


# Knowledge Translation

Amy J. Armstrong, Ph.D.  
Carolyn E. Hawley, Ph.D.



## First and Foremost

- Do good/solid/rigorous research!
  - Does it have meaning?
  - Is it potentially impactful?
  - Can it be utilized? (KT)
  - DOES IT MAKE A CONTRIBUTION?
  - Is it current?
  - Is it based on empirical science?
  - Do not make assumptions.

## National Center for the Dissemination of Disability Research (NCDDR)

- “the collaborative and systematic review, assessment, identification, aggregation, and practical application of high-quality disability and rehabilitation research by key stakeholders (i.e., consumers, researchers, practitioners, and policymakers) for the purpose of improving the lives of individuals with disabilities.”

## So Interactions / Dialogues / Partnerships Between Groups

- Researchers w/ and across research disciplines
- Policymakers, planners and managers throughout health-care, public-health, and health public policy systems
- Service providers
- General public, consumers, family members and those who help shape their views and/or represent their interests including media, educators, nongovernmental organizations
- The private sector, including employers, industry

Sudsawad, P. (2007). Knowledge Translation: Introductions to Models, Strategies, and Measures. Austin, TX: Southwest Educational Development Laboratory, NCDDR.

## Why?



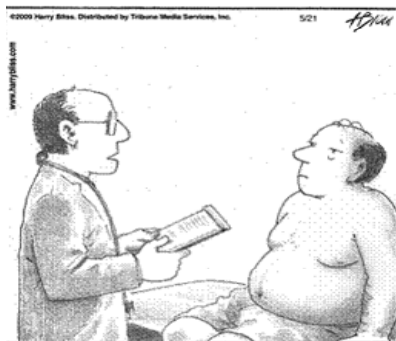
- Huge gap between what we know, and what we do!
  - Thus, ineffective or even harmful treatments/services may continue, while effective, evidence-based treatments may not be adopted by policy-makers and practitioners (Kirby et al., 2006)

## Lost in Translation

- Over a year ago, an amateur interpreter created a very awkward moment for U.S. Secretary of State Hillary Clinton and her audience. A Congolese student, speaking through an interpreter, appeared to ask Secretary Clinton what "Mr. Clinton" thought about a Chinese trade deal with the Democratic People's Republic of the Congo.



## Know Your Audience



"Well, yes, I suppose I could explain the test results in 'plain English' — but then you'd know how sick you are."

## Double Check your message



## Identify Your Audience

- Researchers
- Practitioners
- Public
- Consumers/family members
- Media
- Decision Makers
  - In organization
  - In community
  - In government
- Policy Makers
- Private sector/industry
- Research funders

Barwick, M. (2008). Knowledge Translation Planning Template. Hospital for Sick Children, Toronto, CA.

## Identify Goals for Each Audience

- Generate...
  - Awareness
  - Interest
  - Practice change
  - Behavior change
  - Policy action
- Impart
  - Knowledge
  - Tools
- Inform
  - Research
  - Product
  - Patent
  - Other

## Identify KT Methods

### ■ Mostly Effective

- Interactive small group
- Educational outreach
- Reminders
- Multi-professional collaboration
- Mass media campaign
- Financial intervention/incentive
- Combined interventions

Grol, R., & Grimshaw, J. (2003). From best evidence to best practice: Effective implementation of change in patients care. *The Lancet*, 362: 1225. Barwick, M. (2008). Knowledge Translation Planning Template. Hospital for Sick Children, Toronto, CA.

## Identify KT Methods

### ■ Mixed Effects

- Conferences/courses
- Opinion leaders/champions
- Educational materials/strategies
- Performance feedback
- Peer reviewed publications

## Identify KT Methods

- Unknown Effects
  - Press release
  - Patent license
  - Social media
  - Networks
  - Communities of practice

## Writing Proposals

- Become a member in professional organizations.  
Network.
- Identify research collaborators across institutions.  
Conferences value interdisciplinary or cross institutional efforts.
- Adhere to guidelines
  - Topic; Keywords; Themes of Conference  
Page lengths, word counts, What are they asking for? And then do it!

## Writing Proposals

- Rejection, it happens!
  - Be resilient
  - Be persistent
  - Do not personalize
  - Expand beyond yourself

## Strategies for Successful Conference Presentations

1. Know your audience (every audience different in terms of expectations, worldview, and persuasion)
2. Know your material
3. Plan adequately
4. Begin with the end in sight (what are the 2-3 key lessons you want to leave them with)
5. Be yourself but.....

## Working Together

- BE YOURSELF, but be aware of other's style, skills etc.
  - i.e. Amy the Imaginator
  - i.e. Carolyn the Hatchet
  - i.e. Chris the Destroyer