# Intro to Knowledge Mobilization Strategies & Tools

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<th>Objective</th>
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| 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:  
• 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 |
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| 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 |