Knowledge Translation Plans/Strategies: Examples and Grant Application Tips
Planning for Success

Disclosure

I have no relationship that could be perceived as placing me in a real or apparent conflict of interest in the context of this presentation.

common knowledge
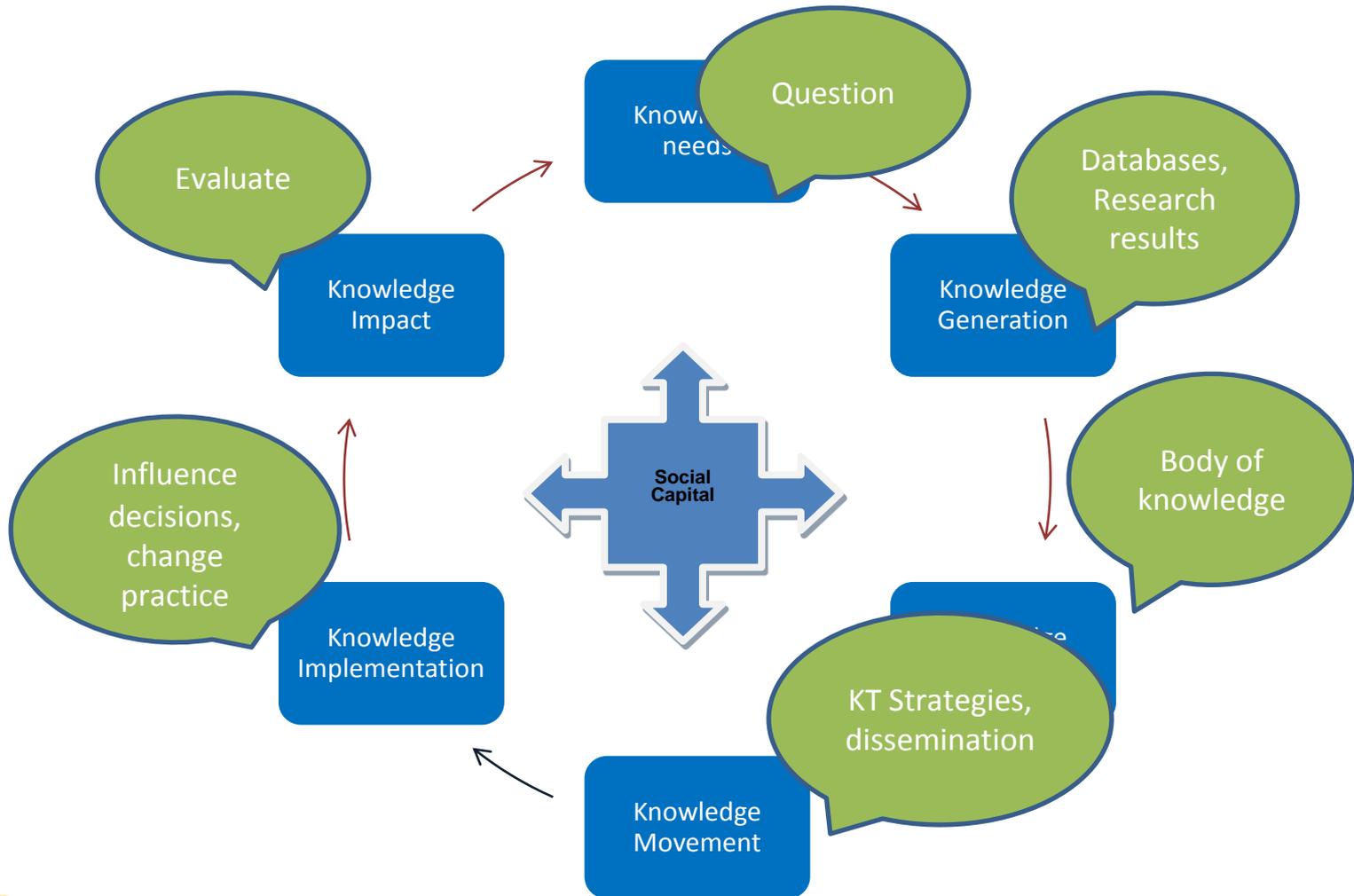
good credible
research

plain language

lots of research

experience

recommended
by someone
you trust

Knowledge to Policy and Practice

AIHS Definition

"A process connecting contextualized knowledge with its application to improve the health and wellness of Albertans."

The KT Plan

1. Goals/Objectives
2. Audience
3. Strategy and Tactics (how and when to engage audiences, resources)
4. Evaluation

Goals/Objectives

- What is it you wish to accomplish?
    - Raise awareness
    - Change behaviour
    - Market a new widget
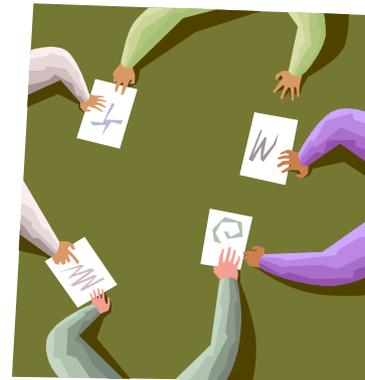- What do you want people to do?

Audience?

- Who will help you reach your goals?
- Who needs to hear your messages?
- What do you know about them?
- Are they ready to hear what you have to say? What are the barriers?
- What is the best way to reach your audience(s)?
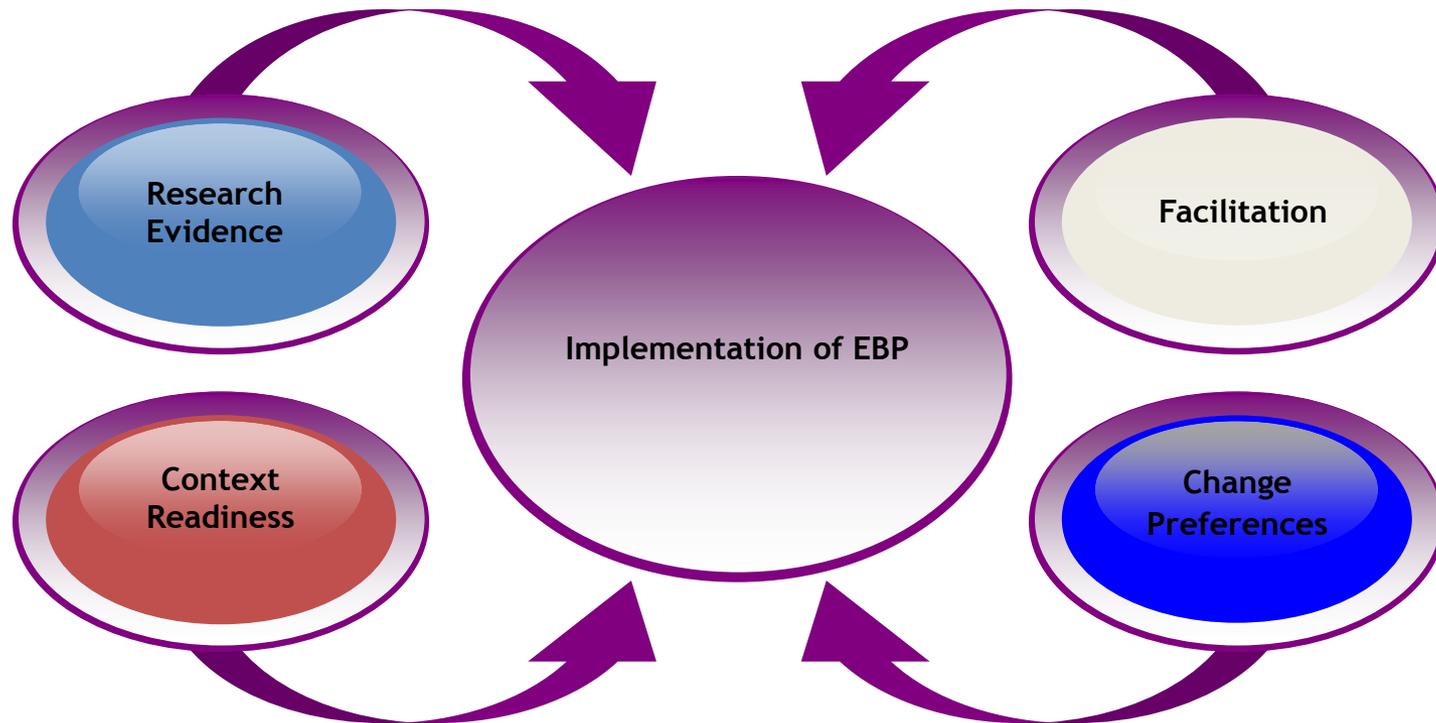
KT Strategies in General

Strategies

- Attractive helps
- One size-fits-all?
- Persistence and repetition
- Who delivers the information important
- Readiness
- Involve your audience
- Help make it happen

Four Factor Model of KT for Practice Change

Specific Strategies

- Knowledge broker
- Champions
- Opinion leaders
- Academic Detailing
- Media
- Written docs – policy briefs, plain language summaries, 1-3-25
- Practice guidelines

- Audit and feedback
- Educational material
- Web sites
- Social media
- Decision support tools
- Networks
- COPs
- Small group discussions

Integrated KT

- collaborative, participatory, action-oriented, community-based research, co-production of knowledge, mode 2 research
- involves engaging and **integrating** knowledge users in the research process

Knowledge- or End-users

- Play a key role in the uptake, implementation and the translation of research results into health outcomes.

- Knowledge- or end-users can be:

Healthcare System	Academics	Community	Industry	Government
• Patients • Provincial health authority • Practitioners • Hospitals	• Other researchers • Program administrators • Research institutes and foundations	• Community-based foundations • Local and national health charities • Not-for-profit organizations	• Pharmaceuticals • Biotechnology • Medical device	• Provincial/Territorial government • Public health departments • Policy makers

More on iKT

Knowledge users and researchers work together to:

- ✓ shape the research questions
- ✓ decide on the methodology
- ✓ help with data collection, tools development, selection of outcome measures
- ✓ interpret the study findings and craft messaging around them
- ✓ move the research results into practice.
- ✓ widespread dissemination and application

From CRIO Project Program Guide

- support areas of research that are **aligned with the strategic priority areas** defined in AHRIS and may address priority issues defined by the Strategic Clinical Networks (SCNs) and Operational Clinical Networks (OCNs) within Alberta Health Services (AHS);

- **engage knowledge-/end-users** in the process to enhance impact on the health of Albertans and/or the healthcare system;

Call for applications

Objective:

… the focus of this opportunity **will be on achieving cancer-related outcomes** using a collaborative approach to the production of new knowledge, coupled with **the translation of cancer research findings to knowledge- or end-users** for **impact** on the health of Albertans and/or the health system.

More from Program Guide

Knowledge translation is key

- AIHS recognizes that the approach to translation of research results will vary depending on the type of research being performed, and the likely users of research knowledge.

- It is expected that **knowledge-/end-user partners will contribute in a number of areas** which include but are not limited to:

  - helping formulate the research agenda(s) and the research questions;

  - providing input into the development of research and training projects;

More detail from Program Guide

Engagement with knowledge-/end-user collaborators and/or partners

- Are governance and management structures in place to ensure the meaningful integration of knowledge-/end-user partner groups?

- How are partners involved and committed to the research program?

- What aspect of the research are knowledge-/end-users going to be involved in (e.g. formulating the research agenda, providing input into the development of research and training projects, disseminating findings or otherwise supporting knowledge translation)?

- Does the proposal demonstrate the involvement of the necessary local, regional, provincial, territorial, national and/or international partners in the planning and execution of the research plan, and the application of the research results? Will this involvement facilitate research activities and outcomes that would not otherwise be possible?

- Are knowledge-/end-users ready and able to implement research outcomes?

- **Is there an appropriate knowledge translation plan to mobilize the research results** for meaningful socio-economic and health impact(s) and is it feasible?

Application Instructions
CRIO TEAM

Section 5: Significance and Relevance Summary

- Provide a **lay summary** of the Collaborative Research Proposal in plain language that would be accessible to a general audience and clearly communicates the significance and relevance of the proposed activities as they relate to the identified priorities outlined in the Program Guide.

- Use analogies, simplifications and generalizations rather than scientific and technical terms.

Plain Language

- Know your reader/listener
- Short sentences
- Active voice
- One idea per sentence
- Subject-verb-predicate
- Bullets

- Same terms
- Nouns instead of verbs
- Jargon
- Acronyms
- Subordinate clause deletions

Application Instructions (Continued…)

Section 8: Knowledge Translation (KT) Plan (in addition to the Detailed Proposal)

- Provide a summary of the Knowledge Transfer and Exchange Plan.

- This section must be completed using 12 pt. font and should **not exceed 2 pages** not including figures, charts, tables or graphs. Any figures, charts, tables or graphs associated with this section can be included as an appendix but cannot exceed 2 pages.

- All figure/chart/table/graph legends are limited to five lines.

- All margins should not be less than 0.5 inches.

- Please address the broad headings below and use additional headings as necessary.

- The headings include a number of questions/issues that should be addressed in the detailed proposal; however, not all of these questions/issues will apply to an individual Collaborative Project.

AIHS KT Plan Template

Objective(s)

Objectives are what you hope the impact of your research will be. KT objectives should be clear, concise, measureable and appropriate to the expected research results.

Questions to consider:

- What do you want to accomplish? What do you want people to do with the research results?
- What will the impact be if you succeed? Will you be adding to a body of knowledge that will inform continuing research? Will you raise awareness within a specific audience? Change practice or service delivery? Inform policy decisions? Market a new medical device?

KT objectives for this project:

#1

#2

#3

AIHS KT Plan Template (Continued...)

Key Audiences

Key audiences/end users/knowledge users are those individuals and groups who are essential to you reaching your objectives.

Questions to consider:

- Who are the audiences, specifically that you need to engage to realize your KT objectives (above)?
- What do you know about these audiences and how they make decisions?
- What is their knowledge base and are there gaps between what they know and what they do?
- What are the barriers and facilitators to KT with these audiences?

Key audiences for this project:

#1

#2

AIHS KT Plan Template (Continued…)

Strategies and Tactics

This section of the plan will outline how you plan to reach and influence your key audiences. Strategies are the broader initiatives and tactics are the specifics within those.

Questions to consider:

- How will you engage your key audiences?
- How will you place your results in context of other research in this subject area?
- What tools or methods will you use to involve or engage your audiences?
- Who will do the KT work and how much will that cost?
- Are your strategies and tactics reasonable, appropriate and feasible for the research results you hope to generate?
- What are the key messages from your results?
- Have you made progress already in your KT strategies? These activities should be noted.
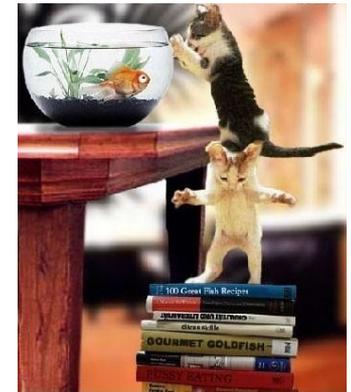
Proposed strategies and tactics (including responsibility, timing, budget):

#1

#2

AIHS KT Plan Template (Continued…)

Evaluation

The evaluation will address how you intend to measure uptake and impact and will be matched against your stated objectives.

Questions to consider:

- **What do you think that impact will be on:**
    - advancing knowledge in your field of study or in the field of KT;
    - capacity building including building the capacity of end users to use research;
    - informing decision making;
    - improving health, the economy or society.
    - What metrics will you use to measure your impact?
    - How will you measure sustained knowledge use?

Proposed evaluation plan:

-

Evaluation

- **Metrics to consider:**
  - Increases knowledge
  - Increases capacity
  - Influences decisions
  - Changes practice or policy
  - Affects health or health system outcomes

Judgement?

Reasonable

Feasible