

**INSTRUCTIONS:** This template was designed to assist with the development of Knowledge Translation (KT) plans for research or non-research projects. It is universally applicable to health and other disciplines. Begin with box (1) and work through to box (13) to address the essential components of the KT planning process. Two e-learning modules are available for additional support: <https://bit.ly/2rh0LZo>

## (1) Project Partners



**Who could benefit from this evidence?**

- Researchers
- Practitioners/service providers
- Public
- Media
- Patients/consumers
- Decision makers
- Policy makers/government
- Private sector/industry
- Research funders
- Volunteer health sector/NGO
- Other:  
▶ \_\_\_\_\_

## (2) Partner Engagement



**When will partner or knowledge user (KU) engagement happen?**

### Integrated KT

- From idea formulation straight through
- After idea formulation & straight through

### End of Grant

- At point of dissemination & project end
- Beyond the project

**Note:** Not all partners will be engaged to the same extent or at the same point in time. Some will be hired for specific activities.

## (3) Partner Roles



**What will partner(s) or KUs bring to the project? How will they assist with developing, implementing or evaluating the KT plan?**

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**Note:** Capture their specific roles in letters of support to funders, if requested.

## (4) KT Expertise



**Do you require KT expertise and how will this be accessed?**

- Scientist(s) with KT expertise
- Consultant with KT expertise
- Knowledge broker/specialist
- KT supports within the organization(s)
- KT supports within partner organization(s)
- KT supports hired for specific task(s)

**Note:** If your KT involves *implementation* for practice or behaviour change, include an implementation specialist or scientist.

## Notes

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## (5) Knowledge Users (KUs)

**Who could benefit from this evidence?  
Which KU(s) or audiences will you target?**

- Researchers
- Practitioners or service providers
- Public
- Media
- Patients/consumers
- Decision makers
- Policy makers/government
- Private sector/industry
- Research funders
- Volunteer health sector/NGO
- Other: ► \_\_\_\_\_

**Note:** Have you included any KUs on your project team? If so, who and why? (*be strategic*)

## 6) Main Messages (MM)

**What is your overarching main message?**

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**What main messages do you anticipate sharing with your top 3 KU audiences?**

*KU1*

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*KU2*

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*KU3*

**OR**

- No idea yet; messages will emerge at end of grant and/or through collaboration with partners.

**Consider:** What you can feasibly do within this project given time and resources. Aim for defining your *Single Most Important Thing (SMIT)* and/or *Bottom Line Actionable Message (BLAM)*

## (7) KT Goals

**What are the KT Goals for each KU audience?**

Audiences

1 2 3  
↓ ↓ ↓

- Generate awareness, interest, buy-in
- Share knowledge
- Inform decision-making
- Inform research(ers)
- Facilitate policy change
- Facilitate practice or behavior change\*
- Commercialization/technology transfer
- Other: ► \_\_\_\_\_

\***Practice or behaviour change goals** require an **Implementation Plan** in addition to an overarching KT plan. For support see: <https://bit.ly/333VkyB>

## Notes

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## (8) KT Strategies

**Which KT strategies will you use?** Consider your KT Goal(s) and select accordingly. KUs, MMs, KT Goals and KT strategies should align with each other.

### **Generate Awareness, Interest, Buy-In Share Knowledge, Inform Decision-Making**

Audiences

1 2 3

↓ ↓ ↓ **Role-Based**

- Knowledge Broker
- Champion/opinions leader
- Consultant
- Leadership
- Collaboration/partnership

#### **Educational**

- Materials (guide, toolkit, pamphlet)
- Plain language summary
- Policy brief
- Grey literature
- Publication
- Workshop, webinar
- Conference
- Professional development
- In-service training
- Network
- Media
- Social media

**Arts Based KT**

### **Inform Research**

Audiences

1 2 3

↓ ↓ ↓ **Role Based**

- Science collaboration
- Network

#### **Educational**

- Peer reviewed publication
- Conference
- Workshop
- Synthesis document
- Other document

#### **Technological**

- Social media

### **Facilitate Practice or Behaviour Change**

**Note:** If your KT goal includes practice or behaviour change you should begin with dissemination goals (share, inform) to set the stage and create buy in.

Follow with an **implementation plan** – see **The Implementation Game**<sup>1</sup> and worksheet here: <https://bit.ly/333VkyB>

### **Facilitate Policy Change**

Audiences

1 2 3

↓ ↓ ↓ **Role Based**

- Collaboration/partnership
- Science policy fellowship, placement
- Knowledge broker

#### **Educational (also see far left column)**

- Peer reviewed publications
- Grey literature
- Meeting dialogue
- Policy brief
- Evidence brief/synthesis
- Stakeholder position paper
- Rapid response synthesis

### **Commercialization / Technology Transfer**

- Patent
- Technology transfer/commercialization

**Note:** See the **Technology Transfer Planning Template**<sup>2</sup> here: <https://bit.ly/2Gvp3ru>

## (9) KT Process

### When will KT occur?

- Integrated KT**<sup>3</sup> Project team and knowledge users collaborate to shape the research process, e.g., setting research questions, deciding on methodology, recruiting and collecting data, interpreting findings and disseminating results.
- End of grant KT**<sup>3</sup> KT is undertaken at the completion of the project.
- Both**

**Note:** Describe how you will engage your KUs, particularly for integrated KT.

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### Notes

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## (10) KT Evaluation

### (A) How will you know your KT goals have been achieved?

- Reach indicators**<sup>4</sup> (*# distributed, # requested, # downloads/hits, media exposure*)
- Usefulness indicators**<sup>4</sup> (*read/browsed, satisfied with, usefulness of, gained knowledge, changed views*)
- Use indicators**<sup>4</sup> (*# intend to use, # adapting the information, # using to inform policy or advocacy, enhance programs, training, education, or research, # using to improve practice or performance*)
- Partnership/collaboration indicators**<sup>4</sup> (*# products developed or disseminated with partners, # or type of capacity building efforts, social network growth, influences, collaboration*)
- 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*)

### (B) Guiding Questions for Evaluation<sup>5</sup>

- 1) Who values the evaluation of this KT plan? What are they saying they need from this evaluation? (*link this to partners, KUs*)
- 2) How have similar KT activities been evaluated in the past? (*link this to partners, KUs*)
- 3) Why are you evaluating? e.g., for program growth or improvement; accountability; sustainability; knowledge generation; research scholarship/publication, and/or to know if the KT strategy(ies) met the objectives
- 4) How does the KT and evaluation literature inform how you will evaluate your plan?
- 5) Will you focus on process or outcome information?
- 6) Will methods be quantitative, qualitative or mixed? Do tools exist or will you need to create your own? (*link to KT methods*)
- 7) What perspective or skill set do you need to help you reach your evaluation objectives? (*link to partners, KUs*)
- 8) How will you share evaluation findings with your stakeholders and knowledge users?

