

## Intro to Knowledge Mobilization Strategies & Tools

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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)	Power Point presentations, poster presentations, panel discussions	Power Point Presentations: <ul style="list-style-type: none"> <li>• One slide per 1-2 minutes</li> <li>• 15 slides or less in total</li> <li>• Use speaking notes rather than reading from slides</li> </ul> Posters: <ul style="list-style-type: none"> <li>• Keep posters simple on key findings</li> <li>• Distinguish between fact and opinions</li> </ul>
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	<ul style="list-style-type: none"> <li>• Follow writing guidelines of journal</li> <li>• Focus on what is known and what information gap the research is addressing</li> </ul>
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	<ul style="list-style-type: none"> <li>• Identify audience, context, and key messaging</li> <li>• Avoid jargon</li> <li>•</li> </ul>
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	<ul style="list-style-type: none"> <li>• Determine objectives and main take-away lessons</li> <li>• Interactive small groups are most effective</li> <li>• Increase attendance by using a combination of in-person and web technology, if available</li> </ul>
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	<ul style="list-style-type: none"> <li>• 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</li> <li>• Focus on what is known and what information gap the research is addressing</li> <li>• Don't hide but also don't overemphasize limitations</li> </ul>

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	<ul style="list-style-type: none"> <li>• Each toolkit element can also be used as a standalone KM tool</li> <li>• Develop marketing collateral (flyers, social media, web links etc.) that link back to the toolkit</li> </ul>
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	<ul style="list-style-type: none"> <li>• Identify and select community, government, professional representatives that can help disseminate research to constituents</li> <li>• Use opportunity to understand information needs and preferred communication methods of each group</li> </ul>
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)	<ul style="list-style-type: none"> <li>• Contact your faculty communications contact or the Office of Communications, Government, and Community Engagement for assistance</li> </ul>
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	<ul style="list-style-type: none"> <li>• Explore events and resources of the Social Media Lab at TRSM for more information</li> <li>• Keep postings catchy and succinct but provide links to more information</li> <li>• Schedule posts ahead of time</li> </ul>
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	<ul style="list-style-type: none"> <li>• Effective ice-breakers but note that they may be subject to interpretation</li> <li>• Use in conjunction with other KM tool to ensure that your message is received accurately</li> </ul>