

Resource Guide:

Knowledge Mobilization Activities

The following resource guide is adapted by the University of Waterloo's Water Institute from **Intro to Knowledge Mobilization Activities** and Tools authored by Ryerson University. It accompanies the following *WaterLeadership* training session:

> Develop a knowledge mobilization plan for your grant proposals

The purpose of the worksheet is to help strengthen your research impact and communication skills by applying what you learn during the training sessions. You are encouraged to review the accompanying training materials alongside filling out this worksheet.

The document helps researchers identify appropriate Knowledge Mobilization (KM) activities that will achieve intended objectives, which vary depending on whether you are doing integrated KM (i.e., co-producing research), end-of-grant KM, or disseminating research outputs. Describing appropriate KM activities can be critical when developing a KM plan for a grant proposal or a research plan. Researchers are encouraged to develop detailed KM plans as early as possible in project planning.

	OBJECTIVE	INTENDED PARTNER AND/OR AUDIENCE	STRATEGY	TOOLS	TIPS
CO-PRODUCED RESEARCH, INTEGRATED KM	Co-create an applied research project with focus on user needs, tools, products	Community partners, nonprofit organizations, researchers, policy makers, local government representatives, local industry	Advanced consultation	Proposal writing workshops, Letters of Support, pre-grant brainstorm meetings	<ul style="list-style-type: none"> > Work with people who you know/trust > Bring in representatives from different interest groups
	Maintain active project engagement with partners for iterative, two-way feedback throughout project		Committees and workshops	Advisory committee, terms of reference, Project charter, workshops	<ul style="list-style-type: none"> > Schedule meetings in advance > Meet early in process and frequently > Give everyone the opportunity to engage each time, even if they don't participate every time
	Exchange knowledge, build capacity or change behavior/practice through training and education		Forums, workshops, seminars	In-person 'lunch and learn' workshops, working groups, webinars	<ul style="list-style-type: none"> > Determine objectives and take-away messages > Small group interactions have higher success rates > Increase attention through interactive facilitation; combination of online and in-person activities
	Build relationships and identify opportunities and roles for broader knowledge dissemination beyond research team and partners	Project partners and collaborators	Knowledge exchange groups	Formal or informal meetings with end users (e.g., town halls, meetings, communities of practice)	<ul style="list-style-type: none"> > Identify and select collaborators that can help you understand context of your research > Identify and select collaborators that can help you disseminate research to constituents > Use opportunity to understand information needs and preferred communication methods of each group



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END-OF-GRANT KM	Share information as applied tools for practice and behavior change (e.g., assess models, enhance programs, education)	Service providers, industry and community partners, people who's behavior trying to change	Toolkits	Online website, app, printed materials (e.g., manuals, worksheets, checklists, best practice guidelines, case studies)	<ul style="list-style-type: none"> > Each toolkit element can also be a standalone KM tool > Develop marketing plan to publicize presence of toolkit (e.g., flyers, social media, web links, utilize project partners) > To use as an Integrated KM tool, work with project partners to develop toolkit to ensure it resonates with intended audience
	Share new knowledge in an educational way at the end-of-grant stage	Informed audience (e.g., researchers, students, policy makers, industry and community partners)	Conference/ Symposium	Power Point presentations, poster presentations, panel discussions	<p>Power Point</p> <ul style="list-style-type: none"> > One slide per 1-2 min > Use speaking notes rather than reading from slides <p>Posters</p> <ul style="list-style-type: none"> > Focus on applications rather than methodology > Use titles and pictures to add visual interest
	Share research results at end-of-grant; add to existing body of evidence; inform future research	Researchers, students	Scholarly publications	Peer-reviewed journal articles, conference proceedings, academic conference presentations	<ul style="list-style-type: none"> > Follow writing guidelines of journal > Focus on what is known and what information gap the research is addressing
	Share messages in a 'research snapshot' for specific audience	Policy-makers, advocacy groups, practitioners, decision-makers	Plain-language summaries	Fact sheets, road maps, synthesis paper, infographics	<ul style="list-style-type: none"> > Identify audience, context, key messaging > Avoid jargon
	Highlight research results and recommendations to inform decisions, change knowledge, policies or systems	Policy-makers, advocacy groups, practitioners, decision-makers, industry partners	Reports	Briefing notes, one-pagers, short reports	<ul style="list-style-type: none"> > Creative design with pictures, headlines, structured layouts can enhance the amount of information digested > Consider co-publishing with partners

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DISSEMINATION	Reach a wide audience; increase exposure to research and your position	Informed public	Communication tools	e-newsletter, video, podcasts, etc.	<ul style="list-style-type: none"> > Make visually appealing > Short and sweet
	Reach a wide audience; increase exposure to research and your position	General public	Media relations	News release, editorials, feature articles, meetings with the editor, media kits (including backgrounder, fact sheet, bios)	<ul style="list-style-type: none"> > Contact communications officer for support
	Increase web presence and exposure; highlight research findings; link to other KM Tools	All	Social media	Websites, twitter, Facebook, LinkedIn, Blogs, Wikis, YouTube	<ul style="list-style-type: none"> > Use social media to link back or support your other KM strategies (i.e., publicize workshops) > Keep postings catchy and succinct but provide links to more information > Use images and pictures where possible