6 Steps

KNOWLEDGE TRANSLATION PLAN

Easy Telling

1 Establish goals

2 Identify and engage partners

3 Identify the audience(s)

4 Develop targeted messages

5 Run the strategies

6 Evaluate and measure

Easy Telling
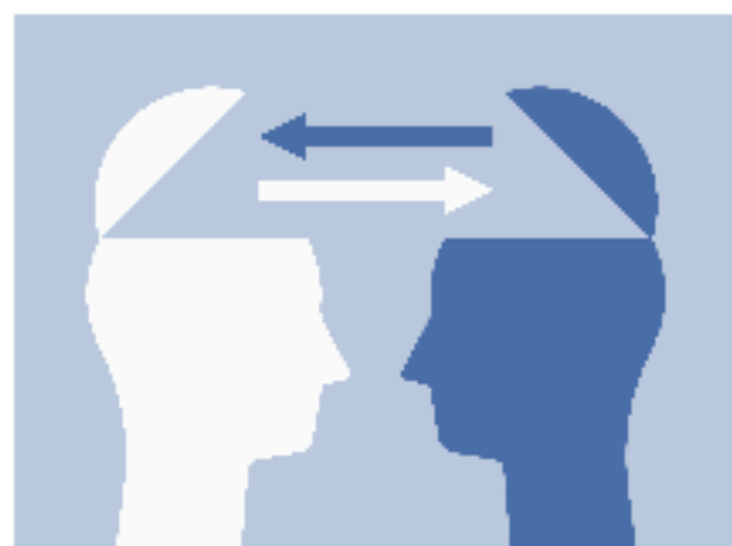
1. Establish

Goals

(What success is for you)

● **WHICH** results do you want to achieve with your research?

● **WHICH** impacts do you want to generate?

● **WHICH** reality do you want to change?

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Examples

Implementation

Generate awareness interest

Share knowledge

Inform Research

Inform Decision Making
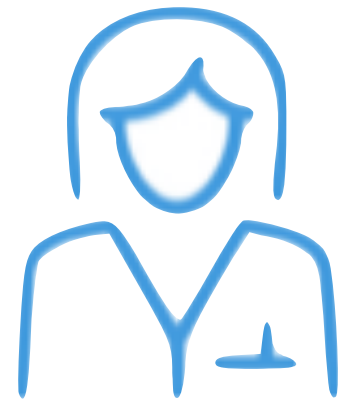

Practice and Policy change

2. Identify and Engage

Key partners

(Who can help you or oppose you in this task)

- **WHO** can support my research findings?

- **WHO** can spread the word?

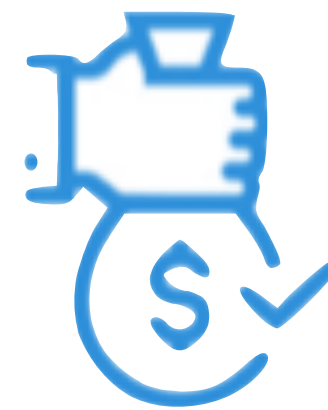- **WHO** can advocate for me?

- **WHICH** are the opposing forces?

Easy Telling

POWER ANALYSIS: Who supports the change, who might block it, and Who are the people who influence these actors?

Other Researchers

Policymakers/ Practitioners

Funders

Youth Organizations

International Organizations and Non - profits

Easy Telling

POWER ANALYSIS: Who supports the change, who might block it, and Who are the people who influence these actors?

GOVERNMENTS?

COMPANIES?

BRANDS?

Don't forget about The blockers of a change!

Don't forget about The supporters of a change!

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3. Identify

The Audience

(Who are the knowledge users?)

● **WHO** will use the evidence the most?

● **WHO** can generate impact with it?

● **WHO** can scale up it?

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Telling

Evidence and messages from same study can change according to the audience

Policymakers

A $2,555 (11%) increase in annual earnings per student during the eight years
The total earnings gain was $20,452 per
 student over the eight-year

Easy Telling

Evidence and messages from same study can change according to the audience

Employers

The program cost approximately $3,800 to $7,600 per student throughout their three- or four year

Easy
Telling

Evidence and messages from same study can change according to the audience

Congressman

The cost per student was at least partly offset by the increased tax revenue resulting from the gain in earnings of Career Academy students.

Easy Telling

Evidence and messages from same study can change according to the audience

Policymakers

Employers

Congressman

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The total earnings gain was $20,452 per student over the eight-year

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The cost per student was at least partly offset by the increased tax revenue resulting from the gain in earnings of Career Academy students.

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4. Develop

Targeted Messages

(What and how to Communicate?)

● **WHAT** evidence is more likely to sensitive and generate change?

● **HOW** can you frame the message most compellingly for your audience?

Easy
Telling

"The cost per student was at least partly offset by the increased tax revenue resulting from the gain in earnings of Career Academy students"
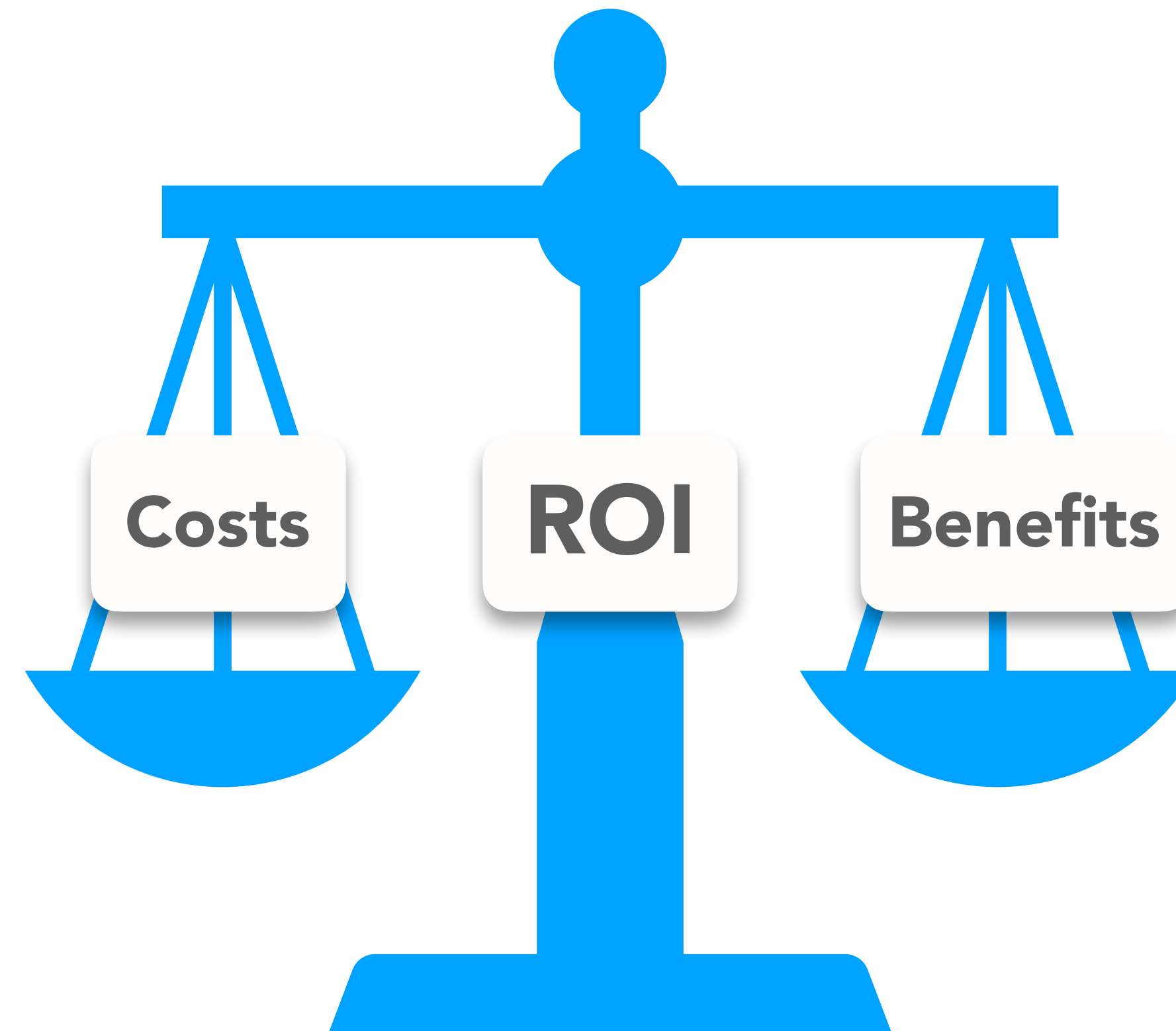
"Implementing the program would cost XX million dollars or YY% of what the government currently spends with the issue"
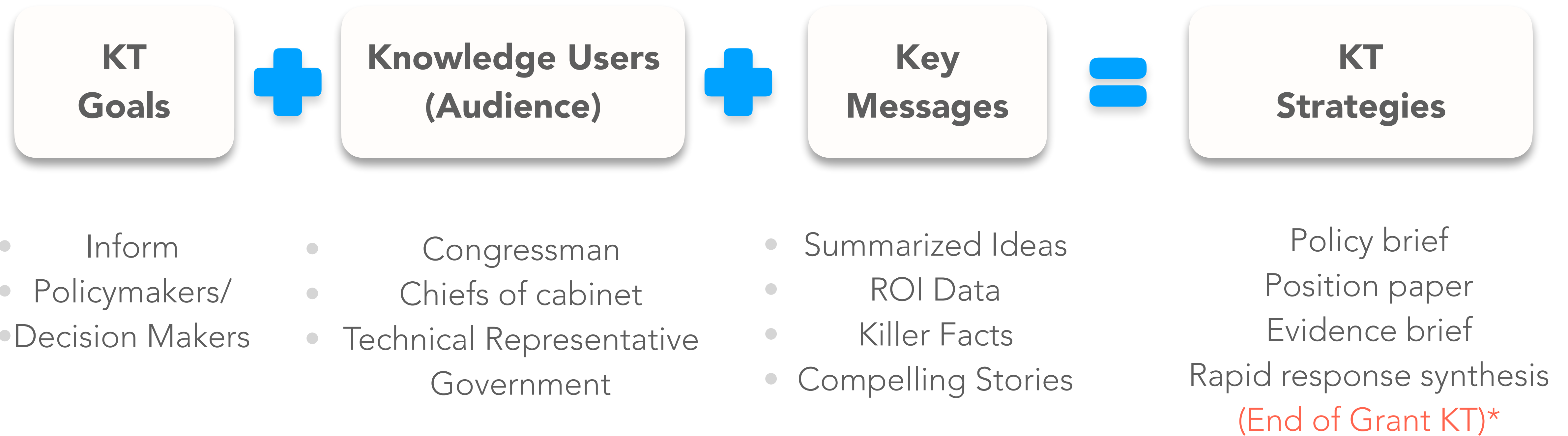
Costs

ROI

Benefits

What advantage does the policymaker take in using this evidence?

Easy Telling

5. Run

The Strategies

(How to make your message get there?)

● **WHICH** materials will you have to develop to convey your key messages?

● **HOW** will you make them reach your audience?

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KT Goals + **Knowledge Users (Audience)** + **Key Messages** = **KT Strategies**

- Inform
- Policymakers/
- Decision Makers

- Congressman
- Chiefs of cabinet
- Technical Representative
  Government

- Summarized Ideas
- ROI Data
- Killer Facts
- Compelling Stories

Policy brief
Position paper
Evidence brief
Rapid response synthesis
(End of Grant KT)*

*Integrated KT (Roles): Collaboration/partnership, science policy fellowship, knowledge broker

6. Evaluate

And Measure

(How to make sure you reached your initial KT Oals)

● **WHAT** are the best ways to evaluate the uptake And impacts of evidence?

● **HOW** to find out the strategies that have worked the most?

No consensus on the best methods and outcomes to evaluate the strategies, only suggestions:

Methods

• Randomised controlled trials (RCTs)

• Quasi-experiments

• Single-group pre/post-test evaluations

• Surveys

"It looks like we have a consensus."

QUANTITATIVE METHODS   **QUALITATIVE METHODS**

REACH INDICATORS

(# Distributed, # Requested,
downloads/hits, media exposure)

POLICY INDICATORS

(New bills, measures, laws
And regulations)

USE INDICATORS

(# intend to use, # adapting the
information, # using to inform policy/
advocacy/enhance programs, training,
education, or research, # using to
improve practice or performance)

USEFULNESS INDICATORS

(Read/browsed, satisfied with,
Usefulness of, gained knowledge,
Changed views)

**PRACTICE CHANGE
INDICATORS**

(Intent or commitment to change,
Observed change, reported
change)

**KNOWLEDGE, ATTITUDE
AND SYSTEM CHANGE**