



knowledge mobilization works
l'Atelier de la mobilisation des connaissances

Choosing Appropriate KMb Methods

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Summary

1. Value Creation
2. Some Examples
3. Tools
 - Events
 - Publications
 - Meta Tools
 - Sustainability
 - KMb and Learners
4. Group Exercise
(time permitting)



1: Value Creation

- Recap
- Value
 - The worth, usefulness, or importance of a “thing”; relative merit or status according to the estimated utility of a “thing”
- Value-added
 - The amount by which the value of an article is increased at each stage of its production, exclusive of initial cost
- Value is always determined via exchange mechanisms.

(Canadian Oxford Dictionary, 2004)



KMb: Basic Methods

- Réjean Landry, of l'Université Laval, has shown that the greatest value from knowledge mobilization happens when we LINK and EXCHANGE. Yet most KmB activities are still based on PUSH and PULL.





Common KMb practice





Dissemination

- Scattering of seeds
- Spread widely
 - How do we prepare the soil to receive the seeds?
 - How do we nurture the growth of these seeds?
 - What does the harvest look like?
 - What happens in the marketplace?



Common KMb practice



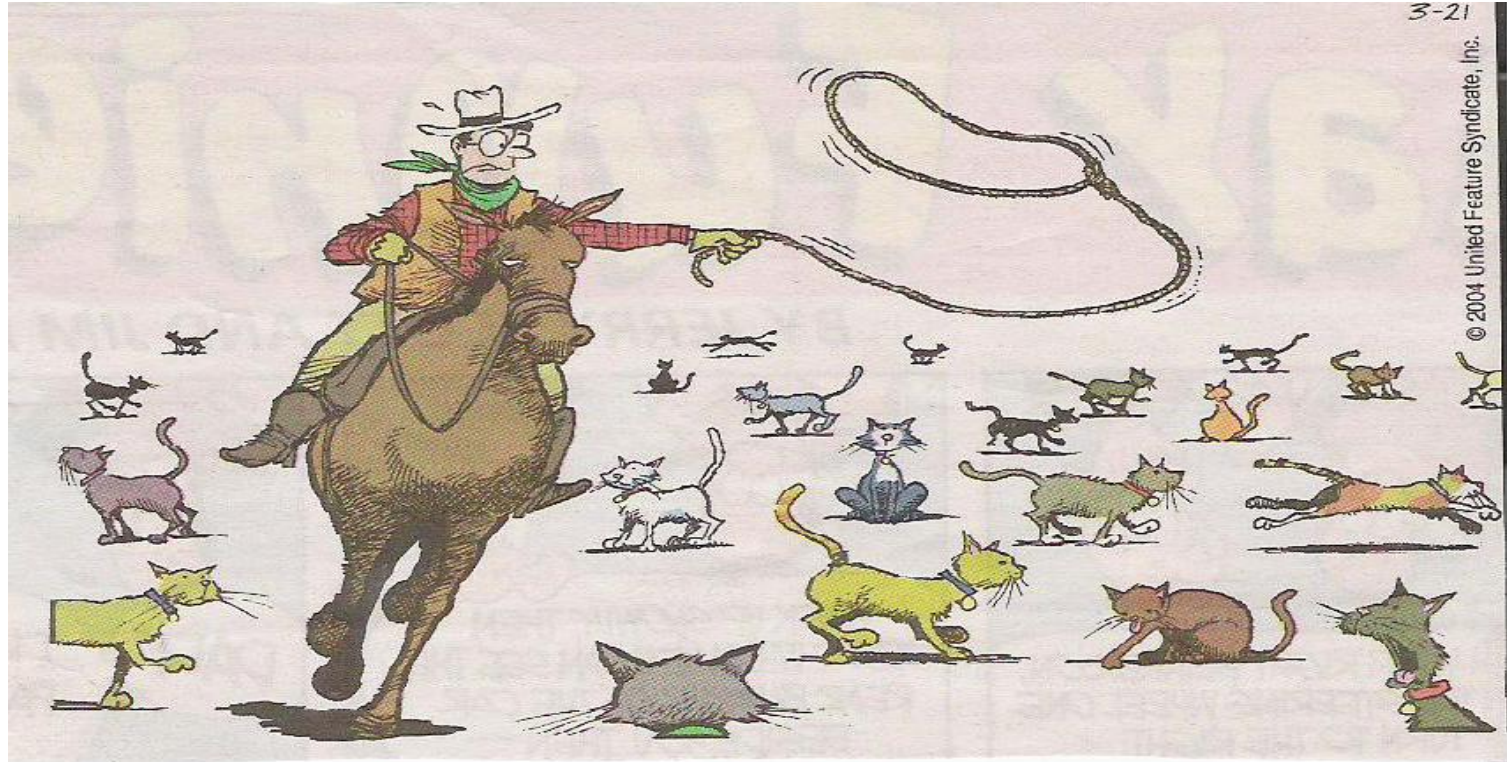


Accessibility

- Access
 - Physical
 - Increasing access to findings published in Journals, on-line, open access, systematic reviews
 - Conceptual
 - What does this mean for my practice, location, context, culture



Common KMb practice





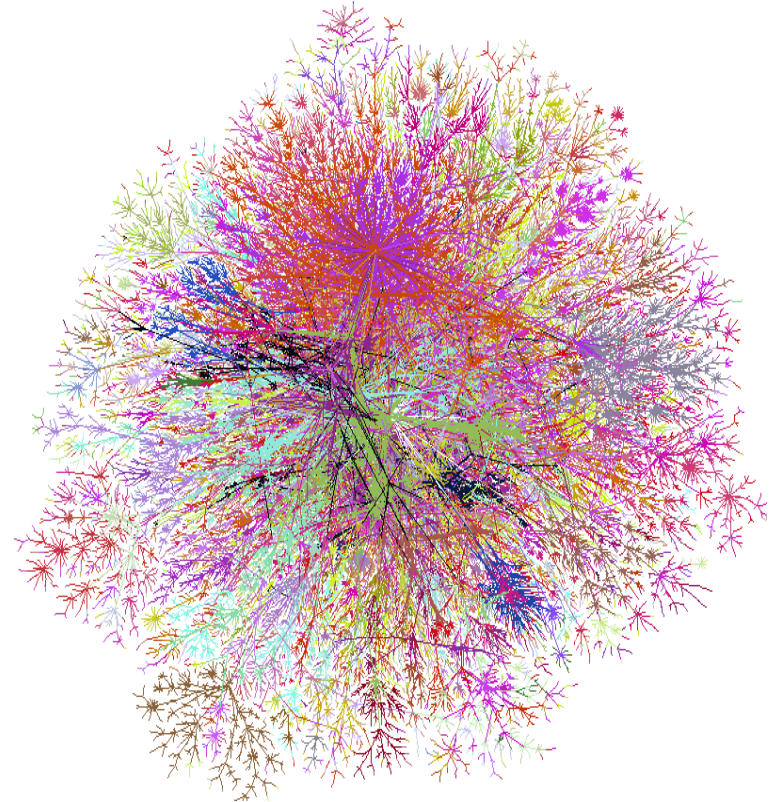
Systems need Diversity

- The challenge with herding cats is that the cats may have interests that are non-standard.
- How to support BOTH the utilization of standards and the exploration of the new?
- Managing for diversity provides the potential for resilience to learn from failure.



Systems Diversity: Networks

How to link together your daily functional networks so that you have better access - both physical and conceptual - to the growing neural network across Canada and the World?



<http://www.cheswick.com/ches/map/gallery/wired.gif>



Linkage

- A network is a set of interconnected nodes. Networks are a very old form of human practice, but they have taken on a new life in our time by becoming information networks, powered by the Internet.

Manuel Castells, *The Internet Galaxy*, 2001

- The network is the pervasive organizational image of the new millennium.

Janice Gross Stein and Richard Stren, *Knowledge Networks in Global Society: Pathways to Development in Networks of Knowledge*, 2001



2: Some Examples

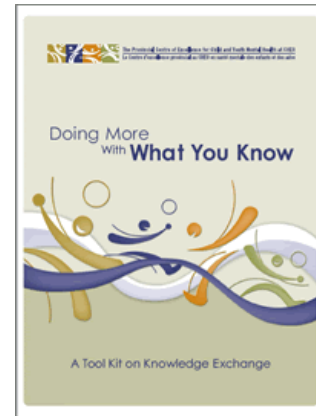
- A. Toolkits Provincial Centre of Excellence for Child and Youth Mental Health
- B. CIHR Publications
 - i. Knowledge to Action: A KT Casebook
 - ii. IPPH KT Casebook
- C. York University Research Impact



A: Centre Toolkits

- Doing More with What you Know
 - involve all the stakeholders?
 - how to reach the individuals and organizations that could best use your findings?
- Doing More in Partnership
 - grounding and mobilizing research in Ontario's communities?

<http://www.onthepoint.ca/kec/know.htm>





Checklist



Knowledge Exchange Checklist

Doing More With What You Know

Starting Points	Audiences	Communication	Dissemination	Use and Feedback
<ul style="list-style-type: none"> <input type="checkbox"/> Place research into the context of existing knowledge. <input type="checkbox"/> Determine if systematic reviews have been performed. <input type="checkbox"/> Identify stakeholders and include them in all steps from the beginning. <input type="checkbox"/> Create a support system that makes it easy to give and receive feedback. <input type="checkbox"/> Identify all potential uses for results of research. <input type="checkbox"/> Allow time and space for stakeholders to get to know one another. 	<ul style="list-style-type: none"> <input type="checkbox"/> Identify the characteristics of the audiences. <input type="checkbox"/> Identify the formats that will work best for each group: written communication, face-to-face meetings, open discussion, writing responses to questions. <input type="checkbox"/> Consider the best timing for delivering a message or report. <input type="checkbox"/> Consider who is best to deliver a message to a group. <input type="checkbox"/> Develop a multi-pronged communication plan to reach various stakeholder audiences. 	<ul style="list-style-type: none"> <input type="checkbox"/> Identify how ongoing communication will be supported. <input type="checkbox"/> Identify how formal and informal communication steps will be managed. <input type="checkbox"/> Identify who will translate content into the needed formats and languages. <input type="checkbox"/> Confirm that resources allocated to communication are sufficient and appropriate. <input type="checkbox"/> Identify dedicated knowledge brokers who can help bridge gaps in audiences and identify opportunities. 	<ul style="list-style-type: none"> <input type="checkbox"/> Develop tools for dissemination: workshops, conferences, online forums, web pages, paper reports, brochures, classroom lectures, news briefings. <input type="checkbox"/> Identify how the effectiveness of messages will be measured. What are the desired outcomes? <input type="checkbox"/> Identify opportunities and priorities for knowledge use: policies, programs, perspectives, procedures, processes, products, professional practice, people skills, and others. 	<ul style="list-style-type: none"> <input type="checkbox"/> Determine how ongoing implementation and use of research findings will be supported. <input type="checkbox"/> Identify people and resources to support ongoing steps. <input type="checkbox"/> Identify how feedback from use will reach other interested parties.



The Provincial Centre of Excellence for Child and Youth Mental Health at CHEO
Le Centre d'excellence provincial au CHEO en santé mentale des enfants et des adolescents



Roadmap





B: CIHR Publications



[Home](#) > [About CIHR](#) > [Knowledge Translation and Commercialization](#)

Funding

- [Funding Overview](#)
- [Find Funding](#)
- [Apply for Funding](#)
- [Understand Peer Review](#)
- [View Decisions](#)

Public Involvement

- [Find a Mentor](#)
- [Take Part in Café Scientifique](#)

Outcomes and Impacts

- [Milestones in Research](#)
- [Research Profiles](#)
- [Research Results](#)

The Agency

- [About CIHR](#)
- [Institutes](#)
- [Media Centre](#)
- [Careers](#)
- [Publications](#)

[Site Map](#)

[Proactive Disclosure](#)

About Knowledge Translation

At CIHR, knowledge translation (KT) is defined as a dynamic and iterative process that includes [synthesis](#), [dissemination](#), [exchange](#) and [ethically-sound application of knowledge](#) to improve the health of Canadians, provide more effective health services and products and strengthen the health care system.

This process takes place within a complex system of interactions between researchers and knowledge users which may vary in intensity, complexity and level of engagement depending on the nature of the research and the findings as well as the needs of the particular knowledge user. [More about knowledge translation at CIHR.](#)



For more information about knowledge translation, please see:

- [More about Knowledge Translation at CIHR](#)
- [2009 Knowledge Translation and Commercialization News](#)
- [Knowledge Translation Initiatives at CIHR](#)
- [Knowledge Translation-Related Strategies and Policies at CIHR](#)
- [Knowledge Translation Resources and Tools](#)
 - [Knowledge Translation Learning Modules](#)
 - [CIHR Knowledge Translation Publications](#)
 - [External Publications Related to Knowledge Translation](#)
 - [External Web Links Related to Knowledge Translation](#)
 - [The Knowledge Translation Showcase](#) (examples of [KT success stories](#))
- [Knowledge Translation in the Institutes](#)
- [Contact Knowledge Translation at CIHR](#)



Knowledge to Action

Example of Case Study: Using Knowledge Translation Strategies to Wipe out Baby Walkers

<http://www.cihr-irsc.gc.ca/e/38764.html#6>

"Wipe out Walkers"

Knowledge translation activities

- Development of key messages
- Dissemination of policy papers, intervention strategies and information tools for use by community partners
- Advocacy activities aimed at government officials
- Process evaluation with feedback from community and retail partners



IPPH KT Casebook

Example of Case Study: The Agricultural Health and Safety Network

<http://www.cihr-irsc.gc.ca/e/30750.html#b>

Saskatchewan's Agricultural Health and Safety Network is a knowledge translation program aimed at promoting health and safety on the farm through education, service and research. A partnership between the Institute of Agricultural Rural and Environmental Health and the Saskatchewan Association of Rural Municipalities, the Network has grown to serve 26,000 farm families since 1988. The Network's knowledge translation activities include locally delivered education and screening programs to promote awareness of hazards and to identify farmers at risk for occupational injury and illness, and the provision of practical, plain-language educational resources on agricultural health and safety issues.



C: York Research Impact

research impact
turning research into action



Toronto Wildlife Centre – Education and Advocacy

In order to reduce wildlife mortalities and injuries in our region, the Toronto Wildlife Centre recognizes that public education and outreach is crucial in helping to change human behaviours, and to better prepare our communities for dealing with wildlife. To help achieve these ends, KM intern Diego A. Garcia worked with staff to produce a series of educational video clips with strategic advocacy and educational messages.



3: Tools

- Events
- Publications
- Meta Tools
- Sustainability
- KMb and Learners



Events

- Advisory board
- Book launch/signing
- Colloquium
- Community meeting
- Consortium
- Conference
- Contest
- Demonstration
- Exhibit
- Festival
- Focus group
- Forum
- Informal event
- Knowledge exchange panel
- Knowledge fair
- Media panel
- Meeting
- Performance
- Professional association



Events

- Professional development day
- Retreat
- Roundtable
- Seminar
- Speaker series
- Stand-down
- Strategy session
- Symposium
- Storytelling
- Tours
- Town hall
- Training
- Training literacy
- Workshops
 - Capacity building
 - Community leaders
 - Educators
 - Knowledge transfer
 - Multiple solutions
 - Series



Publications

- Background papers
- Bibliography
- Boor review
- Brief
- Brochure
- Case study
- Editorial
- Editorial board
- Fact sheet
- Flyer
- Guidelines
- Road map
- Handbook
- Ice breaker
- Information packet
- Interpretative materials
- Manuals
- One-pager
- Policy update
- Presentations



Publications

- Cartooning
- Presentation handout
- Press release
- Public service announcement
- Publishing program
 - Community experiences
 - Fiction
 - Magazine
 - Memoir
 - Op-ed
- Poetry
- Popular press books
- Quizzes
- Research papers
- Resource toolkit
- Synthesis paper
- Systematic review



Meta-tools

- Generic
 - Academic research papers
 - Environmental scan
 - Journaling
 - KMb handbook
 - Needs assessment studies
 - Synthesis
 - Template
- Exploring
 - Design experiments
 - Experimental projects
 - Incubator
 - Matchmaking
 - Pilots



Meta-tools

- Developing reference materials
 - Acronym list
 - Bibliography
 - Catalogue
 - Glossary
 - Lexicon
 - Thesaurus
 - Value-chain
- Consulting approaches
 - Community
 - Consultations
 - Network
 - Specialized expertise
- Media
 - Documentary
 - DVD
 - Film festival;
 - Graphics
 - Movie
 - Radio program
 - Story pitches
 - Television show
 - Theatre
 - Training video
 - Video series



Sustainability

- Advisory Board
- Champion Network
- Communication forum
- Community map
- Web conference
- Content management system
- Database
- Decision support system
- Directory
- Discussion forum
- Discovery tools
- Distance learning studio
- Expert network
- Gaming
- Global dialogue
- Hot links
- Hyperlinks
- Intranet



Sustainability

- Knowledge networks
- Learning trajectory
- Linking
- Marketing platform
- Portal
- Reading tools
- Server
- Simulations
- User accounts
- Virtual learning commons
- Living repositories
 - Annals
 - Art Gallery
 - Bulletin boards
 - Clearinghouse
 - Compendium
 - Events on-line
 - Exhibits
 - Interactive Q&A
 - Library
 - Publications on-line
 - Preservation systems



Sustainability

- Living repositories
 - Project journal on-line
 - Research inventory
 - Web-page
 - Virtual resource room
 - Web site
 - Wiki
- Media and Web
 - Blog
 - Chat room
 - Commentary
 - Community Bulletins
 - Distribution list
 - E-Mail/E-newsletter
 - Knowledge streaming
 - KT Rounds
 - Newsletter summaries
 - Podcasts
 - Research progress reports
 - Streaming
 - Telecommuting
 - Teleconferencing
 - Video conferencing
 - Web-casting
 - Web magazine
 - Wikipedia
 - You-tube



KMb & Learners

- Adult education
- Camp assistant
- Coaching
- Collaborative exploration
- Distance learning
- Interpretative centre
- Job shadowing
- Mentoring
- Professional development
- Student field testing
- Train-the-trainer
- Training partner
- Web courses
- Accredited self-study
- Co-op arrangements
- Certification program
- Curriculum addition
- Graduate program
- Graduate research forum
- Internship



KMb & Learners

- Lunch & learn
- Reer review
- Practicum
- Practitioner on campus
- Research mentor
- Residence fellowship
- Art production
- Children and Youth certifiat/diploma
- Role playing
- Summer camps
- Summer school
- 3-D virtual reality
- Video series
- Web Quests

And we could add more.



Group Exercise

- As a group, work through an example
 - Existing project
 - Intra Research Team
 - Inter-Research Community
 - Stakeholders
 - Conversations
 - Outputs, Outcomes, Impacts
 - Value Produced



Afternoon Session

- Preparing a Proposal - Thinking KMb
 - Making the tacit explicit
 - Systems thinking
 - KMb during grant
 - KMb post-grant
 - Value production
 - Example
 - Use of templates



Afternoon Exercise

- 3 Questions
 - Working in Dyads
 - Why NOT do KMb during publicly funded research
 - 2 reasons
 - Explain current impact of your research
 - 2 examples
 - How can the impact of your research be enhanced?
 - 2 examples
- Group discussion of Summaries



Contact Information



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