

Knowledge Translation – Beyond Publications and Conference Presentations

Kathleen Mather, Knowledge Translation
Lead, NL SUPPORT

Outline

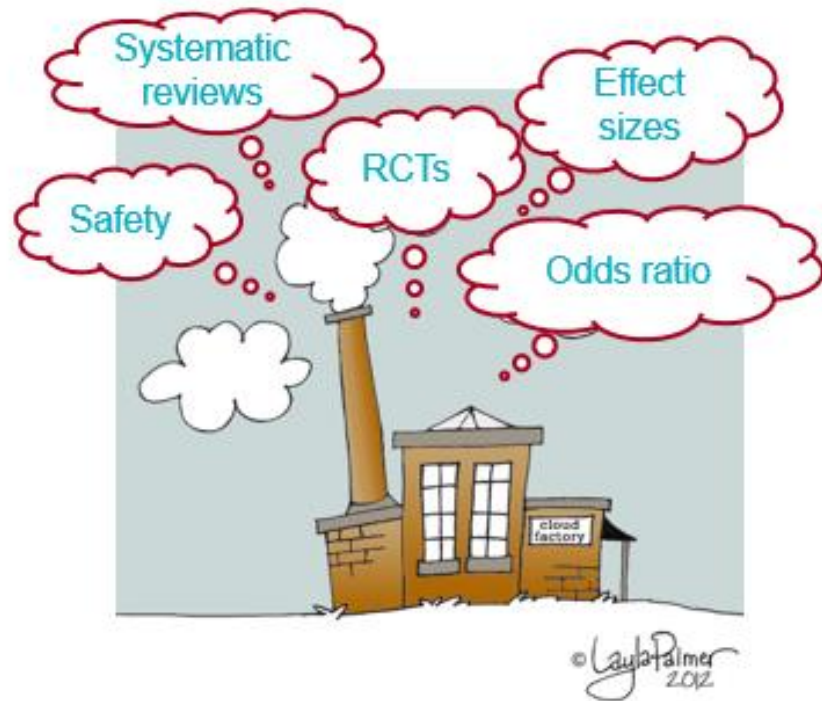
- What is knowledge translation
- What are the different types of knowledge translation
- Who are knowledge users
- Non-traditional examples of KT
- Aligning your KT strategy to your target audience
- Resources

Definition

“the exchange, synthesis and ethically-sound application of knowledge - within a complex system of interactions among researchers and users - to accelerate the capture of the benefits of research for Canadians through improved health, more effective services and products, and a strengthened health care system.”

(CIHR 2006)

Research and Practice



Knowledge Translation Gaps



Source: <http://www.cihr-irsc.gc.ca/e/44000.html#fig3>

Knowledge Translation



The bridge that connects research
and policy, practice, people

Source: <https://destinationstjohns.com/4-must-see-bridges/>

Knowledge Translation

- Getting research into the hands of the people who can use it (knowledge users)
- There are two phases of effective KT:
 1. Integrated (iKT): Proactively identifying and working with knowledge users throughout the project
 - More work
 - Funders like CIHR are starting to look for this
 2. End of grant: Sharing results when the project is finished

Who is a knowledge user?

Knowledge users are individuals or groups who will be able to use research results to make informed decisions about health policies, programs and/or practices

For example:

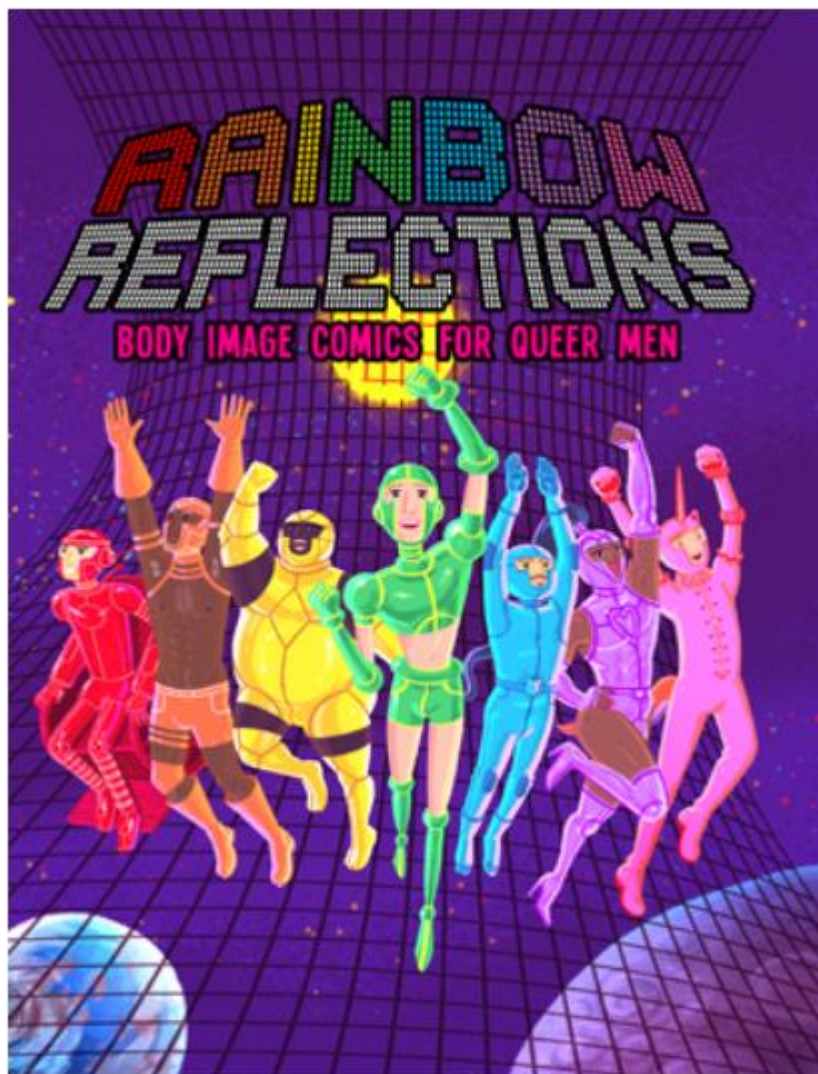
- Practitioners
- Policy maker
- Educators
- Decision makers
- Health care administrators
- Community leaders
- Individuals in a health charity
- Patient groups
- Private sector organizations
- Media outlets

Engagement



Adapted from International Association of Public Participation (IAP2)

Queer Male Body Image



Source: <https://www.dal.ca/news/2019/07/12/framing-the-issue--phd-student-tackles-queer-men-s-body-image-in.html>

Innu Palliative Care



Breast Cancer Surgical Choices



Breasts. They're part of who we are.
So, what happens when we part ways?

For breast cancer patients, making choices about surgery is incredibly complex. *The Cut Of It* by Meghan Greeley is a unique exploration of the decisions real women made when they were diagnosed with cancer.

Based on recent research with patients in Newfoundland and Labrador, this performance will make you think about the choices we make, the support we offer, and the care we receive.

WRITTEN BY MEGHAN GREELEY
BASED ON RESEARCH CONDUCTED
BY DR KATHLEEN C SITTER
DIRECTED BY LOIS BROWN

FEATURING
YOLANDA BLISS LAURA BRADLEY MARY COSTELLO
LILY HALLEY-GREEN AMY KAVANAGH-PENNEY
ALLISON KELLY ALEXIS KOETTING
RUTH LAWRENCE WENDI SMALLWOOD

RESERVATIONS RECOMMENDED
FOR TICKETS, CALL 753-4531 OR VISIT LSPUHALL.CA



Video: multisensorystudio.ca



ORTHOPEDIC CLINIC



Sign Surgery Consent Form and be placed on the surgery wait-list



You will attend TJAC while waiting for surgery



Your surgeon's office will forward a referral to TJAC



Your wait for surgery is based on your surgeon's schedule, time of year and your readiness



TOTAL JOINT ASSESSMENT CLINIC



Your readiness for surgery will be assessed by a multidisciplinary team of health professionals



You will receive a letter 3-4 weeks prior to appointment



Your appointment is approx. 2 hours



Your appointment will take place at the Miller Centre



You will learn what to expect on the day of your surgery, during your hospital stay and during recovery



PRE-ADMISSION CLINIC



Appointment is booked by phone



Appointment is 2-5 days prior to surgery



Appointment is approx. 2-3 hours



Appointment is at the hospital where surgery will take place



You will meet with a nurse and anesthetist



Further instructions for surgery will be given and medical tests performed as needed (blood work, chest X-ray, EKG)

Total Joint Assessment Clinic

SURGERY



You will be admitted to the hospital on the day of your surgery. At discharge, you will be given instructions for follow-up with **community health, physiotherapy, and surgeon.**

Listen Here

Hearing Awareness for Healthy Aging

One in five Canadians has some hearing loss.

Hearing loss at any age can affect our health and well-being. Memorial University researchers and community partner Canadian Hard of Hearing Association (CHHA- NL) have been listening. The voices of people living with hearing loss are captured in the quotes throughout this resource. Together we are recommending a proactive approach to hearing health: it can make a big difference!

FOR YOUTH



Listen Here - Hearing Awar... ⋮



Hearing loss **can affect schoolwork and workplace success.**

MIDDLE-AGED



Listen Here - Hearing Awar... ⋮



Hearing loss **can impact your ability to communicate with loved ones and colleagues,** which can create friction in your relationships.

FOR 50+



Listen Here - Hearing Awar... ⋮



Hearing loss **can be caused by certain medications or illnesses**

Non-Traditional KT - Tips

- Engage knowledge users early and discuss potential KT products
- Budget!
 - Can you access money from other organizations? Ask your knowledge users how they access funding for their work
 - Get quotes from graphic design organizations. Do you have access to a graphic designer through your organization?
 - Get quotes from web design companies. Can your institution or a partner host your website?
 - Can you collaborate with a local program to engage students/new grads?
- Connect with relevant specialists
 - Reach out to your local arts agency (e.g., Arts NL <https://artsnl.ca/>)
 - Can you collaborate with your university arts/computer sciences (or other relevant) faculty?
 - Could this be part of a student project?
 - Would this align with a faculty members work?
 - Depending on your audience, consider collaborating with an artist/individuals who also has a connection to the research topic

Non-Traditional KT - Resources

- Comic Life - <https://plasq.com/apps/comiclife/macwin/>
 - App that allows you to create your own comic using templates, fonts, lettering art, and image filters
- Pixton - <https://www.pixton.com/>
 - Website that allows you to create your own comic and avatars
- Moovly - <https://www.moovly.com/>
 - Video creation tool with templates
- Wideo - <https://wideo.co/>
 - Video creation tool with templates, text to speech functionality
- Vyond - <https://www.vyond.com/>
 - Animated video software
- Powtoon - <https://www.powtoon.com/>
 - Video tool with whiteboard doodles, screen recording, and animated characters
- Wix - <https://www.wix.com/>
 - Website building platform with hosting and templates
- WordPress - <https://wordpress.org/>
 - Website building platform with themes, plugins and ability to self-host site

Identify the target audiences for your findings

- Who needs to know about your findings?
- Who will be impacted by your research?
- How can the findings be used?

Determine what they need to know



Get to know your knowledge users

Talk to them! Don't assume you know what information they need to hear or how they want to hear about it.

Who to approach?

- Minister
- Deputy minister
- ADM
- Director
- Manager
- ...

Organizing your messages

- Provide key points/findings early
- Follow up with why it's important and how it fits with what we already know

KT Examples

Generate Awareness, Interest, Buy-In Share Knowledge, Inform Decision-Making	Inform Research	Facilitate Policy Change
<p>Audiences</p> <p>1 2 3 ↓ ↓ ↓</p> <p>Role-Based</p> <ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Knowledge Broker <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Champion/opinions leader <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Consultant <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Leadership <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Collaboration/partnership <p>Educational</p> <ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Materials (guide, toolkit, pamphlet) <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Plain language summary <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Policy brief <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Grey literature <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Publication <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Workshop, webinar <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Conference <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Professional development <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - In-service training <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Network <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Media <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Social media <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Arts Based KT</p>	<p>Audiences</p> <p>1 2 3 ↓ ↓ ↓</p> <p>Role Based</p> <ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Science collaboration <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Network <p>Educational</p> <ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Peer reviewed publication <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Conference <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Workshop <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Synthesis document <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Other document <p>Technological</p> <ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Social media 	<p>Audiences</p> <p>1 2 3 ↓ ↓ ↓</p> <p>Role Based</p> <ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Collaboration/partnership <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Science policy fellowship, placement <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Knowledge broker <p>Educational (also see far left column)</p> <ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Peer reviewed publications <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Grey literature <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Meeting dialogue <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Policy brief <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Evidence brief/synthesis <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Stakeholder position paper <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Rapid response synthesis
	<p>Facilitate Practice or Behaviour Change</p> <p>Note: If your KT goal includes practice or behaviour change you should begin with dissemination goals (share, inform) to set the stage and create buy in.</p> <p>Follow with an implementation plan – see The Implementation Game¹ and worksheet here: https://bit.ly/333VkyB</p>	<p>Commercialization / Technology Transfer</p> <ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Patent <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> - Technology transfer/commercialization <p>Note: See the Technology Transfer Planning Template² here: https://bit.ly/2Gvp3ru</p>

Source:

<https://www.sickkids.ca/contentassets/4ba06697e24946439d1d6187ddcb7def/79482-ktplanningtemplate.pdf>

KT Strategies for Different Target Audiences

	Decision Makers	Healthcare Practitioners	Law Enforcement	Patients & Family	Public	Researchers
Audit & feedback		Effective				
Distribution or dissemination	Ineffective	Ineffective				
Education (interactive)		Effective	Effective	Effective		Effective, variable
Education (online)		Effective	Effective	Effective	Effective	
Education (outreach)		Effective				
Education (traditional)		Ineffective				Variable
Educational materials		Effective, variable		Effective, variable		
Guidelines for media professionals					Lack of evidence	
Incentivization		Ineffective, variable			Effective	
Information package	Effective					
Local opinion leaders		Ineffective, variable				
Mass media	Lack of evidence	Lack of evidence		Lack of evidence	Lack of evidence	
Multifaceted		Effective, variable	Effective			
One-on-one meetings	Effective					
Peer-reviewed publication						Effective
Reminder system		Effective, variable				
Self-management				Lack of evidence		
Serious digital games				Effective		
Simulation					Ineffective	
Social media		Variable			Variable	Variable
Tailored summaries	Effective					
Toolkits		Effective		Effective		



Source: <https://www.albertahealthservices.ca/assets/info/res/mhr/if-res-mhr-kt-strategies-for-different-audiences.pdf>

Questions and Discussion

NL SUPPORT

Kathleen Mather
Knowledge Translation Lead

kmather@mun.ca

www.nlsupport.ca

Knowledge Translation Resources

Guide to Researcher and Knowledge User Collaboration

<http://www.cihr-irsc.gc.ca/e/44954.html>

Guide to KT planning (iKT and end of grant)

<http://www.cihr-irsc.gc.ca/e/45321.html>

KT in Health Care: Evidence to Practice

<http://www.cihr-irsc.gc.ca/e/40618.html#toc>

KT Planning Primer (PHAC)

http://publications.gc.ca/collections/collection_2013/aspc-phac/HP35-37-2012-eng.pdf

KT Strategies for Different Target Audiences

<https://www.albertahealthservices.ca/assets/info/res/mhr/if-res-mhr-kt-strategies-for-different-audiences.pdf>

Assess and Build Your KT Skills (Michael Smith Foundation)

<https://www.msfhr.org/our-work/activities/knowledge-translation/KT-pathways>

Implementation Worksheet

<http://melaniebarwick.com/wp-content/uploads/2019/01/Worksheet-TIG-December-10-2018.pdf>

Implementation Science Journal

<https://implementationscience.biomedcentral.com/>

KT Planner

<https://www.canada.ca/en/health-canada/corporate/about-health-canada/reports-publications/grants-contributions/knowledge-transfer-planner.html>

KT Planning Template

<https://www.sickkids.ca/contentassets/4ba06697e24946439d1d6187ddcb7def/79482-ktplanningtemplate.pdf>