

End-of-grant/Project Knowledge Mobilization (KM) Planning Tool

STEP 1: What impact/change do you want to achieve with your research project? Examples:

- *Increased capacity of learners in remote and rural communities*
- *Empowered Indigenous youth equipped to build life skills through a community-led, culturally relevant program*
- *Improved health and wellbeing of older adults with multiple chronic conditions through a lifestyle self-management platform*
- *Increased access to digital health tools for seniors living in remote communities*
- *Preventing diabetes complications through a retinopathy screening program*

IMPACT/CHANGE:

STEP 2: What knowledge mobilization or implementation outcome(s) do you anticipate measuring (up to three)? Examples include:

- *Number of people who become aware of a program, tool, information, research findings*
- *Number of people who use or apply a program, tool, information, etc.*
- *New capacities created*
- *New policies developed*
- *Number of knowledge users trained*

KM OUTCOME 1:

KM OUTCOME 2:

KM OUTCOME 3:

STEP 3: What are the anticipated outputs from your research that will require mobilization (up to three)? Examples:

- *A table summarizing facilitators and barriers of an intervention, program, tool, etc.*
- *A new theory, model or framework*
- *A newly developed intervention, program, tool, strategy, drug, clinical pathway*
- *A new policy*
- *A protocol for medication adherence*
- *A clinical practice guideline*

OUTPUT 1 TO BE MOBILIZED:

OUTPUT 2 TO BE MOBILIZED:

OUTPUT 3 TO BE MOBILIZED:

STEP 4: What are your KM goals (up to five) for your identified outputs? If you have multiple knowledge users/target audience groups, create a separate KM goal for each. Consider the following questions to formulate your KM goal(s):

- *Is your goal passive dissemination (i.e., “letting it happen”)? Interactive dissemination (i.e., “helping it happen”)? Or Implementation (“making it happen”)? – See below for definitions*
- *Who do you want to share the results with? Other researchers? Funders? Clinicians? Members of the public?*
- *Do you want to use the knowledge to promote change, behaviour change or influence decision making? Or inform next steps of your project?*

KM Goal 1	
KM Goal 2	
KM Goal 3	
KM Goal 4	
KM Goal 5	

STEP 5: For each KM goal identified in STEP 4, complete the table below to create your KM plan:

- *For each output that you want to disseminate/mobilize, think about:

 - *the **target knowledge users** of each output,*
 - ***what** KM strategy you might consider using to disseminate it, for each knowledge user type,*
 - ***who** will be the messenger,*
 - *what **resources** you will need,*
 - *how you might **evaluate** the overall KM strategy**
- *When selecting KM strategies, think about which may be relevant for which audience group. For example, you may need a different strategy for patients vs. clinicians vs. policy makers.*
- *Use the **KM Strategies table** below to help you select the most relevant KM strategy for each knowledge user*

KM Goal(s)	Knowledge user <i>Who is the target of the knowledge?</i>	Knowledge mobilization (KM) strategy – see options below <i>What KM strategy would allow you to disseminate your output?</i>	Knowledge messenger <i>Who is the most credible person to deliver the message to the target audience via knowledge product?</i>	Resources needed <i>What resources will you need to implement the KM strategy?</i>	Evaluation of the KM strategy <i>How will you evaluate the strategy KM?</i>
KM Goal 1					
KM Goal 2					
KM Goal 3					
KM Goal 4					
KM Goal 5					

EXAMPLE of how to populate the KM plan template

STEP 1: What <u>impact/change</u> do you want to achieve with your research project?	
GOAL/IMPACT: To implement and ensure the uptake of a new primary care-based diabetes management program in Ontario	
STEP 2: What knowledge mobilization or implementation <u>outcome(s)</u> do you anticipate measuring (up to three)?	
OUTCOME 1: Number of providers, patients/families and policy makers who become aware of the new diabetes management program	
OUTCOME 2: Number of primary care providers who use and apply the diabetes management program across Ontario	
OUTCOME 3: -	
STEP 3: What are the anticipated <u>outputs</u> from your research that will require mobilization (up to three)?	
OUTPUT 1: A model of the new diabetes management program outlining how it works	
OUTPUT 2: A toolkit/implementation guide for implementing the new diabetes management program across Ontario	
OUTPUT 3: -	
STEP 4: What are your <u>KM goals</u> (up to five) for your identified outputs? If you have multiple knowledge users/target audience groups, create a separate KM goal for each.	
KM Goal 1	To increase awareness of the model and toolkit/implementation guide by <u>primary care providers</u>
KM Goal 2	To increase awareness of the model and toolkit/implementation guide by <u>policy makers</u>
KM Goal 3	To increase awareness of the model and toolkit/implementation guide by <u>patients and families</u>
KM Goal 4	To train primary care providers on how to use the toolkit/implementation guide
KM Goal 5	-

STEP 5: For each KM goal identified in STEP 4, complete the table below to create your KM plan

KM Goals for outputs	Knowledge user <i>Who is your target of the knowledge?</i>	Knowledge mobilization (KM) strategy – see options below <i>What KM strategy would allow you to disseminate your output?</i>	Knowledge messenger <i>Who is the most credible person to deliver the message to knowledge users via knowledge product?</i>	Resources needed <i>What resources will you need to implement the strategy?</i>	Evaluation of the KM strategy <i>How will you evaluate the strategy?</i>
KM Goal 1: To To increase awareness of the model and toolkit by <u>primary care providers</u>	<ul style="list-style-type: none"> • Family physicians • Nurses • Clinic staff • Other HCPs • Primary care organizations (e.g., OMA) 	<ul style="list-style-type: none"> • Publications • Presentations at conferences • Plain language summaries • Workshops • Social media campaign • End-of-project symposium 	<ul style="list-style-type: none"> • Primary care clinic champions • Researchers 	<ul style="list-style-type: none"> • Research assistant time • Cost of running a workshop • Compensation for time costs for clinic champions 	<ul style="list-style-type: none"> • Follow-up survey or interviews with family physicians, other HCPs, patients, nurses, clinic staff, policy makers
KM Goal 2: To increase awareness of the model and toolkit by <u>policy makers</u>	<ul style="list-style-type: none"> • Policy makers • Decision makers (primary care practice) 	<ul style="list-style-type: none"> • Policy briefs • Workshops • Social media campaign • End-of-project symposium 	<ul style="list-style-type: none"> • Healthcare providers • Researchers 	<ul style="list-style-type: none"> • Costs of symposium (venue, food, travel) 	
KM Goal 2: To increase awareness of the model and toolkit by <u>patients and families</u>	<ul style="list-style-type: none"> • Patients living with diabetes • Caregivers of families of patients living with diabetes • Patient advocacy organizations 	<ul style="list-style-type: none"> • Infographics • Educational materials • Social media campaign • End-of-project symposium 	<ul style="list-style-type: none"> • Patients living with diabetes • Researchers 	<ul style="list-style-type: none"> • Infographic software • Printing and distribution costs 	
KM Goal 3: To train primary care providers on how to use the toolkit/implementation guide	<ul style="list-style-type: none"> • Family physicians • Nurses • Clinic staff • Other HCPs 	<ul style="list-style-type: none"> • Educational video • Interactive workshops • End-of-project symposium 	<ul style="list-style-type: none"> • Family physicians • Nurses • Researchers 	<ul style="list-style-type: none"> • Research assistant time 	

KM Strategies (passive and interactive) that can be considered for your plan (STEP 5)

Dissemination				Implementation
Passive dissemination strategies (Diffusion) <i>(letting it happen)</i>		Interactive dissemination strategies <i>(helping it to happen)</i>		Implementation or application of knowledge <i>(making it happen)</i>
Passive strategies	Passive knowledge products	Interactive strategies	Interactive knowledge products	Implementation activities
<ul style="list-style-type: none"> • Personal contact <i>(e.g., word of mouth, opinion leaders or champions)</i> 	<ul style="list-style-type: none"> • Published articles or abstracts <i>(peer-reviewed publications)</i> • Presentations – academic <i>(poster or oral, workshops at academic conferences or professional societies)</i> • Presentations - Non-academic <i>(e.g., rounds, lunch & learns, committees)</i> 	<ul style="list-style-type: none"> • Courses, training <i>(audience targeted)</i> • Dissemination plan or strategy <i>(e.g., end-of-project/grant plan)</i> • Media outreach <i>(e.g., radio, TV, website, podcasts, webinar, blogs, newspapers, newsletters; interest group listserv, wikis, postings)</i> • Meetings <i>(interactive small-group meetings, workshops, formal dissemination programs; strategic planning)</i> • Networks, communities of practice • Personal contact <i>(e.g., knowledge broker, academic detailing)</i> • Partnerships – <i>(i.e., partnerships that have been formed or established by a research program)</i> • Social media <i>(e.g., Facebook, Twitter, Instagram; podcasts)</i> 	<ul style="list-style-type: none"> • Communication materials <i>(materials for communication and promotion of information: brochures, pamphlet, leaflets, newsletters, posters, briefs)</i> • Digital technology <i>(Apps, Platforms)</i> • Educational/training materials <i>(instructional manuals, learning modules, videos)</i> • Guidelines, guidance, guidebook • Infographics • Information systems <i>(registries, repositories, databases)</i> • Plain language summaries • Policy • Programs <i>(creation or delivery of programs, networks)</i> • Reports <i>(e.g., commissioned reports, reports; proposals, business cases; policy; procedures; code of ethics; strategies)</i> • Tools <i>(tools, toolkits, kits, checklists, algorithms, templates, frameworks, models, videos)</i> • Websites <i>(as a product related to the program)</i> • Other <i>(e.g., consultation service)</i> 	<ul style="list-style-type: none"> • Assessment of implementability potential • Assessment of implementation readiness • Implementation plan/planning <i>(developing or having an implementation plan)</i> • Identifying determinants of implementation <i>(facilitators, barriers to implementation of interventions, programs, knowledge products)</i> • Implementation activities <i>(implementation of intervention, program, or knowledge product; adapting knowledge use; tailoring messages and interventions to promote knowledge use; practice/policy change)</i> • Knowledge/evidence use <i>(evidence that intervention, program, knowledge product is being used)</i>
Resources to consider for enabling knowledge mobilization and dissemination				
<ul style="list-style-type: none"> • Financial: <i>How much will the activity cost? (e.g., open access publications; production and maintenance of websites; Infographics; conferences, meetings)</i> • Personnel: <i>What human resources will be needed for the activity(ies)?</i> • Equipment, materials, supplies: <i>What materials will be needed for the activities?</i> • Travel: <i>Will the activity involve travel? Is it feasible (where, how many people, cost)?</i> 				