Knowledge mobilization plan

INSTRUCTIONS: This form can help you think through different ways to mobilize knowledge and create a solid plan for moving ahead. If you are considering multiple target audiences, you may want to complete individual plans to guide specific activities for each of these knowledge user groups. Or check out Appendix A for an alternate way to sort through your various strategies to reach different audiences.

i   Need some inspiration? More information? Look for this icon to check out more tools and resources.

IMPORTANT: Be sure to save this form to your computer and open it with a PDF reader, such as Adobe Reader. This will ensure you are able to save your entered information. Using your Internet browser's PDF previewer instead may lead to a loss in saved information.

Ontario Centre of Excellence
**for Child and Youth
Mental Health**

Bringing People and Knowledge Together to Strengthen Care.

WHAT

What knowledge do you want to mobilize? What are the main messages that you want to share?

WHY

Why are these messages meaningful? Why should others see or use this product?

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Why are you doing this? What impact are you trying to have with your KMb efforts?

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- ☐ change attitudes
- ☐ change behaviour or practice
- ☐ engage stakeholders
- ☐ fulfill funding requirements
- ☐ generate interest or awareness

- ☐ influence policy action
- ☐ share knowledge, experience or tools
- ☐ validate, legitimize or defend a position
- ☐ other:

WHO
COLLABORATE

Who are your project partners? Who else is involved in mobilizing this knowledge and evidence?

- ☐ caregivers and families
- ☐ children and youth
- ☐ community partners
- ☐ decision-makers
- ☐ general public

- ☐ government partners
- ☐ researchers
- ☐ service providers
- ☐ volunteers
- ☐ other:

What do your partners bring to the table? How will they assist with planning, doing and evaluating your KMb efforts?

Not all partners will be involved at the same point in time or to the same degree. Some partners may be involved from idea formulation and straight through to the end of your initiative, while others may only be involved at certain points in time. How will *your* partners be engaged in your KMb efforts?

Who are your champions and key mobilizers? Who will help support and promote your KMb efforts?

WHO
CONNECT

Who are you trying to reach and engage? Who are you targeting?

☐ caregivers and families
☐ children and youth
☐ decision-makers
☐ general public
☐ media

☐ policy-makers
☐ research funders
☐ service providers
☐ other:

How have you involved your intended knowledge users or target audience in developing the key message(s) you are trying to share?

HOW

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How will you get your message(s) across? What strategies do you think will help you to reach your intended knowledge users best? Keep in mind that these are just ideas. Get creative!

PRODUCTS

☐ blog
☐ case study
☐ e-newsletter
☐ educational material
☐ fact sheet
☐ FAQ
☐ handbook
☐ journal article
☐ magazine article
☐ newspaper article
☐ podcast
☐ PowerPoint presentation
☐ press release
☐ promotional material
☐ reference list
☐ report
☐ research summary
☐ success story
☐ toolkit
☐ video
☐ webinar
☐ website content
☐ wiki
☐ other:

EVENTS

☐ annual meeting
☐ awards ceremony
☐ conference
☐ debate
☐ forum
☐ interactive workshop
☐ lunch and learn
☐ media event (e.g. TV or radio segment)
☐ panel
☐ presentation
☐ symposium
☐ training session
☐ other:

NETWORKS

☐ chat room
☐ community of practice
☐ discussion board
☐ listserv
☐ online forum
☐ social media
☐ other:

Why are you choosing these strategies? Why are they best for you? Consider what resources you have available, how complex the information is that you are trying to mobilize and how connected your target audience is to this information.

What resources will you need for your KMb efforts?

☐ budget
☐ honoraria
☐ information technology support
☐ materials
☐ meeting expenses

☐ personnel or human resources
☐ time
☐ travel
☐ volunteers
☐ other:

WHEN

When do you intend to implement this plan? Ensure that your timelines make sense for both the target audience as well as the mobilizers. Are there other things going on at that time that will have an impact on your plan?

Take a quick look back at why you are doing this. Do you feel that you have the time and resources that you will need to achieve your intended impact? Check out the KMb plan outline (Appendix A) to explore your timeline.

MEASURE

How will you know if you have achieved your goals?

What type of indicators will you use to measure your KMb efforts?

☐ reach indicators *(# distributed, # requested, # downloads/hits, media exposure)*
☐ usefulness indicators *(read/browsed, satisfied with, usefulness of, gained knowledge, changed views)*

- ☐ use indicators *(# intend to use, # adapting the information, # using to inform policy/advocacy/enhance programs, training, education or research, # using to improve practice or performance)*
- ☐ partnership/collaboration indicators *(# products/services developed or disseminated with partners, # or type of capacity building efforts, social network growth, influences, collaborativeness)*
- ☐ practice change indicators *(intent or commitment to change, observed change, reported change)*
- ☐ program or service indicators *(outcome data, documentation, feedback, process measures)*
- ☐ policy indicators *(documentation, feedback, process measures)*
- ☐ knowledge change *(quantitative & qualitative measures)*
- ☐ attitude change *(quantitative & qualitative measures)*
- ☐ systems change *(quantitative & qualitative measures)*

How will you collect this information? How will this information be analyzed?

Take a moment to reflect on these guiding questions for evaluation.

- ☐ Who will be most affected by the evaluation of this product/initiative? What kind of information do they need?
- ☐ How can you make your evaluation information most valuable and useful?
- ☐ Which evaluation questions are critical to produce useful and meaningful findings?
- ☐ What internal/external factors do you need to consider in evaluating your KMb efforts?
- ☐ How have similar products/initiatives been evaluated in the past?
- ☐ Will you focus on process or outcome information?
- ☐ Will you use quantitative measures, qualitative measures, or a mix of both?
- ☐ Do evaluation tools exist already or do you need to create your own?

Appendix A: KMb plan outline

INSTRUCTIONS: Use this table to plan out more complex knowledge mobilization efforts with more than one target audience.

GOAL:

Audience	Strategy	Target	Budget and resources	Timeline	Evaluation
Who are you trying to reach? Is there a tailored message for this audience?	*How will you get your message(s) across? What strategies will work best for this audience? Consider how each strategy links to your overall goal.*	*How many conferences and workshops do you want to deliver? How many users do you want to reach?*	*E.g. honoraria, information technology, materials, meeting expenses, personnel or human resources, timing, travel, volunteers, etc.*	*When do you anticipate executing your strategies?*	*What impact are you trying to achieve? How will you know if you have achieved your goals?*

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