

**Knowledge Mobilization Basics Video Series**  
December 2023

**VIDEO 5: The “WHEN” of knowledge mobilization**

**SCRIPT**

**Welcome** to the last video of the “Knowledge Mobilization Basics” Video Series for the Diabetes Action Canada Network.

**As a reminder, in the first four videos of our series,** we shared the WHAT, WHO, HOW and WHERE of knowledge mobilization.

**In this fifth and final video in the series,** we will explore the aspects of “**WHEN**” to consider knowledge mobilization, and why it is important to think about knowledge mobilization both **early and often** throughout the entire research study process.

Hello again, I’m Julie Makarski. Dr. Monika Kastner and I of the Diabetes Action Canada Knowledge Mobilization and Implementation Science Program, have created this series of five short videos to explain the basics of knowledge mobilization in an easy-to-understand way. We hope that you have found these videos both a simple and useful introduction to knowledge mobilization.

So, let’s dive into our fifth and final video of our knowledge mobilization Basics video series by taking a closer look at the “when” of Knowledge Mobilization...

We know that knowledge mobilization is about moving research results or the “what works” into the real world, so that those results can benefit patients, the public, and the health care system. So, when exactly should we be thinking about knowledge mobilization? Do we think about knowledge mobilization once we have our research results or when our research study is finished? Or, is there a certain time or best time to think about knowledge mobilization?

The short answer is that we ought to think about knowledge mobilization early in the research process and often throughout the research process. More specifically, there are different time points throughout our research studies when we can think about and plan for knowledge mobilization. We want to consider and incorporate knowledge mobilization at every step of our research process.

First, at the beginning of any research project or as we are planning our projects, it’s important to think about knowledge mobilization in terms of how we might disseminate – or share - the research results. It is during the initial planning of a research study that teams should be thinking ahead and discussing plans for knowledge mobilization in terms of sharing the results.

For example, What do we anticipate the research results to be, specifically? Who would be interested in the results? How should we disseminate the results? – and would this be through academic publications and presentations? And should we develop other types of knowledge products, such as infographics or plain language summaries? Thinking about all of these questions at the beginning of the research

project and making a plan for knowledge mobilization, will help ensure that we successfully move research results into the real world.

Second, once the research project launches and continues throughout its conduct, we will want to re-visit the knowledge mobilization plan often with the research team to see if anything has changed, and, if there is anything else we want to add to the plan. For example, if through the research study, we discover that policymakers have become key knowledge users of the research and will want to be informed about the results, then we should make changes to the knowledge mobilization plan accordingly. In particular, we will want to include in the plan strategies to share the research results with policymakers and to ensure these results are tailored to the way they prefer to receive this information – for example, policy briefs, which are short summaries that are commonly used for providing information to policymakers.

And, third, once the research project is finished, then it's time to put the knowledge mobilization plan into action. This is when research teams execute the plan, whether it's to write an academic paper, to present at conferences or meetings, or, to co-produce knowledge products, such as infographics, plain language summaries or policy briefs (as I just mentioned)

Ideally, this co-production process should happen with the input of all team members and knowledge users, including researchers, patient partners, healthcare providers, and policymakers.

So, as you can see, thinking about knowledge mobilization early and often throughout the research process can ensure a more successful knowledge mobilization effort. So, to achieve a more effective and timely movement of research results into the real world: We ensure continuous engagement with research team members – this could mean meeting regularly with the team, such as every three months; And, making sure that we tailor the research results to the needs of each knowledge user group – for example, an infographic is more relevant and useable for patients, and a policy brief is more relevant and useable for policymakers

In summary, It is important to think about knowledge mobilization early and often in the research process. When we do this, we can improve our knowledge mobilization efforts to move research results into the real world successfully and quickly, and in doing so, we can reduce research waste, and reduce the time it takes to get research results into the hands of those who will use them. And, lastly: Remember that moving research results into the real world is the only way to benefit patients and the public, and to improve the healthcare system.

Thanks so much for watching Video 5. This concludes our series, and we hope that you've gained a good understanding of the basics of knowledge mobilization after viewing the five videos in this series, highlighting the WHAT & WHY, WHO, HOW, WHERE and WHEN of knowledge mobilization.

We encourage you to visit the Diabetes Action Canada website for our knowledge mobilization resources to support your knowledge mobilization activities, including our knowledge mobilization planning tool and our Knowledge Mobilization Consultation Service, which offers one-to-one support for all Diabetes Action Canada members and trainees. Also, consider signing up for the Diabetes Action Canada Newsletter to stay connected about the various Diabetes Action Canada activities and happenings.

Thanks again for watching this video series. We look forward to sharing more about knowledge mobilization with you, and to supporting you in your knowledge mobilization activities!

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