Intro to Knowledge Mobilization Strategies & Tools

Objective	Strategy	Tools	Tips
Share new knowledge with an informed audience in an educational way at the end-of-grant stage	Conference/Symposium (Intended audience: researchers, students, policy makers, industry and community partners)	PowerPoint presentations, poster presentations, panel discussions	PowerPoint Presentations: ● One slide per 1-2 minutes ● 15 slides or less in total ● Use speaking notes rather than reading from slides Posters: ● Keep posters simple on key findings ● Distinguish between fact and opinions
Share research results at the end-of-grant stage, add to existing body of evidence and inform future research	Scholarly publications (Intended audience: researchers, students)	Peer-reviewed journal articles, conference proceedings	● Follow writing guidelines of journal ● Focus on what is known and what information gap the research is addressing
Share key messages in a 'research snapshot' for specific audience to inform policy, advocacy, practice, and decisions	Plain-language summaries (Intended audience: All)	Fact sheets, road maps, synthesis paper, infographics	● Identify audience, context, and key messaging ● Avoid jargon
Exchange knowledge, build capacity or change practice through interactive training and education sessions	Forums, workshops, seminars (Intended audience: researchers, policy makers, industry and community partners, service providers)	In-person 'Lunch & Learn' workshops, working groups, webinars	● Determine objectives and main take-away lessons ● Interactive small groups are most effective ● Increase attendance by using a combination of in-person and web technology, if available
Provide documentation to grant agencies and policy makers to inform decisions, change knowledge, policies, or systems.	Reports (Intended audience: researchers, policy makers, industry and community partners)	Progress reports, final reports	● Use 1:3:25 format: start with one page of key findings, follow with three pages of an executive summary, and 25 pages of writing in a reader-friendly language ● Focus on what is known and what information gap the research is addressing ● Don't hide but also don't overemphasize limitations

Share information as a series of applied tools for practice and behavior change, to assess models or to enhance programs and training	Toolkits (Intended audience: service provider, industry and community partners)	Online website, app or printed resource that may include manuals, worksheets, checklists, best practice guidelines or case studies	● Each toolkit element can also be used as a standalone KM tool ● Develop marketing collateral (flyers, social media, web links etc.) that link back to the toolkit
Engage in dialogue in all stages of research, and build relationships and networks for knowledge dissemination	Knowledge exchange groups (Intended audience: industry and community partners, policy makers, researchers)	Formal or informal meetings with community of knowledge users such as town halls meetings, café scientifiques, and communities of practice	● Identify and select community, government, professional representatives that can help disseminate research to constituents ● Use opportunity to understand information needs and preferred communication methods of each group
Reach a wide audience or the general public and increase exposure to your research or position	Media relations (Intended audience: general public)	News release, editorials, feature articles, media kits (may include backgrounder, fact sheet, bios)	● Contact your faculty communications contact or the Office of Communications, Government, and Community Engagement for assistance
Increase web presence and mass exposure through multiple channels that link back to your research findings and other KM Tools	Social Media (Intended audience: All)	Websites, Twitter, Facebook, LinkedIn, Blogs, Wikis, YouTube	● Explore events and resources of the Social Media Lab at TRSM for more information ● Keep postings catchy and succinct but provide links to more information ● Schedule posts ahead of time
Use an ice-breaker to generate interest and dialogue about your research subject in combination with other KM tools	Arts-based KM (Intended audience: community partners, youth, general public)	Theatre, art exhibit, poetry, spoken word, dance, photography, comics	● Effective ice-breakers but note that they may be subject to interpretation ● Use in conjunction with other KM tool to ensure that your message is received accurately