

## What is Knowledge Mobilization (KM)?

Simply put, knowledge mobilization is **connecting people with people and people with evidence**. It is about getting the right information to the right people in the right format at the right time, with the intent of influencing decision-making among older adults, caregivers, and key stakeholders. Although closely related, KM activities are different from commercialization activities and from processes of communication. KM activities include:

- Identifying your audience, key messages, goals and strategies for KM
- Co-creating outputs or products (e.g., articles, policy briefs, videos, infographics, social media posts)
- Building relationships and engaging with government, community partners and media (radio, television, newspapers)

The Networks of Centres for Excellences (NCE) Program defines KM as “the flow of knowledge leading to social, economic, or intellectual impact.” The NCE Program uses this term interchangeably with knowledge and technology exchange and exploitation (KTEE). NCE networks, like AGE-WELL, are expected to generate **social and economic benefits** by ensuring the rapid flow of ideas and innovations from researchers to Canadian receptors (knowledge users or stakeholders) (NCE, 2015).

## Why is KM important for AGE-WELL?

Without KM, there is an estimated 17 year gap between research findings and practical implementation in real life (Institute of Medicine, 2001). **With KM, this gap can be significantly decreased to a few years.** Yet, for every \$1 spent on new discoveries, \$0.01 is spent on disseminating information (Woolf, 2006). **Your AGE-WELL project has the opportunity to make a real impact.** Don't let your findings sit on a shelf.

## How do I include KM in my project? - Key Steps and Questions



### 1. Identify your audience

- Identify project partners (individuals and organizations) that could be involved in your project, invite them to discuss their potential role(s) and/or level of involvement.
- Identify your audience or knowledge users – who needs the product or the outputs of this project? Are you including key knowledge users on your project team? If so, invite them in early.



### 2. Refine your main message

- What did you learn? Or what do you anticipate learning?
- What key finding(s) need to be shared?
- Who is the most appropriate audience for these lessons or findings?



### 3. Define your KM goals and the real-world impact you want to make

- Is your intent to generate awareness, interest, create practical or behavioural change or contribute to policy change?
- Based on initial work with stakeholders and partners, what is the best way to inform research, develop a product and/or a patent? How are findings and products working towards 'real world impact'? Do mechanisms exist? Would a tool be a good way to impart knowledge?



#### 4. Reach beyond traditional KM strategies (publication/presentation)

Examples of additional strategies include (note: this is not an exhaustive list):

- In-person workshop
- “Champions” that share the outputs with key networks
- Media press release
- Social media campaign
- A combination of strategies (this is more effective than single strategies)



#### 5. Evaluate and assess the achievement of your KM goals

##### Qualitative:

- Knowledge Dissemination (e.g. testimonials, interviews, quotes from stakeholders, participants at events, online followers)
- Practice or service change (observed change, reported change, intent to change, and impact of changes made)
- Informing policy (e.g. intent to use knowledge in policy and/or decision-making, knowledge is integrated into policy, new policy or legislation)
- Narrative sections in AGE-WELL’s Project Evaluation Scorecard
- Case Study of outstanding work or achievement

##### Quantitative:

- Knowledge Dissemination (# of non-academic dissemination activities in the following mediums: print (e.g., magazines, newspapers), digital, face-to-face (e.g., workshop, course, training session, rounds, knowledge café), TV & radio interviews; # of policy briefs provided to government and non-governmental organisations; website or other online presence)
- Stakeholder and End-user Driven Research (# of stakeholders involved in your research as advisory board members, # of presentations that involved: older adults or caregivers; community organizations; industry member, policymaker)
- National & International Leadership (# of international collaborators involved in the project, # of invited expert presentations, meetings, keynotes, etc.)
- Reach Indicators (# distributed, requested, downloaded, media exposure)
- Usefulness Indicators (# times read/browsed)
- Use Indicators (# who intend to use, # who are adapting the information, # who are using it to inform policy/advocacy/enhance programs or research)
- Partnership Indicators (# of products/services developed or disseminated with partners, # or type of capacity building efforts)

#### Who can I connect with for support in KM?

The CC1 team can be reached at: [knowledgemobilization@agewell-nce.ca](mailto:knowledgemobilization@agewell-nce.ca)



#### Resources:

1. [Knowledge Translation Planning Template © The Hospital for Sick Children \(2008, 2013\)](#)
2. [WEBINAR: Getting to Impact: Why Knowledge Translation Matters for Researchers by Melanie Barwick, Slides](#)
3. Barwick, M., Phipps, D., Myers, G., Johnny, M., Coriandoli, R. (2014). Knowledge Translation and Strategic Communications: Unpacking Differences and Similarities for Scholarly and Research Communications. *Scholarly and Research Communication*, 5(3): 0305175, 14 pp. <http://src-online.ca/index.php/src/article/view/175/345>