Knowledge Mobilization Action Planning (KMap) Tool

WHAT IS THE KMap Tool?

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- The KM Action Planning (KMap) Tool helps users create a comprehensive KM plan for a grant application or an existing research project outlining how you will share (disseminate) research results to relevant knowledge users
- The KM plan that is generated can be used as a blueprint to execute the KM activities outlined in the plan
- The KMap Tool can be used for any type of research (clinical or pre-clinical)

Why did we develop the KMap Tool?

- Few tools exist that operationalize the steps to creating a KM plan
- The KMap tool was designed to help users think about their KM plan systematically. They are first asked to complete a **KM Planning Template** (Page 8) to document the potential impact, anticipated outputs of their research as well as their KM goals and outcomes. This information can then be used for teams to generate their **KM plan**. A template is provided for each of these.

How was the KMap Tool developed?

- The KMap Tool was developed from another project that involved developing a framework for creating optimized Knowledge-activated Tools (KaT)*
- The KMap Tool was refined with the Diabetes Action Canada research network
- *Adapted from*: Kastner M, Makarski J, Hayden L, Lai Y, Chan J, Treister V, Harris K, Munce S, Holroyd-Leduc J, Graham ID, Straus SE. Improving KT tools and products: development and evaluation of a framework for creating optimized, Knowledge-activated Tools (KaT). *Implementation Science Communications* 2020;1:47.

How to cite the KMap Tool

- Kastner M, Makarski J. Diabetes Action Canada Knowledge Mobilization-Implementation Science Program. (2024). The Knowledge Mobilization Action Planning (KMap) Tool. *Available at*: https://diabetesaction.ca.

HOW DO I USE THE KMap TOOL?

1. **Read the STEP-BY-STEP GUIDE on how to create your KM Plan**
   - *The KMap template has 5 steps that will help you to generate a table representing your KM plan. This can be uploaded in a grant application or for use in an existing research project*
   - *Each step represents a question about your research or KM goals, and provides examples*

2. **We recommend that you create your KM Plan with your research team**

STEP-BY-STEP GUIDE ON HOW TO CREATE YOUR KM PLAN

STEP 1: What **IMPACT/CHANGE** do you want to achieve with your research project?

Examples:

- *Empowering Indigenous youth equipped to build life skills through a community-led, culturally relevant program*
- *Improving health and wellbeing of older adults with multiple chronic conditions through a lifestyle self-management platform*
- *Increasing capacity of learners in remote and rural communities*
- *Increasing access to digital health tools for seniors living in remote communities*
- *Preventing diabetes complications through a retinopathy screening program*
- *Developing a policy for food insecurity in Ontario*
- *Informing a Phase 2 clinical trial from the results of a Phase 1 trial*

STEP 2: What are the anticipated **OUTPUT(S)** from your research that will be mobilized (up to 3)?

Examples:

- *Results of any study (e.g., knowledge synthesis, quantitative or qualitative study, trial, observational study, Phase 1 trial, etc.). These can be in the form of:*
  - *A report summarizing key findings*
  - *Table or summary of themes related to the lived experience of a disease*
  - *Barriers and facilitators to using an intervention, program, tool, or any innovation*
  - *Model or framework explaining processes or relationships of a phenomenon being studied*
- *Program, tool, intervention, clinical pathway, drug*
- *A protocol for medication adherence*
- *A clinical practice guideline*
- *A policy*

Tips:

- *To help you to think through the difference between 'Outputs', 'KM strategies', and 'Outcomes', think of **outputs** as the results of the research that will be mobilized, the **KM strategy** as the activity(ies) that you will do to mobilize the output(s) and **outcomes** as what you want to measure to achieve your KM goal once the knowledge is mobilized.*
- *For example, a new and effective social frailty intervention (**output**) was created through research. The **KM goals** are to increase awareness of the social frailty intervention among clinicians and patients by holding workshops (**KM strategy**). To increase awareness (**KM outcome**), we can measure the number of clinicians and patients who become aware of the program through a survey of workshop attendees.*

STEP 3: What are your **KM GOALS** (up to three) for your identified outputs?

Examples of KM goals:
- *To increase awareness of or to inform knowledge users about research findings, a new program, tool, intervention, innovation or policy*
- *To increase access to a program (e.g., the number of people that access the knowledge resulting from the research project*
- *To ensure that individuals are using a new program, tool, intervention or innovation*
- *To train individuals on how to use a new program, tool, intervention or any innovation*
- *To implement a new program, tool, intervention, policy at a hospital*
- *To scale-up a new program, tool, intervention or innovation across primary care practices in Ontario*
- *To disseminate a new diabetes clinical practice guideline to family physicians across Canada*

STEP 4: What KM or implementation **OUTCOME(S)** do you anticipate measuring (up to three)?

Examples of KM outcomes:
- *Number of individuals who are aware of the research findings, or new program, tool, intervention, innovation or policy*
- *Number of individuals who have access to a new program, tool, intervention or innovation*
- *Number of individuals who are using research findings or a new program, tool, intervention, innovation or policy*
- *Number of individuals trained to adapt or use a new program, tool, intervention or any innovation*

STEP 5: For each KM goal identified in STEP 3, create your **KM PLAN** by completing the "KM Planning Template" (Page 8)

Tips:
- *When completing the **KM Planning Template:***
    1. *Refer to the worked example (Page 4) to help you populate the information in the template*
    2. *When you are ready, complete the template for your project (Page 8)*

- *When creating the **KM Plan Table**:*
    1. *Refer to the worked example (Page 5)*
    2. *Think about the (i) knowledge users, (ii) KM strategy(ies), (iii) the messenger, broker or vehicle for KM, (iv) when you will perform the KM strategy(ies), (v) resources needed to execute your plan and (vi) evaluation of your KM strategy(ies). Ideally, complete the KM plan table with the whole research team.*
    3. *To help guide your selection of KM strategies for each knowledge user type, we provided a **Table of Common KM Strategies** (see Page 7) that you can consider for your research project. **Please note** this is not an exhaustive list but represents a list of commonly used passive as well as more interactive KM strategies.*

KM Planning Template – Worked example

STEP 1: What **IMPACT/CHANGE** do you want to achieve with your research project?
Worked example description: *A group of researchers, clinicians and patient partners in Ontario conducted a scoping review to identify effective interventions that have the potential to help improve outcomes for older adults living with social frailty or at risk for social frailty. They are now ready to create a KM plan to disseminate their results to various knowledge users.*
IMPACT/CHANGE: 1) Knowledge users (geriatricians, family physicians, researchers, and patients living with social frailty) to be aware of effective interventions that have the potential to improve or prevent social frailty; 2) To inform/plan next steps in the development of an optimized social frailty intervention.
STEP 2: What are the anticipated **OUTPUT(S)** from your research that will be mobilized? Select up to three outputs.
RESEARCH OUTPUT 1: Results of the social frailty scoping review summarized in a table of effective social frailty interventions
RESEARCH OUTPUT 2: A model of social frailty interventions highlighting those with best potential for impact
RESEARCH OUTPUT 3: Not applicable
STEP 3: What are your **KM GOALS** (up to 3) for your identified outputs?
KM GOAL 1: To increase awareness of the results of the social frailty scoping review by different knowledge users: family physicians, patients living with social frailty, researchers studying social frailty
KM GOAL 2: To promote the understanding and use of a model of social frailty interventions highlighting those with best potential for impact by knowledge users
KM GOAL 3: Not applicable
STEP 4: What KM or implementation **OUTCOME(S)** do you anticipate measuring? (up to 3)
KM OUTCOME 1: Number of knowledge users (clinicians: geriatricians, family physicians; researchers, and patients) who are aware of the research results (i.e., results of the social frailty scoping review)
KM OUTCOME 2: Number of knowledge users who are using the model of social frailty interventions
KM OUTCOME 3: Not applicable
STEP 5: For each KM goal identified in STEP 3, create your **KM PLAN** by completing the Table below

KM Plan – Worked Example

KM Goals and Outputs to be mobilized 1. Copy over the *KM goal(s)* you identified above (Step 3) and the related *output(s)* that will be mobilized (Step 2)	Knowledge user(s) 2. Who are the target users of the knowledge or research results? (i.e., who needs to know about it? who will use it?) *Tip: Organize the knowledge users by type first and then list them specifically*	Knowledge mobilization (KM) strategy(ies) 3. What KM strategy(ies) will you select to mobilize or share the output(s)? *Tips: See the Common KM strategies table below. Also consider* **how** *different knowledge users* **prefer to receive information** *(e.g., infographics for patients, academic paper for clinicians, policy briefs for policy makers).*	Knowledge messenger, broker or vehicle of KM 4. Once you have selected your KM strategy(ies), it's important to think about: • **who** will deliver or broker the research results to the target knowledge users? • what **vehicle(s) or mechanism(s)** will be needed to deliver these to the target knowledge users?	When 5. **When** do you anticipate performing the KM strategy(ies)? This helps with timelines and executing your plan	Resources needed 6. What **resources** will you need to successfully **execute** the KM strategy(ies)? Think about any financial, personnel, equipment, materials, supplies and travel costs associated with **each** KM strategy that you selected	Evaluation of the KM strategy(ies) 7. How will you **evaluate** the KM strategy(ies) that you selected? How will you **measure** success?
KM Goal 1: To inform or increase awareness of the SF scoping review results (Output 1)	**Clinicians** • Geriatricians • Family physicians	• Manuscript/publication summarizing study results	• **Journals:** BMC Geriatrics	June 2024	• Cost of open access publication	• Altmetric data of article (# of reads, downloads, related blogs created) • # of citations
	Researchers • Ageing researchers • Health services researchers	• Presentations of key messages from study results	• **Clinicians**: Canadian Geriatrics Society • **Researchers**: CAHSPR (Canadian Association for Health Services and Policy Research)	2025	• Conference registration and travel	• # of people that attend the session

		• Plain language summary
		• Infographic
		• Link to the article using:
		  ➢ Social media (LinkedIn, Facebook)
		  ➢ Websites
			• **Clinician Networks**: Regional Geriatric Program
			• **Hospitals and affiliated Family Health Team networks**: NYGH including NYGH-FMTU, POPLAR/UTOPIAN network, Unity Health, Alberta Health Services
			• **Universities**: University of Toronto, Calgary, McMaster University
			• **Networks:** Regional Geriatric Program
			• **Societies:** Canadian Geriatrics Society, Canadian Association on Gerontology
				Fall 2024	• Infographic software subscription
					• Research coordinator time
						• # of views, tags, no. of hits
						• # of clinicians and researchers that receive plain language summary, Infographics

	Patients
	• Older adults living with SF or at risk for SF
		• Infographic
		• Link to the Infographic using:
		  ➢ Social media (LinkedIn, Facebook)
		  ➢ Websites
			• **Hospital patient partner networks**: NYGH Patient experience partners program
			• **Patient (seniors) organizations**: RTO, CARP, CanAge, Seniors Forum Canada, Sage Seniors Association, The Canadian Seniors Association
				Fall 2024		• # of views, tags, no. of hits
						• # of patients and/or informal caregivers that receive plain language summary, Infographics

	• Informal caregivers of older adults living with SF (family, friends)					
	All knowledge users	• End-of-grant KM meeting consisting of presentations, interactive workshops and networking and discussion of next steps	• Principal investigator and patient partners will co-host the meeting	2025	• Cost of meeting including travel, hotel, venue and promotional materials	• Evaluation survey at the conclusion of the meeting
KM Goal 2: To promote the understanding and use of a model of SF interventions with best potential for impact (Output 2)	Clinicians • Geriatricians • Family physicians	• Workshops • Webinars • Educational video • Implementation toolkit	Clinicians in our networks: • Hospitals and affiliated Family Health Team networks: NYGH including NYGH-FMTU, POPLAR/UTOPIAN network, Unity Health, Alberta Health Services • Regional Geriatric Program	2025	• Cost of video, webinar, workshop production and distribution	• Attendance metrics and evaluation survey of educational outreach activities • Follow-up survey

Supplementary table: Common KM Strategies*

Common KM Strategies that can be considered to create your KM plan			
Passive dissemination: "Letting it happen"		**Interactive dissemination:** "Helping it to happen"	
Strategies	**Knowledge products**	**Strategies**	**Knowledge products**
• **Personal contact** *(e.g., word of mouth, opinion leaders or champions)*	• **Published articles or abstracts** *(peer-reviewed publications)* • **Presentations – academic** *(poster or oral, workshops at academic conferences or professional societies)* • **Presentations - Non-academic** *(e.g., rounds, lunch & learns, committees)*	• **Courses, training** *(audience targeted)* • **Dissemination plan or strategy** *(e.g., end-of-project/grant plan)* • **Media outreach** *(e.g., radio, TV, website, podcasts, webinar, blogs, newspapers, newsletters; interest group listserv, wikis, postings)* • **Meetings** *(interactive small-group meetings, workshops, formal dissemination programs; strategic planning)* • **Webinars** • **Networks, communities of practice** • **Personal contact** *(e.g., knowledge broker, academic detailing)* • **Partnerships** *(i.e., partnerships that have been formed or established by a research program)* • **Social media** *(e.g., LinkedIn, Facebook, Twitter/X, Instagram; podcasts)* • **Story circles**	• **Communication materials** *(materials for communication and promotion of information: brochures, pamphlet, leaflets, newsletters, posters, briefs)* • **Digital technology** *(Apps, Platforms)* • **Educational/training outreach and materials** *(instructional manuals, learning modules, videos)* • **Guidelines, guidance, guidebook** • **Implementation, sustainability, scalability toolkit** • **Infographics** • **Information systems** *(registries, repositories, databases)* • **Plain language summaries** • **Policy briefs** • **Policies** • **Programs** *(creation or delivery of programs, networks)* • **Reports** *(e.g., commissioned reports, reports; proposals, business cases; policy; procedures; code of ethics; strategies)* • **Tools** *(tools, toolkits, kits, checklists, algorithms, templates, frameworks, models, videos)* • **Websites** *(as a product related to the program)*

*Not an exhaustive list

KM Planning Template – My Project

STEP 1: What **IMPACT/CHANGE** do you want to achieve with your research project?
IMPACT/CHANGE:
STEP 2: What are the anticipated **OUTPUT(S)** from your research that will be mobilized? Select up to three outputs.
RESEARCH OUTPUT 1:
RESEARCH OUTPUT 2:
RESEARCH OUTPUT 3:
STEP 3: What are your **KM GOALS** (up to 3) for your identified outputs?
KM GOAL 1:
KM GOAL 2:
KM GOAL 3:
STEP 4: What KM or implementation **OUTCOME(S)** do you anticipate measuring? (up to 3)
KM OUTCOME 1:
KM OUTCOME 2:
KM OUTCOME 3:
STEP 5: For each KM goal identified in STEP 3, create your **KM PLAN** by completing the Table below

My KM Plan

KM Goals and Outputs to be mobilized	Knowledge user(s)	Knowledge mobilization (KM) strategy(ies)	Knowledge messenger, broker or vehicle of KM	When	Resources needed	Evaluation of the KM strategy(ies)
1. Copy over the **KM goal(s)** you identified above (Step 3) and the related **output(s)** that will be mobilized (Step 2)	2. Who are the target users of the knowledge or research results? (i.e., who needs to know about it? who will use it?) **Tip:** Organize the knowledge users by type first and then list them specifically	3. What KM strategy(ies) will you select to mobilize or share the output(s)? **Tips:** See the Common KM strategies table below. Also consider **how** different knowledge users **prefer to receive information** (e.g., infographics for patients, academic paper for clinicians, policy briefs for policy makers).	4. Once you have selected your KM strategy(ies), it's important to think about: • **who** will deliver or broker the research results to the target knowledge users? • what **vehicle(s) or mechanism(s)** will be needed to deliver these to the target knowledge users?	5. **When** do you anticipate performing the KM strategy(ies)? This helps with timelines and executing your plan	6. What **resources** will you need to successfully **execute** the KM strategy(ies)? Think about any financial, personnel, equipment, materials, supplies and travel costs associated with **each** KM strategy that you selected	7. How will you **evaluate** the KM strategy(ies) that you selected? How will you **measure** success?