KNOWLEDGE TRANSLATION
CARA West 2016

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The following slides are Conversation Captures from a roundtable discussion on Knowledge Translation at **CARA West 2016** held on **December 2, 2016** hosted by the **University of Regina & Saskatchewan Polytechnic**

Session Facilitator: Meghan Abbott

Topics of Discussion

➜ **Example Definitions**

➜ **Example Outputs and Outcomes**

➜ **University and Other Resources**

➜ **Best Practices and Unique Strategies**

Example Definitions

Knowledge Mobilization (Kmb):

"The reciprocal and complementary flow and uptake of research knowledge between researchers, knowledge brokers and knowledge users—both within and beyond academia—in such a way that may benefit users and create positive impacts within Canada and/or internationally, and, ultimately, has the potential to enhance the profile, reach and impact of social sciences and humanities research.

...

Knowledge Mobilization (Kmb) cont'd:

...Knowledge mobilization initiatives must address at least one of the following, as appropriate, depending on research area and project objectives, context, and target audience:

- Within academia: informs, advances and/or improves research agendas, theory, and/or methods.
- Beyond academia: informs, public debate, policies, and/or practice; enhances/improves services; and/or informs the decisions and/or processes of people in business, government, the media, practitioner communities and civil society."

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Example Definitions

Knowledge Translation: Integrated KT (iKT) and End of Grant KT:

Integrated KT (iKT): "iKT is an approach to doing research that applies the principles of knowledge translation to the entire research process." It includes participation of Knowledge Users throughout the entire process to respond to their needs.
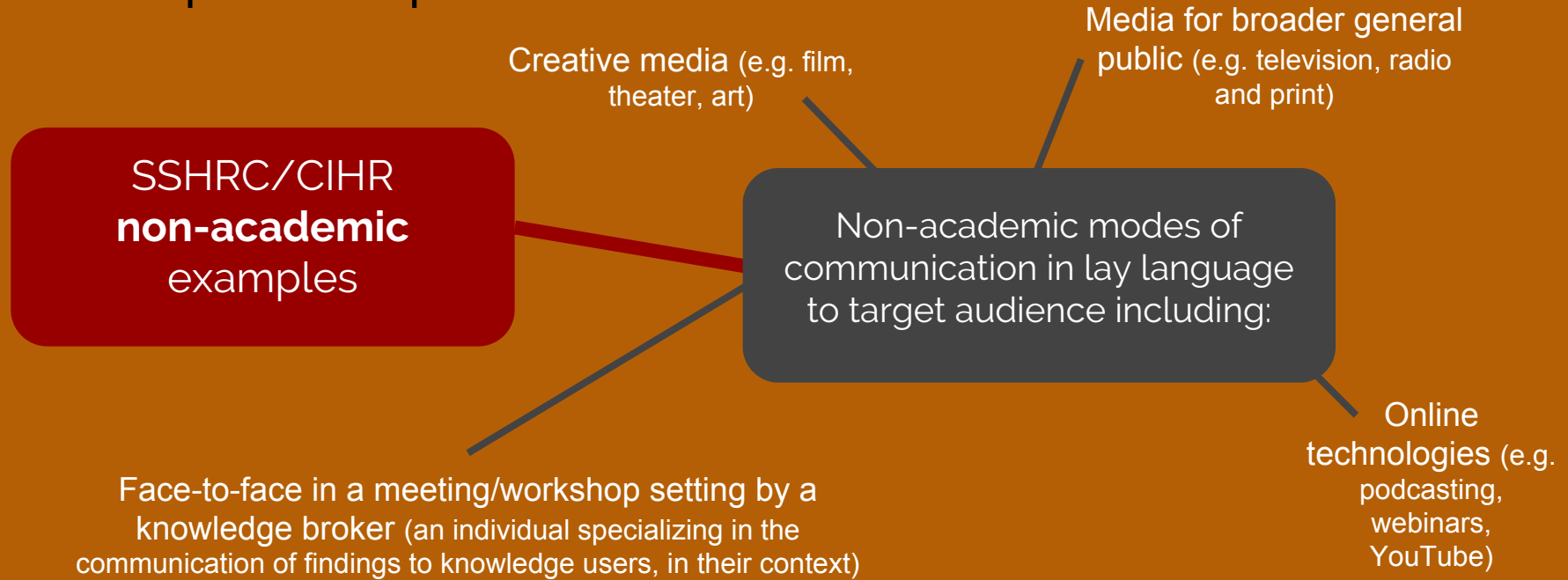
End of grant KT: "any activity aimed at diffusing, disseminating or applying the results of a research project…uptake by those in the academic community as well as knowledge users and the general public."

Retrieved November 30, 2016 from http://www.cihr-irsc.gc.ca/e/45321.html

Example Outputs and Outcomes

Publications such as journal articles, books and reports

Teaching curricula development or improvement

SSHRC/CIHR academic examples

Academic detailing and tool improvement

Knowledge transfer, synthesis, exchange and co-creation

Events such as workshops and conferences

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Example Outputs and Outcomes

Creative media (e.g. film, theater, art)

Media for broader general public (e.g. television, radio and print)

SSHRC/CIHR **non-academic** examples

Non-academic modes of communication in lay language to target audience including:

Online technologies (e.g. podcasting, webinars, YouTube)

Face-to-face in a meeting/workshop setting by a knowledge broker (an individual specializing in the communication of findings to knowledge users, in their context)

Example Outputs and Outcomes

Social Media plans

Product development /tools

Commercialization, tech transfer

Outputs

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Example Outputs and Outcomes

Outcomes - what were the changes in knowledge, skill, development led to/resulted in

KT in and through students, HQP as an output of research	Policy development	Knowledge users become knowledge creators e.g., working with community groups, transferring skills to move forward independently

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University Resources

ORS Positions

- Wilfred Laurier University (WLU) Knowledge Mobilization Officer
- University of Victoria Director, Research Partnerships & Knowledge Mobilization (RPKM)
- Ryerson Polytechnique, Director Research Communications;
  - Partnership development, industry and community liaisons
  - KT Coordinator

Other Offices and Positions

- Writers
- Marketing and communications
- Media relations
- Research Communications, University of Regina
- Community liaisons
- Advancement
- Research institutes and centres
- Library, repositories
- Research curation
- International

Other Resources

- Knowledge brokers

- Grant writers

- Health centres tool kits e.g., Sick kids guide and card game

- Institute for Knowledge Mobilization

- Community University Expo (CUExpo)

- Michael Smith Foundation for Health Research, Kmb workshops

- British Columbia KT Community of Practice

Best Practices

KT: assessing your audience
(knowledge users and needs to action)

- communicate to them,
- collaborate with them,
- respond to their needs, ….

Best Practices

Communication strategies

- How information is used. (e.g. Research articles being used as tools for recruitment, commercialization/marketing, donors)
- Getting out the word as much as you can, particularly easy in e-formats for flexibility
- Social media planning
- Accessibility

Best Practices

Knowledge brokers/facilitation/exchange

- Media training for researchers

- Research training for knowledge users

Unique and Notable Strategies

- Review great examples:
  - Networks of Centres of Excellence (NCEs) e.g., sick kids Kmb game, pitch competition
  - 3M
- Create tools e.g., databases, apps
- Go into the community e.g., Micro lectures in bars, elevators, online
- Consult interdisciplinary experts, plan KT with communicators, artistic creators
- Use ethics forms to connect with KT coordinator for developing impact statements
- Involve students, particularly in social media
- Hackathons, business case competitions
- 3-5 year post-research impact follow-up
- Stay innovative e.g.,:
  - Animations for paper presentations
  - Calendars with facts
- Bring community to you e.g., open houses
- Have reporting requirements for demonstrated impact on research and teaching for any internal funding

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Thank you
to all participants from various western post-secondary institutions that participated in the conversations.