

End-of-Grant Knowledge Translation (KT) Plan Worksheet

Factor ^v	Key questions	Options
Goals	<ul style="list-style-type: none"> • Are the KT goals clear, concrete and well justified? • Are the KT goals appropriate to the potential research findings and the target knowledge-user audiences? 	KT goals could include: <ul style="list-style-type: none"> <input type="checkbox"/> increase knowledge/awareness <input type="checkbox"/> inform future research <input type="checkbox"/> inform/change attitudes <input type="checkbox"/> inform/change behaviour <input type="checkbox"/> inform/change policy <input type="checkbox"/> inform/change practice <input type="checkbox"/> inform/change technology <input type="checkbox"/> other:
Audience	<ul style="list-style-type: none"> • Does the plan consider all potentially relevant knowledge-user audiences? • Are the audiences precisely defined in terms of their sector, roles, responsibilities and decision-making needs/opportunities? • Does the plan demonstrate an understanding of the proposed target audiences, including their knowledge needs in the research area and their preferences for using knowledge? 	Target audiences could include: <ul style="list-style-type: none"> <input type="checkbox"/> community-based and not-for-profit organizations <input type="checkbox"/> general public <input type="checkbox"/> health care professionals/service providers <input type="checkbox"/> health system administrators/managers <input type="checkbox"/> industry/venture capital group <input type="checkbox"/> media (print, TV, etc.) <input type="checkbox"/> patients/consumers <input type="checkbox"/> policy makers/legislators <input type="checkbox"/> private sector <input type="checkbox"/> research funders <input type="checkbox"/> researchers <input type="checkbox"/> other:
Strategies	<ul style="list-style-type: none"> • Are key messages clearly identified? • Are the strategies appropriate to achieve the KT goals? • Does the plan take into consideration the context in which the knowledge is to be used? 	KT strategies could include: <p>Diffusion</p> <ul style="list-style-type: none"> <input type="checkbox"/> conference presentations <input type="checkbox"/> non-peer-reviewed publications <input type="checkbox"/> peer-reviewed publications (open-access journal/archive) <input type="checkbox"/> web-based activities (e.g. postings, wikis, blogs, podcasts, etc.) <input type="checkbox"/> other:

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^v These factors are the same regardless of the domain of research, though *how* they apply will vary.

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<p>Strategies</p>	<ul style="list-style-type: none"> • If appropriate, is there a plan to adapt the knowledge to each specific audience? • Have mitigating factors been considered that might affect the applicability of the research findings or the effectiveness of the planned KT activities? • Does the plan consider barriers and facilitators to knowledge use? 	<p>Dissemination</p> <ul style="list-style-type: none"> <input type="checkbox"/> patient decision-support aids (e.g. paper or web-based tools that provide information about options and outcomes) <input type="checkbox"/> develop new educational materials/sessions <input type="checkbox"/> events/courses (e.g. conference, symposium, continuing medical education) <input type="checkbox"/> interactive small group meeting/workshop <input type="checkbox"/> plain-language summaries <input type="checkbox"/> summary briefings to stakeholders <input type="checkbox"/> reminders (e.g. electronic reminders in patient files, pocket cards) <input type="checkbox"/> social marketing (e.g. Facebook, Twitter) <input type="checkbox"/> knowledge broker involvement (see page 17 for definition) <input type="checkbox"/> media release/outreach campaign <input type="checkbox"/> networks/networking (e.g. creation of relevant networks; presentations to relevant networks) <input type="checkbox"/> patient-mediated intervention (i.e. intervention that actively engages patients to improve their knowledge or health behaviour, etc.) <input type="checkbox"/> performance feedback <input type="checkbox"/> engage champions/opinion leaders (e.g. inclusion of informal leaders to assist with sharing of evidence) <input type="checkbox"/> financial intervention or incentive <input type="checkbox"/> arts-based KT activity (e.g. development of music video to share research message) <input type="checkbox"/> audit and feedback (e.g. chart review to determine number of diagnostic tests ordered) <input type="checkbox"/> communities of practice (e.g. communication of evidence with a group of practitioners that meets to share work practices) <input type="checkbox"/> other: <p>Application</p> <p>Working with knowledge users to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> adapt knowledge for use <input type="checkbox"/> commercialize

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Factor	Key questions	Options
Strategies		<input type="checkbox"/> identify barriers/supports to the use of findings <input type="checkbox"/> tailor messages and interventions to promote use <input type="checkbox"/> monitor knowledge use <input type="checkbox"/> evaluate outcomes <input type="checkbox"/> ensure sustainability <input type="checkbox"/> other:
Expertise	<ul style="list-style-type: none"> • Are all necessary knowledge users involved to achieve the stated goals? • Is there a sufficient description of the team’s ability to execute the proposed strategies? • Where appropriate, does the team plan to collaborate with members of its target audiences? 	Expertise required could include individuals in the following roles: <input type="checkbox"/> knowledge broker (see below for definition) <input type="checkbox"/> community leader <input type="checkbox"/> KT specialist (see below for definition) <input type="checkbox"/> communication specialist <input type="checkbox"/> management <input type="checkbox"/> public relations <input type="checkbox"/> volunteer <input type="checkbox"/> website developer/IT expert <input type="checkbox"/> writer/editor/copy editor/videographer <input type="checkbox"/> other:
Resources	<ul style="list-style-type: none"> • Does the budget allocate adequate financial support to implement the plan? 	Necessary resources could include: Personnel <input type="checkbox"/> graphic design/layout <input type="checkbox"/> knowledge broker (see below for definition) <input type="checkbox"/> KT specialist (see below for definition) <input type="checkbox"/> public relations/marketing specialist <input type="checkbox"/> writer/editor/copy editor Consumables <input type="checkbox"/> mailing and postage <input type="checkbox"/> media development and release <input type="checkbox"/> open-access publication fees <input type="checkbox"/> production/printing <input type="checkbox"/> teleconferences/travel <input type="checkbox"/> web-related costs (blogs, podcasts, wikis, website development/maintenance) <input type="checkbox"/> workshops/meetings/networking costs <input type="checkbox"/> other:

Definitions

knowledge broker: an individual specializing in the communication of findings to knowledge users in their context or via emerging online technologies (e.g. podcasting, webinars, YouTube)

KT specialist: an individual with expertise in the theory and/or practice of knowledge translation