initial beliefs about what the project was about, and how did your perspective change as the project progressed?

- What happened in the project that you didn't anticipate?
- Is there anyone else I should interview?

4. DISSEMINATION & Communication

What observations have you made about others' (e.g., individuals and organizations beyond those involved in the research project) awareness and reactions to the project?

- Who are the stakeholders?
- What is the extent/reach of the impact you have observed?

5. UPTAKE and IMPLEMENTATION

Which factors (e.g., social, political, economic, environmental, technological, etc.) do you believe could influence the potential for the project's ability to achieve short (less than 12 months) medium (1-5 years) and/or long (5+ years) term impact(s)?

How sustainable do you believe these changes could be?

6. Research, KT/Commercialization Activities

Please describe your involvement with the following activities:

- The research process
- Use of research findings in policy/practice
- Stakeholder consultation
- Needs assessment(s)
- Creation of KT products
- Commercialization activities

7. Key Resources Needed to Deliver the Benefits for Stakeholders (In #3)

Please tell me about any resources you felt you needed, but didn't have access to.

8. Key policy/practice or industry partner(s)

Who are/were the key stakeholders (including partners, end-users, etc.) and how were they engaged in this project?

- Are/were there any stakeholders who should have been involved, but weren't?
- (If applicable) What else could have been achieved if they had been involved?

9. Budget & resources available

Please tell me what resources are/were available to you for enabling your involvement/engagement in this project:

- Human
- Financial
- Technical
- Anything else? (please explain)

Notes about use of this Research to Impact Canvas:

- This tool is intended to be used for each individual research project. With each research project will be multiple stakeholders for which the project delivers multiple benefits. Each benefit can be matched to each stakeholder segment, using either color coding or numbering.
- The research to impact canvas is intended to be a 1-page quick snapshot of your plan. Bullet points only, no full sentences. Suggest printing this on 11x17” paper (or 8½”x11” if needed), and using post-it notes to answer the questions to limit how much you can write, helping to keep each entry brief.

Short-term changes take less than 12 months to achieve

Medium-term changes take between 1-5 years to achieve

Long-term changes take more than 5 years to achieve

KT: Knowledge and Technology; Exchange and exploitation - both commercialization (technology and economic) and Knowledge Translation (e.g. social) such as policy and practice changes.
Doing More With What You Know

A Tool Kit on Knowledge Exchange

http://www.kmbtoolkit.ca/
Ontario Centre of Excellence for Child and Youth Mental Health

Key considerations for **planning** KMb

**What?**
- What knowledge are you looking to mobilize?
- What are your intended goals?
- What are your key messages?

**Why?**
- Why are you interested in mobilizing this knowledge?
- Are you aiming to educate, inspire, motivate, engage?

**Who?**
- Who is involved in sharing the knowledge?
- Who are your partners and who are your champions?
- Who are you sharing this information with?

**How?**
- How will you deliver your message to your audience?
- Answering the questions above will help you in determining how to mobilize this knowledge.

**When?**
- When do you anticipate mobilizing this knowledge?
- Are there other activities taking place at this time that might influence uptake of this knowledge?

**Measure**
- How will you know you’ve achieved your goals?
- What type of indicators will you use to measure efforts?
- What evaluation questions will produce meaningful findings?

http://www.kmbtoolkit.ca/planning
So…how do you mobilize your knowledge?

Key considerations for **doing** KMb

**Offer more**
- People consume information in different ways.
- Using multiple strategies to reach your audience is generally more effective.

**Actively engage**
- By actively engaging your audience you can help to bring about change.
- Consider how you can interact with and involve your audience in shaping your message.

**Keep it real**
- Think about what knowledge your audience needs.
- Package your message in a way that is easy for people to apply in their day-to-day lives.

**Reach out**
- Consider developing a communications strategy to plan out how you'll deliver your message to your audience.

**Think BIG**
- Consider the potential of mobilizing this knowledge.
- With an effective message, you can generate awareness, challenge old ways of thinking and inspire action.

http://www.kmbtoolkit.ca/doing
Mobilizing Your Research

Products

• blog
• case study
• e-newsletter
• educational material
• fact sheet
• FAQ
• handbook
• journal article
• magazine article
• newspaper article
• podcast
• PowerPoint presentation
• press release

• promotional material
• reference list
• report
• research summary
• success story
• toolkit
• video
• webinar
• website content
• Wiki

http://www.kmbtoolkit.ca/the-toolkit
Mobilizing Your Research

Events

• annual meeting
• awards ceremony
• conference
• debate
• forum
• interactive workshop
• lunch and learn
• media event (e.g. TV or radio segment)
• panel
• presentation
• symposium

• training session

Networks

• chat room
• community of practice
• discussion board
• listserv
• online forum
• social media

http://www.kmbtoolkit.ca/the-toolkit
<table>
<thead>
<tr>
<th>Activity</th>
<th>Targeted Audiences (engagement)</th>
<th>Rationale</th>
<th>Key Outcomes (goals)</th>
<th>Outcome Indicators</th>
<th>Desired Impact (accountability)</th>
</tr>
</thead>
<tbody>
<tr>
<td>KM in the AM</td>
<td>Community leaders, practitioners, researchers</td>
<td>Building trust, proven KMb activity</td>
<td>Brokered research and KMb relationships</td>
<td># people, # meetings; sustained conversations; satisfaction/usefulness survey</td>
<td>Community-university projects (1yr); Informed decisions (5yr)</td>
</tr>
</tbody>
</table>
Planning for Impact

Things I think I know about impact

• Impact takes time

• Impact takes place at the level of the end user (academic impact is difficult to differentiate)

• Canada does not have an impact agenda for research…yet
Hands On – KMb Planning for Impact