McMaster University

Family Medicine

Research Knowledge Skill Builder: Knowledge Translation Planning

Watch a recording of this session

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Learning Objectives

- Understand the concept of knowledge translation and its significance
- Understand the different knowledge translation resources and tools offered by the department
- Develop a knowledge translation plan in a group setting

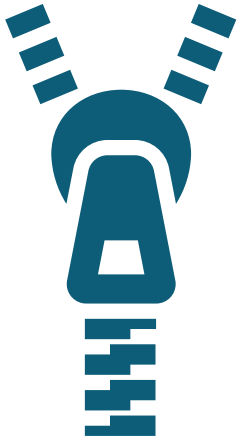
What is Knowledge Translation (KT)?

- "…a dynamic and iterative process that includes **synthesis**, **dissemination**, **exchange** and **ethically-sound application of knowledge** to improve the health of Canadians, provide more effective health services and products and strengthen the health care system."
  - CIHR
- KT aims to reduce the knowledge-to-practice gap

Types of KT: Integrated KT vs. End-of-grant KT

Integrated KT

- Project team and knowledge users collaborate to shape the research and dissemination processes



End-of-grant KT

- KT is undertaken at the completion of the project

Source: Barwick, M. (2008). *Knowledge Translation Planning Template* (Version date: December 2022). The Hospital for Sick Children.

Why should we do KT? Why does it matter?

KT moves research into practice

Improves health outcomes for patients

KT resources and tools available in DFM

- Consultations with the KT team
  - Everyone is entitled to a 1-hour consultation
  - We are available for projects from start to finish
- In-kind vs. At-cost services

In-kind	At-cost
Consultations about your KT Meeting with your research team to prepare a KT plan together Short-term projects (e.g., infographic, social media post, media story, research brief, etc.)	Longer term projects spanning several weeks or months that would require a significant amount of time (e.g., integrated KT, videos, reports for funders, etc.)

KT resources and tools available in DFM

- Consultations with the KT team
  - Everyone is entitled to a
    finish
- In-kind vs. At-cost services

In-kind	At-cost
Consultations about your KT	Longer term projects spanning several
social media post, media story, research brief, etc.)	funders, etc.)

Talk to us! We will work with you to find the right solution!

KT resources and tools available in DFM

- Canva account for research staff to create infographics, graphics, posters, presentations, documents, etc.
- Funds for open access publishing
- Many opportunities to share your research findings
  - DFM Digest newsletter, Research Huddle presentations, social media
    - Send us your publications kamarica@mcmaster.ca
- TRAction Toolkit
- KT Planning Template
- And more! Come to us with any questions or ideas

KT Planning Template

Objectives of KT Project

Objective 1

Background and details

KT Process

When will KT happen in the research process (end of grant, integrated, both). This needs to align with your KT objectives.

Project Partners

Partner	Degree of Engagement	Partner Role

Project Team

Team Member	KT Expertise

Main Audiences

Audience A Audience A

Main Messages

Generic and not specifically tailored to an audience

-

Resources

Budget

KT Plan

Time	Objective	Audience	**Goals** specific to audience	**Main Messages** tailored to audience	**Strategies and Media**	Timeline	Evaluation metrics
Time 1							

Deeper considerations

Use this space when ideas don't fit well into the space of the table

Goals specific to audiences

Goal specific to audiences

Strategies and Media

Strategies for engaging audiences

Evaluation metrics

When is the best time to engage the KT team?

- You can talk to us anytime during the research project, but it’s best to reach out early

Want to learn more?

- Check out previous RKSBs in knowledge translation and communication

PARKER BROTHERS DETECTIVE GAME

KNOWLEDGE TRANSLATION

WHO - WHERE - HOW?

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This program is about unsolved mysteries. Whenever possible, the actual family members and police officials have participated in re-creating the events. What you are about to see is not a news broadcast.

Let’s get into our new roles! Read your role to yourself and then we will share as a group. Please read out loud the part that is bolded.

Disclaimer: All names, characters, roles, and scenarios in this workshop are purely fictional. Any resemblance to actual persons, living or deceased, is entirely coincidental.

Your research team has completed a two-phase study.

- **Phase 1** was a systematic review of pain assessment tools for adults with moderate chronic joint pain.
  - One tool, The McMaster Pain Scale (MPS) (a 10-question survey), was identified as the most effective tool. However, another tool, The Hamilton Pain Assessment Measure was more commonly used in practice.
- **Phase 2** was an RCT that used the MPS combined with an intervention of light resistance training in conjunction with mindfulness exercises.
  - You know these specific evidence-based strategies are not currently used in practice in most primary care clinics.
  - Results of phase 2 showed 48% of participants saw a 3 point drop in pain on the MPS compared to the control group (*standard care*).
  - Phase 2 included a survey of primary care physician satisfaction.
    - 61% of primary care physicians found the intervention easy to implement in their daily practice.
    - The time required to provide adequate instruction to patients on how to do the exercises was the biggest barrier identified

The study results have been **accepted for publication**, but they are not in print yet.
CIHR has just announced a special competition for KT-focused projects, and you have arranged a meeting of the investigators, research staff, clinicians, policy makers, KT specialists, and people with lived experience. Create a KT plan for your grant application.

Project Partners

Which partners will help you plan and execute your KT activities?

Partner	Degree of Engagement	Partner Role
Research team	Throughout	Leading research and administration of project
Health care professionals	Working with other health care professionals	Guidance on how to connect with other health care professionals and how to target them

Things to consider:

- Some project partners may be knowledge users
- Not all partners will be engaged to the same extent or at the same point in time

Source: Barwick, M. (2008). *Knowledge Translation Planning Template* (Version date: December 2022). The Hospital for Sick Children.

Knowledge Users (KU)

- **Think about:** Who could benefit from this research?
- Which knowledge user audiences will you target?
- Some examples:
  - ❑ Researchers
  - ❑ Public
  - ❑ Media
  - ❑ Patients
  - ❑ Policy makers/government
  - ❑ Research funders

Source: Barwick, M. (2008). *Knowledge Translation Planning Template* (Version date: December 2022). The Hospital for Sick Children.

Knowledge User (KU)	**Main messages** tailored to KU	**KT Goals** specific to KU	**Strategies and media**	**Evaluation**
Health care workers				
Patients				
Policy makers				
Researchers				

Main Messages

- What is the overarching main message stemming from this research?

> MPS is more effective than the Hamilton Pain Scale, intervention is effective in reducing pain for patients

- What main messages will you share with your top 2 knowledge user audiences?
- **Consider:** What can you feasibly disseminate given time and resources?
- **Remember:**
  - Single Most Important Thing (SMIT)
  - Bottom Line Actionable Message (BLAM)

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KT Goals

- What are the KT goals for each knowledge user audience?
  - You can have more than one!
- Some examples of KT goals:
  - Generate awareness, interest, or buy-in
  - Share knowledge
  - Inform decision-making
  - Inform research(ers)
  - Facilitate policy change
  - Facilitate practice or behaviour change (requires an Implementation Plan)
  - Commercialization/technology transfer

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MPS is more effective than the Hamilton Pain Scale, intervention is effective in reducing pain for patients

Knowledge User (KU)	**Main messages** tailored to KU	**KT Goals** specific to KU	**Strategies and media**	**Evaluation**
Health care workers	MPS is easy to implement in clinic, is widely used and better understood by patients	Generate awareness that the MPS is more effective		
Patients				
Policy makers				
Researchers				

KT Strategies

- Consider your KT goal(s) and select which strategies you will use to achieve your goals.
  - **Remember:** KUs, main messages, KT goals, and KT strategies should align with each other.

Role-based	Educational	Technological
• Knowledge broker • Leadership • Collaboration/partnership • Consultant	• Policy brief • Plain language summary • Publication • Workshop, webinar • Media • Materials (guide, toolkit, pamphlet)	• Social media

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KT Process

- When will KT occur?
  - Integrated KT
  - End-of-grant KT
  - Both

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KT Evaluation

- How will you know your KT goals have been achieved?
- Some examples of evaluation indicators:
  - Reach indicators
    - # distributed, # downloads, media exposure
  - Usefulness indicators
    - Gained knowledge, changed views, read/browsed
  - Use indicators
    - # intend to use, # using to inform policy or advocacy or enhance programs/training/research/education

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Knowledge User (KU)	**Main messages** tailored to KU	**KT Goals** specific to KU	**Strategies and media**	**Evaluation**
Health care workers	MPS is easy to implement in clinic, is widely used and better understood by patients	Generate awareness that the MPS is more effective	Workshop for health care professionals Find someone to be a 'champion' Social media Family Medicine Conference	# attending workshop Results from exit survey at workshop # downloads of MPS # social media hits
Patients				
Policy makers				
Researchers				

Other steps in the KT planning process

- Resources
  - What resources are needed to deliver this KT plan?
    - Example: Human, IT, financial, volunteer, web, leadership, etc.
- Budget
  - What budget items are needed for the KT plan?
- Executing your KT plan
  - How will you execute your KT plan?

Source: Barwick, M. (2008). *Knowledge Translation Planning Template* (Version date: December 2022). The Hospital for Sick Children.

Will our KT plan get funded?

- Funders: would you fund this KT plan? Why or why not?
  - What are its strengths?
  - What could be worked on?

Connect with us!

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