McMaster University

Family Medicine

Knowledge Translation Part II

Watch a recording of this session

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June 23rd, 2020

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Michael G. DeGroote SCHOOL OF MEDICINE

McMaster University

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Knowledge Translation, part 2

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Learning Objectives

- Part 1 (May 26)
  - Understand foundational KT terminology
  - Recognize end-of-grant and integrated KT
  - Understand steps for creating a KT plan
- **Part 2 (today)**
  - **Understand the process for evaluating KT**
  - **Apply KT planning document to projects**

Recap on KT Planning

- KT planning starts with knowledge users, main messages, and KT goals (who, what, why)
- All features must align with each other
- Include knowledge users in your KT planning process
- Integrate your KT

KT during COVID-19

- How to do KT during a pandemic
  - Webinar recording and slides

- Knowledge translation and behaviour change science: Building community in a pre- and post-pandemic world
  - Webinar on June 26

Effectiveness of KT Strategies

Knowledge translation strategies for different target audiences. Alberta Health Services, Alberta Addiction and Mental Health Research Partnership Program 2019.

LaRocca R, Yost J, Dobbins M, Ciliska D, Butt M. The effectiveness of knowledge translation strategies used in public health: a systematic review. BMC Public Health 2012; 12,751.

Chapman E, Haby MM, Toma TS, de Bortoli MC, Illanes E, Oliveros MJ, Barreto JOM. Knowledge translation strategies for dissemination with a focus on healthcare recipients: an overview of systematic reviews. Implementation Science 2020; 15,14.

“No singular KT strategy was shown to be effective in all contexts. Conclusions about interventions cannot be taken on their own without considering the characteristics of the knowledge that was being transferred, providers, participants and organizations.”

(La Rocca et al., 2012)

Evaluating your KT Plan

- **Were your KT goals achieved?**
- Why evaluate?
  - Shows the value of your investment
  - Capture the impact of your work
  - Helps refine KT strategies for the future
  - KT publication

Evaluating your KT Plan

- Identify impact or success indicators from the beginning
- Should align with your KT goals & strategies
- What is feasible with available time and resources
- Ask your KU partners what they think are important evaluation questions

Evaluating your KT Plan

- Potential indicators
  - Reach
    - *# distributed, # downloads/hits, media exposure*
  - Quality
    - *read/browsed, satisfied with, changed knowledge/views*
  - Use
    - *# intend to use, # adapting information, # using to inform policy, enhance programs, training, education or research*
  - Collaboration and Capacity Building
    - *# products developed or disseminated with partners, # or type of capacity building efforts, social network growth, collaboration*

(Barwick, 2019)

Knowledge Translation Example
Reducing Tobacco Use

Knowledge Translation Example

Reducing Tobacco Use

- For over 70 years, research has linked smoking to lung cancer
- Other negative health impacts of commercial tobacco use have been well documented too

- In 2017, federal government announced a goal of **less than 5% of Canadians using tobacco by 2035** (at the time, it was around 15%)

Knowledge Translation Example

Reducing Tobacco Use

- The World Health Organizations' **MPOWER** policy package
  - Monitor tobacco use
  - Protect people from tobacco smoke
  - Offer help to quit tobacco use
  - Warn about the dangers of tobacco use
  - Enforce bans on tobacco advertising, promotion and sponsorship
  - Raise taxes on tobacco products

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Knowledge Translation Example

Reducing Tobacco Use

Justin Tang/The Canadian Press

Knowledge Translation Example

Reducing Tobacco Use

Project Partners	Knowledge Users	Main messages	KT Goals	Strategy	Evaluation
Who needs to be actively involved in the KT activity(s)?	Who needs to be reached with main messages?	What are your main messages?	What are your KT goal(s)?	What KT strategy(s) will you use?	How will you measure or track KT outcome(s)?

Questions?

KT Planning Exercise

- We will divide you into 3 groups
- Each group will develop a KT plan for one of our research projects
  - CHAP-Philippines, DECIDE-LTC, Health TAPESTRY

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