Diabetes Action Canada
Preventing complications. Transforming lives.

**Knowledge Mobilization Basics Video Series**
October 2023

**VIDEO 3: "HOW" to do knowledge mobilization**

**SCRIPT**

**Welcome back** to the "Knowledge Mobilization Basics" Video Series, for the Diabetes Action Canada Network.

**In the first two videos of our series,** we shared that Knowledge Mobilization is about effectively moving research results – or the "what works" – into the real world to benefit patients and the public as quickly as possible (VIDEO 1), ….and that by **meaningfully involving** relevant knowledge users and collaborators directly in the **production** of the research itself, we can ensure that those research results are **relevant** and **useable** (VIDEO 2).

**In this third video of our series,** we'll take a closer look at **HOW to do or practice Knowledge Mobilization**. We will explore the process of change, which is the essence of knowledge mobilization and implementation science. When we are moving research results – or the "what works" – from the research world into the real world, this is about change, and it involves asking people to do something new, to do things differently or to stop doing something altogether. Change is not easy, it often involves many moving parts, and it takes time. However, by approaching the process of change in an organized, coordinated, and planned manner, we can increase the success of our knowledge mobilization efforts.

Hello again, I'm Julie Makarski and I along with Dr. Monika Kastner of the Diabetes Action Canada Knowledge Mobilization and Implementation Science Program have created a series of five short videos to explain the basics of knowledge mobilization in an easy-to-understand way. We hope you are enjoying these videos and finding them a simple and useful introduction to knowledge mobilization.

So, let's begin VIDEO 3, about "HOW to do Knowledge Mobilization".

We know that moving research results into the real world is the only way to benefit patients and the public and to improve the healthcare system, so, HOW exactly do we do this? Where do we start? and HOW do we do this in the best way possible?

The short answer is that we need to take an approach that is organized, coordinated, and planned.

You may recall from Video 1 that knowledge mobilization is a field that involves both the science and the practice of moving research results into the real world. The "science" part allows us to study, understand and improve the ways or methods for HOW we use or move the research results into the real world, and this is often in the form of a tool or a guide. The "practice" of knowledge mobilization is the actual "doing" part or the actions that are taken to help people use and apply the research results, or the "what works". It is important to note, that we need both the science and practice of knowledge mobilization to move research results into the real world successfully. We use the knowledge mobilization science and tools to guide and inform the knowledge mobilization practice.

Let's take a closer look at the differences between the science and practice of knowledge mobilization - and how they work together - with an example.

Currently, there are a variety of ways that doctors check the eyes and feet of people living with diabetes to prevent complications. Let's say that Health Canada now recommends a new and better way of screening the eyes and feet for these patients.

It's important to note here that we can't just assume that doctors will just start this new way of screening. So, our job as knowledge mobilization facilitators, is to figure out how to help doctors use or implement this new screening method.

One solution is for us to use a guidance tool that will help support the doctor's implementation of the new screening method. This is considered knowledge mobilization practice. Knowledge mobilization scientists have created various guidance tools specifically to help implement things, such as this new screening method. The development of the guidance tool is considered knowledge mobilization science.

This example shows how we need both the science and the practice to make change happen. Lastly, I'd just like to emphasize that the "new screening method" and the "implementation guidance tool" are two separate things: The new screening method is the "what works" that needs to be implemented in the real world…and…the implementation guidance tool is what will help to implement the new screening method". They work together to make change happen.

So, as you can see from the example, it's very important to have guidance – usually in the form of a tool - for "how to" move the "what works" into the real world. The knowledge mobilization science guides the knowledge mobilization practice.

If we are asking people to do something new or differently, we need to equip them with the proper tools and guidance to support them in their change efforts. If knowledge users don't have a clear roadmap or direction for how to do something new or differently OR lack the understanding of where to start or what to do, then they likely won't do it. People are busy and change is hard; we need to support people in adopting new things or practices. Otherwise, what may happen? The "what works" likely won't get implemented and used, and opportunities are lost; these opportunities can include:

- knowledge users such as doctors adopting new things or new ways to practice;

- improving the quality of how care is delivered; and, of course,
- opportunities for patients and the public to take part in new and promising programs or to receive effective treatments to improve their health and wellbeing.

The knowledge mobilization science provides the understanding and guidance in the form of tools that guides how to best practice knowledge mobilization.

There are many different types of knowledge mobilization tools. The one I described in the example, was a tool to help us implement something. However, there are also tools available to support other knowledge mobilization activities:

- For example, there are tools to help disseminate or share knowledge, which help to create awareness about research results or the "what works"
- There are also tools to scale-up a program or innovation so it can benefit more patients and across different settings**;**
- and there are tools to ensure that programs and innovations are sustainable, meaning that they continue to be used in the long-term to benefit patients and the public.

Stay tuned as we prepare to launch a new video series that will dive deeper into the different types of knowledge mobilization activities and tools.

In addition to guiding the best way to share and implement research results or the "what works" in the real world, there are other knowledge mobilization science tools that can help us to understand:

- The context in which knowledge is implemented
- What motivates people to behave the way they do
- What opportunities enable change and behavior change
- How to collaborate effectively in research (e.g., Integrated KT or IKT)….and
- How to engage and empower knowledge users to participate in research (e.g., patient engagement)

Also, when undertaking knowledge mobilization activities, we need to really understand and consider:

- the "where" or into what setting or context we are moving the research results and
- the "when" we should do knowledge mobilization.

These are very important considerations for effective knowledge mobilization, and we'll be exploring these topics in the last two videos of this knowledge mobilization basics series.

Another very important consideration and reminder is to incorporate equity, diversity and inclusion principles in all knowledge mobilization science and practice activities – including the diversity of our research teams - and to pay particular attention to the needs of under-represented and under-served population groups in our activities.

Lastly, we'd like to highlight that knowledge mobilization is a complex and 'iterative process'. The process of moving research results into the real world

- is not always a straight line or linear process.
- It is neither a "once and done" nor a "one size fits all" approach.
- In addition, the process of knowledge mobilization involves the need for ongoing monitoring and evaluating to ensure that the "what works" - for example – a program,

innovation, or practice – continues to be used as intended, and remains beneficial and sustainable in the long-term.
- Lastly, we also need to plan our knowledge mobilization actions in advance to ensure that we are taking an organized and coordinated approach to moving the "what works" into the real world.

And…remember that people are at the core of knowledge mobilization –
- We are asking people to do new things for the benefit of themselves and others.
- Meaningful and respectful relationships and partnerships, - - in which we learn and move forward together - - are foundational to "how" we do knowledge mobilization and to how we facilitate its success. We cannot have or practice knowledge mobilization without people!

So, in summary, remember, we know that "Moving research results into the real world is the only way to benefit patients and the public, and to improve the healthcare system".
- We also know that this involves change, and change can be hard.
- However, we have many knowledge mobilization science tools available to facilitate successful knowledge mobilization practice.
- Using these tools provides guidance and direction to practice knowledge mobilization well and allow us to understand how best to share, use or apply the "what works" in real-world settings.
- The science and practice of knowledge mobilization together have the power to make a positive difference in the lives of patients, the public, and their communities.

Thanks so much for watching Video 3. Stay tuned to this channel for Videos 4 and 5, our final two videos in this Knowledge Mobilization Basics Video Series. We'll explore the "WHERE" of knowledge mobilization in Video 4, and the "WHEN" in Video 5.
We look forward to sharing more knowledge mobilization basics in these next and last two videos! Thanks again for watching…bye for now.