KNOWLEDGE TRANSLATION FRAMEWORK

I have just completed *or* I am planning a **knowledge producing activity** (*research project, program evaluation, literature review, surveillance report, environmental scan, situational assessment, etc*.).
What steps can I take to effectively mobilize this knowledge?

SYNTHESIS → **DISSEMINATION & EXCHANGE** ↔ **APPLICATION/UTILIZATION**

SYNTHESIS

>Are the results innovative or confirming?

>How do the results impact or inform? (*process, policy, program, strategy*)

>What are the key messages? *Ensure they are clear, memorable and actionable.*

>Are there different messages for different audiences?

>What are some specific and realistic recommendations?

>Is the language appropriate for my audience?

DISSEMINATION & EXCHANGE

> Who are my target knowledge users or audiences? (*clients, staff, partners, funders, specific communities or groups, general public*)

>What is my main knowledge mobilization goal? (*generate awareness, create practice, policy or behaviour change, impart knowledge or inform*)?

>What is the best method to promote that this knowledge exists? *Consider multiple methods if resources allow; think about the persona of your audience(s) and tailoring your results accordingly*

>Three main methods of dissemination:

1. In person: *conference, meeting, network, community of practice, lunch and learn,* data party, *workshop;* keep it engaging and interactive
2. On paper: *reports (1-page or* 1:3:25), infographic, *newsletter, resource, journal article, etc.*
3. On screen: *website post, email,* infographic, *social media post, webinar,* whiteboard video, *blog post, etc.*

>Are the chosen methods accessible, feasible and timely?

APPLICATION/UTILIZATION

>How do I know if my audiences are using my evidence? Evaluate your dissemination method:

-select indicators to measure based on your dissemination method; ideally you would plan this in advance

>Follow up on your recommendations

Common barriers to knowledge uptake:

1. Awareness – audience doesn't know (reach wasn't effective)

2. Motivation – audience doesn't care (key message wasn't effective)

3. Acceptance – audience doesn't believe your evidence (credibility issue)

EVIDENCE INFORMED DECISION MAKING