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Background and Introduction

The second annual Canadian Knowledge Mobilization Forum was held June 3 and 4, 2013 in Mississauga. The Forum is an international, interdisciplinary conference that continues to grow from last year’s 75 attendees to a gathering of over 140 attendees from ten countries. Each year the Forum provides learning and professional development experiences for students, practitioners and scholars working in knowledge mobilization (KMb) from around the world.

Forum participants were welcomed by President of the Institute for Knowledge Mobilization and CEO of Knowledge Mobilization Works, Peter Levesque and Forum Chair, David Phipps, Executive Director, Research & Innovation Services at York University and lead of ResearchImpact, a KMb network of ten Canadian universities.

Attendees came from a mix of sectors including health, academia, children & youth services, workplace safety, environment, addictions & mental health, education, disability services, business, agriculture, domestic violence and social services.
Four Themes

Based on feedback received from the inaugural Canadian Knowledge Mobilization Forum 2012, four themes were identified by participants as key for development in the 2013 Forum.

Theme 1: Building on existing capacity and building new capacity. This theme presented papers and posters that provided new methods, curricula and programming for training of new practitioners and scholars as well as continuing professional development for established practitioners and scholars.

Theme 2: Learning from each other: Comparisons across sectors. This theme looked at both the diversity and commonalities of knowledge mobilization in different sectors and disciplines.

Theme 3: The Next Generation — Students and Apprentices in knowledge mobilization. This theme featured the future of knowledge mobilization, not only how we develop and renew the human resources for this work but where the field is heading in the future.

Theme 4: Methods, Tools, and Theories - The Art and Craft of knowledge mobilization. This theme provided scholars and practitioners the ability to compare and share tools so we can build our tool kits and create a more effective knowledge mobilization industry.

Based on these four themes participants of the 2013 Knowledge Mobilization Forum came together to discuss how they can improve their efforts in such things as providing access to evidence services, build communities of practice to leverage collaboration towards shared innovations and community networks, create a User Guide to streamline K Mb across a national network and beyond, learn what to expect working in a K Mb/KT career, as well as build on and strengthen institutional and national capacity for K Mb. They came together to discuss improving community services using K Mb for such things as mental health, children’s literacy, low-income housing, community disability agencies, Indigenous communities, agri-food and rural areas, and the challenges and potential for collaboration across sectors. They presented the challenges and barriers to K Mb in academia both for and from students’ perspectives and the importance of developing apprentices in K Mb for the next and future generations. They also discussed emerging strategies to create greater stakeholder engagement in all sectors through research summaries, workplace posters, e-newsletters, video and film and the use of social media.

This report details how these efforts came together through keynote speakers, presenters and participant activities in sharing knowledge and inspiring the Canadian Knowledge Mobilization profession. It is organized in chronological format, summarizing the activities in the order they were presented over the two days of the Forum. The final summary and conclusions are those of the organizing committee.
Good Morning. I am Peter Levesque, President of the Institute for Knowledge Mobilization and your host for the next two days.

I am grateful to be here with you.

I want to start this event by telling you all how much your shared wisdom improves the quality of my life and the lives of those I work with.

Our shared practice – our shared profession – is making what we know, from research, from assessed practice, from traditional knowledge, ready for action or service – and it is creating new value and benefits for Canadians.

If the diversity of people from other countries attending is any indication, it is also creating value for other nations as well.

This is a labour of love of me – it is what I have dedicated my life to for the past 14 years and what I intend to work on until they set me on a pile of lumber and light a match. This is how I can help make the world a better place.

Knowledge Mobilization responds to several of the articles of the Universal Declaration of Human Rights, of which Canada is a signatory – in particular Articles 26 and 27 as they relate to the right to an education, and the right to share in the benefits of scientific discovery.

Knowledge Mobilization is fundamentally about making the world a better place – safer, cleaner, healthier, friendlier, more equitable, more educated, more tolerant, and more humane. Yet, there is resistance. Within some of our organizations, within some of our disciplines, within some of our communities, there is resistance. There is always resistance to change. There is always resistance to sharing the benefits beyond narrow borders. This is normal.

A wise person once told me that no matter what your do, someone will complain, so do your thing and the better you get the louder the complaints will be, eventually you will get so good that they will join you and forget why they complained in the first instance.

I have a dream – that the best of what we know will be available to us, when we need it, in a format that we prefer, and we will have systems that will allow us to share the results of this use so that others can also gain benefit from this knowledge.

This dream is becoming more and more a reality – on a daily basis but there is still so much work to do.

This event is about sharing our work – about the content and the process.

It’s about the work of making sure that the workers in 155,000 Ontario businesses make it home with injury or death every day.

It’s about building organizations that are friendly to our work so that we can get on with the business of sharing and implementing the best of what we know.

It’s about building a pan-Canadian energy conversation that gets us unstuck and helps to...
make better decisions about our energy future. It’s about how our university institutions and communities can collaborate and solve problems so that people can thrive in their lives. It’s about how we bring our collective networks together to share resources and knowledge to lever new value.

It’s about how we create strategies and processes that move what we know works into places that have to implement this knowledge – and save lives, prevent injury, and build common cultural perspectives that keep us moving forward.

And it all comes together because we all came together. We were able to pool our resources and efforts and have now created Canada’s largest, independent, cross-sector, multi-disciplinary, meeting of knowledge mobilization professionals to date. You should be proud.

In case you haven’t noticed the banner beside me, we will continue to work hard to make you proud – next year the Canadian Knowledge Mobilization Forum will be in Saskatoon on June 9-10. Followed by Montreal, Toronto, and Ottawa for the 150th anniversary of the founding of Canada in 2017 then on to Calgary, Halifax and Vancouver in 2020.

Always in June – Always together.

It also came together because a lot of people stepped up and contributed. I really need to thank our…

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Thank you to all who shared the call for presentations and the program with your social networks.

Thank you to the Board of the Institute for Knowledge Mobilization
Daryl Rock
Harry Stephankis
Thank you all who crowd funded the creation of the Institute
Gary Myers
David Phipps
Daryl Rock
Kelly Bairos
Geri Briggs
Sylviane Duval
Alex Bielak
Zheng Ki Kip
Bonnie Zink

Thank you for being here.

Enjoy yourself.

Chair massages are provided for you during breaks and lunch – just sign up.

Meals and refreshments will be plentiful. There are drink tickets in your name wallets for the reception tonight across the street at the Courtyard restaurant. I look forward to the conversations we are about to have.

Now. Let me introduce the Chair of the 2013 Canadian Knowledge Mobilization Forum. David Phipps. Executive Director, Research and Innovation Services at York University.

David has been consistently ranked as one of Canada’s most influential knowledge brokers. He is “the go-to guy” at York University.

I consider him a pioneer and a good friend. I feel that you will be safe in his hands for the next two days.
Thank you Peter. This Forum is possible because of you, because of your commitment to our profession. Peter has said that knowledge sharing is an act of love. Well there’s going to be a lot of love over the next two days.

Welcome everyone to the 2013 Knowledge Mobilization Forum.

My name is David Phipps. I am the Executive Director, Research & Innovation Services at York University and I have the privilege of leading ResearchImpact-RéseauImpactRecherche, Canada’s knowledge mobilization network. I am also Chair of this year’s Forum. Welcome to Mississauga. Thank you to Elizabeth Mills for the use of the Workplace Safety and Prevention Services conference facilities. We have packed about one week of knowledge mobilization into the next 2 days. It’s a full program but it’s a program that was built in a large part by you, by the posters you submitted and the presentations you will be making.

But before we get started everyone stand up, as you are able.

If you have been in your job less than one year, sit down.

If you have been in your job less than two years, sit down.

If you have been in your job less than five years, sit down.

There are 14 out of 142 delegates who have been in our jobs more than five years. More than 90% of our profession has been working in our jobs for less than five years. This is why we are here. This is why we assemble to speak to colleagues in our sector and across sectors. We are here because knowledge mobilization is inherently multidisciplinary. Where else can knowledge workers in water mix with those in nursing and those in homelessness and those in health promotion and those in education and those in international development and those in agriculture and those in business ethics.

We cross boundaries.

We are knowledge brokers.

Enjoy your Forum. I will be here to guide you through this amazing program and I am incredibly humbled and honoured that you have chosen to come on this journey with me.

Happy brokering, everyone.
Opening Keynote Address
Elizabeth Mills, President and CEO, Workplace Safety and Prevention Services (WSPS)

Bringing Knowledge Mobilization Into Workplace Safety and Prevention Services

“Our success is based on our ability to learn and also to be able to share and teach and understand somebody else’s challenges because if we can’t understand what the workplace challenges are we can’t help them.”

So began the keynote address from Elizabeth Mills telling the story of bringing knowledge mobilization into her not-for-profit organization and into the workplaces of Ontario. Mills pointed out that the mission of Workplace Safety and Prevention Services (the location host of this year’s KMb Forum) “is to make sure that employees and employers have the opportunity to learn so that everyone goes home safe every day to the people they care about and fortunately return back to work the next day.” Mills emphasized that WSPS grows the life, literally, of the businesses of their customers and employees by being a partner that cares about what they invest in that life - with a chance to put health and safety in everything they do to redefine what it means to be a partner in business today.

Drawing on four principles of collaboration, transparency, sharing and empowerment to incorporate them into specific WSPS case examples Mills presented how these values are inherent in knowledge mobilization as a framework for the work of WSPS to ultimately build stronger communities with workplace safety and prevention services efforts. Mills talked about how a pictogram campaign in the workplace to overcome barriers of language and literacy was one successful example of greater collaboration among WSPS, researchers and workplace communities. Mills concluded that the often varied and complex world of health and safety in the workplace can begin to be transformed from complexity into “simplexcity” by the use of knowledge mobilization practices.

“We must see the workplace as a community.”

“We must continue to move forward with a focus on knowledge exchange within the workplace.”

“If you are to influence an individual we must also consider and address the beliefs of all the communities that affect that individual.”

“Bystanders should no longer stand on the side-lines and ignore risky behaviours in the workplace.”

“Engagement and productivity are linked.”
Elizabeth Mills is the inaugural President and Chief Executive Officer of Workplace Safety & Prevention Services (WSPS), one of four newly amalgamated health and safety associations resulting from the restructuring of Ontario’s prevention system. WSPS, formed in January 2010, is a not-for-profit organization with a mandate to meet the health and safety needs of 154,000 businesses in the agricultural, manufacturing and service industries, representing 3.8 million employees across Ontario. An executive with over 16 years of experience and leadership in health and safety, Elizabeth Mills was previously CEO of the Ontario Service Safety Alliance (OSSA), having brought together a coalition of industry trade associations and volunteer organizations to found the not-for-profit association in 1997.
The following presentations were made at several breakout sessions throughout the two days of the KMb Forum.

PowerPoint slides, when available, are shared on slideshare at: http://www.slideshare.net/ckforum
Evidence In-Sight: a novel access-to-evidence service for child and youth mental health agencies in Ontario
Charles Carter, Program Associate, Ontario Centre of Excellence for CYMH, Children’s Hospital of Eastern Ontario

Evidence In-Sight is a free service for community agencies that provide mental health services to children, youth and families in Ontario. We gather and share information to support access to and the implementation of evidence-informed practices. The presentation summarized practice steps: 1) Getting to know an agency; 2) Rapidly determining their precise evidence needs; 3) Doing a rapid search and summary, and reporting the findings. This included sharing samples of intake and report templates. The presenters outlined lessons learned from feedback from client agencies and improvements made to the program in response to feedback. Finally, they explained instances where agencies have been able to move the evidence into practice. They outlined how the service fits into a broader continuum of supports that provide a comprehensive and integrated way to access best evidence, generate local evidence, make decisions and make organizational changes that are evidence-informed.

Knowledge Transfer by researchers for Université de Montréal
Christian Dagenais, Professor, Psychology, Université de Montréal

Recommendations from a 2008 study addressed: 1) clarifying the expected role of researchers and terminology surrounding the KT 2) the recognition of the value of these KT activities within the university; to promotion end among others and 3) support that needs to be provided to researchers in this field. However, the results of this study did not draw a representative portrait of KT practices within the institution. To achieve this goal, a new study including all 1200 regular researchers from the University of Montreal has been conducted. This inquiry consisted of a questionnaire completed over the phone or via internet. The results demonstrate the specific links between different KT practices and the field of research of our participants. The presentation focused on the difficulties encountered during the course of this study.
From the roots to the fruits: strengthening institutional capacity for knowledge mobilization
Luc Dancause, Knowledge Mobilization Officer, Partnership and Innovation Support Office, Université du Québec à Montréal & Jérôme Elissalde, Knowledge Mobilization Officer, Research Office, Université du Québec à Montréal

This presentation discussed the experience of two practitioners from different offices (Partnership Office and Research Office) within UQAM, a mid-sized, comprehensive university comprised of six faculties and a school. It outlined how these two offices are developing services and tools aimed at supporting KMb and the continuous interaction between action and vision building. Five main categories support KMb 1) Internal and external networking; 2) Counselling and capacity development (faculty members, professional staff, interns and research units); 3) Identifying and promoting research expertise; 4) Connecting researchers and practitioners and; 5) Stimulating reflection on KMb at the institutional level. Some of the tools created to support KMb were presented through these different examples.

Knowledge Transfer at the Canadian Research Data Centre Network (CRDCN): Looking Back and Forward
Sarah Fortin, Knowledge Transfer Coordinator, Canadian Research Data Centre Network

Created in 2000, the CRDCN is still a relatively young network and while knowledge transfer has been part of its mission from the beginning, it is only more recently, from 2007 onward, that the Network has become more active in the area with the hiring of a knowledge transfer coordinator. The Network can claim many positive outcomes related to its KT activities, among which the development of its website and online bibliography, the publication of knowledge syntheses and research highlights, a newsletter with a couple thousands subscribers, a webinar series and our annual conference. The fine line distinguishing conventional communication activities from knowledge transfer activities was also considered.

Confluence Approach to Building Knowledge Mobilization Capacity
Peter Lemish, Professor & Vice-Chancellor for Research & Journalism, Southern Illinois University

Building on existing interdisciplinary research [IDR] foundations developed over the last decade, the Vice-Chancellor for Research at Southern Illinois University charged the Task Force for Interdisciplinary Research with developing new capacities to enhance IDR. Knowledge Mobilization is one of the key vectors running throughout the four Working Groups established by the Task Force: (1) Developing IDR involvement in Regional Super Challenges; (2) Building Knowledge Mobilization and Communication; (3) Proposing Policy & Structural Support for university; (4) Coordination & Support of Confluent Research. This presentation assessed work undertaken by the Task Force during the first year of operation, with a view to sharing as well as receiving feedback/advice regarding key issues challenging these endeavors. This included (a) defining and explaining the rationale for the confluence approach applied; (b) assessing how this approach is fairing in dealing with main challenges.
The Spinal Cord Injury Knowledge Mobilization Network: Building a Community of Practice and leveraging collaboration towards shared innovations

The Spinal Cord Injury Knowledge Mobilization Network (SCI KMN) exhibits the three required elements of a Community of Practice (CoP): 1) shared domain of interest (eg. improving healthcare outcomes); 2) engagement/sharing in activities to help each other (eg. ongoing collaboration towards consensus on best practice components for implementation across 6 sites with over 100 CoP members); and 3) CoP members that are practitioners developing resources to address a shared practice (eg. patients, providers and organizational stakeholders in pressure ulcer prevention and management). Capitalizing on in situ expertise and interest ensures engagement towards SCI KMN KM innovations: 1) Adapted Implementation Guide; 2) practitioner, site, organizational and/or network mentorship capacity, and; 3) decision support tools and iii) Treatment and Evidence Algorithm Maps. The success of SCI KMN as a CoP and as an innovation incubator has resulted in expansion into additional domains of interest, participatory interest from other SCI rehabilitation centres.

Adopting the Scientist Practitioner Philosophy in Programming to Our Community
Richard Liu, Data Analyst Researcher I, Research & Evaluation, Child Development Institute & Sarah Woods, SNAP Researcher II, Research & Evaluation, Child Development Institute

CDI has adopted a scientist-practitioner approach to monitor the efficiency and effectiveness of all our programs through process and outcome evaluation activities. Process and outcome evaluations are important steps to providing responsive, client centred and effective programming. We recognize the importance of strengthening positive outcomes for our families and children by using evidence-based programs, conducting relevant social research and sharing our knowledge with others.

The scientist-practitioner approach helped to establish SNAP® (Stop Now and Plan) as an evidence-based strategy that helps children and parents regulate angry feelings by getting them to stop, think, and plan positive alternatives before they act impulsively. Most importantly, knowledge exchange, knowledge transfer and implementation of SNAP® helped us to share knowledge and evidence with others (nationally and internationally).
Collaboration for Innovation: The Challenges and Potential
Jacqueline Caesar, Associate Professor, College of Letters & Science, National University
& Thomas MacCalla, Executive Director, NU Community Research Inst. & Univ. VP, National University Community Research Institute

Knowledge mobilization is an interdisciplinary and multifaceted process that includes knowledge transfer, dissemination, and implementation science designed to create value from knowledge. It also is an essential element of collective intelligence, and a pathway to problem-solving and new knowledge. The purpose of this presentation was to contribute to the Canadian Mobilization Forum’s continuing conversation on the subject by broadening the notion to include collaboration for innovation and public-private partnerships for community prosperity and wellbeing. The focus of the presentation was on practical insights to facilitating collaboration and capacity-building for small/medium-sized businesses. Through public-private partnerships we are able to broaden the participation of non-traditional communities in high performance computer environments and transform information into knowledge. Through an on-going case study, we also are able to illustrate how the use of new and applied knowledge and skills with access to advanced technology can enable schools, and communities, especially small and medium-sized businesses to innovate and collaboratively compete in the global marketplace. The new target audience includes the unaware, the underserved and the under-represented. The intent is to mobilize knowledge and leverage collective capacities to be collaboratively creative and competitive.

Knowledge Brokering – Stories from the Middle
Kiran Kapoor, Manager, Research & Program Evaluation, Innovation & Knowledge Mobilization, Workplace Safety & Prevention Services
& Illia Tchernikov, Knowledge Broker, Research & Program Evaluation, Workplace Safety & Prevention Services

At Workplace Safety & Prevention Services, we push-pull, link and exchange to mobilize knowledge and put health and safety solutions within reach of every employer and employee in Ontario. Our work involves knowledge brokering to connect the research community with our stakeholders -- staff, advisory committees, and clients - to engage in research, promote its use and the uptake of practical evidence-based tools.

Drawing from a cross-section of recent research projects the presentation was about how our stakeholders were engaged to create value -- from the start of the research process, to the co-development of evidence-based tools, and their delivery into the workplace. What we’ve learned is that being in the middle is never easy, but always gratifying. Our stories drew upon our experience and lessons learned to share with others how we can continually improve and move forward the practice of knowledge brokering.
Theme 2: Learning from each others: Comparisons across sectors

Knowledge Mobilization: Putting the People First
Paula Robeson, Knowledge Broker, Strategic Partnerships and Knowledge Mobilization, Canadian Centre on Substance Abuse

Participants heard of our “lessons learned” and were encouraged to share their own. We highlighted the Knowledge Broker role in several of CCSA’s projects, including Competencies for Canada’s Substance Abuse Workforce and the Canadian Standards for Youth Substance Abuse Prevention. Participants learned how CCSA’s Knowledge Brokers and organizational activities are adopting a “people first” approach in identifying evidence gaps, prioritizing research and knowledge mobilization activities, and developing stakeholder-informed relationships through which relevant changes to practice and policy can be realized. New organizational processes and structures that have been developed to embody this shift were shared with participants. Participants in this session engaged in dynamic discussion of how developing partnerships and understanding organizational context and resources has informed and shaped knowledge mobilization activities at CCSA.

Innovating Knowledge Mobilization within the Community Disability Services Context
Alison Grittner, Researcher, Vecova Centre for Disability Services and Research

Recognizing the unique position of Community Disability Service organizations to produce and mobilize research, as well as the existing knowledge mobilization void within the disability sector, Vecova Centre for Disability Services and Research undertook a multi-phase feasibility study to explore and innovate ideas surrounding knowledge mobilization. The first phase engaged stakeholders to determine their needs and interests surrounding disability research, employing surveys, interviews, and an ideation workshop. The second phase analyzed the initial findings and ideas, assessing their feasibility for implementation by Vecova. The presentation shared the process and results of Vecova’s knowledge mobilization feasibility study, as well as the resulting strategy that seeks to build Vecova’s capacity for producing and mobilizing community-based disability research.
Challenges and Barriers to Knowledge Mobilization in Academic Philosophy: A Graduate Student’s Perspective

Trystan Goetze, Graduate Student, Philosophy, York University

Academic philosophy in the English-speaking world has actively sought to withdraw itself from public engagement. Believing the function of philosophy in the wake of scientific progress to be relegated to determining appropriate methods for scientific inquiry, influential philosophers advocated and practiced an approach that dismissed interaction or collaboration with the non-academic community as not properly philosophical. Moreover, as some feminist philosophers have argued, the results of this philosophical programme have limited social value, based as they are on idealizations rooted in individualism. In this presentation, we briefly sketched the mainstream, anti-engagement view and its history, before considering criticism from recent work. We discussed the prospects for knowledge mobilization in philosophy under the new paradigm of philosophical inquiry towards which these recent authors are working, before we opened the floor to discussion of the question, “Where do we go from here?”

Leveraging Knowledge Mobilization for Systems Thinking

Michael Johnny, Manager, Knowledge Mobilization, Office of Research Services, York University & Jane Wedlock, Knowledge Mobilization Officer, United Way York Region

The presentation shared our vision guiding the current grant, and how that vision is being developed and delivered -- ultimately providing a practical 'lessons learned' presentation. This presentation, jointly presented from the UYWR and York University knowledge brokers who are involved in this project, provided the audience insight around:

- Toward a shared vision between community and university offices
- What do we mean when we talk about a systems approach to issues?
- Tools for consideration in effective community-based knowledge brokering
- What is reality around this type of collaboration? How it is working well, what are the challenges and how we address when we get stuck.
Reflective learning from the Knowledge Exchange Impact Matrix (KEIM) and K* Spectrum

Razia Shariff, Head, Knowledge Exchange Team, Third Sector Research Centre

The KE role in developing and designing the 3rd Sector Initiative, planning its implementation and delivering the activities cover the K* spectrum, but it is the way the activities, and tools have been used by stakeholders that has been the key to its success.

The analysis using KEIM suggests that ‘deep’ meaningful knowledge exchange occurred without the usual relational networks being of primary importance. The adaptation of TSRC research knowledge to inform each of the dialogues, along with participatory online activities and seminars stimulated media coverage, in-depth discussions and website views. This was then complemented by regular meetings of a Sounding Board who suggested the implications for the future of the third sector for online feedback.

Communities of Practice or Social Networks: Implications for Collaboration and Knowledge Mobilization

Krista Jensen, Knowledge Mobilization Officer, Knowledge Mobilization Unit, York University

While Community of Practice theory focuses on organized groups of individuals with similar interests who are doing similar work, Social Network Theory recognizes the value of both strong and weak ties between individuals in networks. Given that online spaces are often dispersed and more organic networks where people move fluidly between online groups, is the current practice of looking at online collaborative spaces as Virtual Communities of Practice adequate for understanding their potential for collaboration and knowledge mobilization? This presentation critically examined the Community of Practice model in relation to online collaborative spaces used for partnership building and knowledge sharing, and considered the possible role of Social Network Theory in broadening our understanding of the potential for knowledge mobilization to occur in these spaces.
Research Summaries: An Evolving Tool in the KMb Tool Box

Anne Bergen, Knowledge Mobilization Coordinator, Institute for Community Engaged Scholarship, University of Guelph

Through a series of partnerships, York University via the ResearchImpact network, has led the development of ResearchSnapshot research summaries aimed to provide better access to academic research. These summaries are intended to improve access to academic research by providing greater access to single studies along with key information about what researchers did, what they found, why it is important and a brief note on what the reader needs to know about the research. Representatives from all institutions which have partnered on developing the ResearchSnapshot summaries provided a panel presentation on their experiences in developing ResearchSnapshot. Topics which include: motivation, outcomes, processes and overall experiences. Our objectives were to share information and experience around a KMb tool which can be an effective resource, but which requires consideration and planning in areas of development, access, dissemination and outcomes.

Adapting the Consolidated Framework for Implementation Research to an Educational Setting

Don Buchanan, Knowledge Mobilization Officer, Evidence-Based Education and Services Team (E-BEST), Hamilton-Wentworth District School Board

Public education is only beginning to develop an evidence base of effective methods and interventions. The process of moving this evidence into practice is an emerging field, with limited literature or published trials. This presentation examined the feasibility of adapting and adopting the Consolidated Framework for Implementation Research (Damschroder et al., 2009) for use in a public education setting, and the use of the model to evaluate an implementation project that is currently underway.
Knowledge Mobilization in Practice: A Case Study in Designing and Implementing a Strategy
Alexa Briggs, Principal, Community Matters Consulting & Celia Lee

Our research goal was identified early: calculate the economic costs of poverty in Alberta. Our goal in doing this research was identified next: get the government of Alberta to commit to a comprehensive poverty reduction strategy. Our knowledge mobilization strategy was built around this end goal, which we achieved just two months after releasing our research findings when Premier Alison Redford committed to a Provincial Poverty Reduction Strategy. This case study provides a detailed analysis of our process for conceiving the strategy, how we made our plans to fit our goal, and how we implemented these plans to ultimately reach our stated goal. The case study identifies the unexpected outcomes, what we learned, what worked in our strategy, and what we would do differently next time.

Speedbumps and Ramps to Opportunity for Knowledge Translation in a Participatory Action Research Project Using Appreciative Inquiry
Sacha Geer, Knowledge Translation Specialist, Murray Alzheimer Research and Education Program, University of Waterloo

Challenges to participatory practice are articulated through a discussion of ‘speedbumps’—situations, issues or experiences that remind us to slow down and reflect on the process. These include: disseminating knowledge about and bolstering confidence in the Appreciative Inquiry and Authentic Partnerships model among research participants and broader KT targets; communicating the results of the ongoing research between internal stakeholders and to the interested public; and overcoming stigma about the abilities of individuals living with dementia to contribute to the research process.

Participatory processes also lead to new possibilities discussed here as ‘Ramps to opportunities’—experiences, supports, and occasions that nurture relationships and open up new possibilities. Finally, this presentation explored the benefits of the use of Appreciative Inquiry methodologies in integrated KT practices and end of project evaluation of Knowledge Translation practices.
Melanie Barwick, moderator for the panel session, began by mentioning how several years ago at an institute level course was created at the Hospital for Sick Children to help build capacity within organizations by providing training and awarding certificates to knowledge translation practitioners as part of a Knowledge Translation Practitioners Certificate (KTPC) course. Melanie invited the panelists to identify knowledge translation and exchange challenges encountered at the organizational level in doing their work.

Heather Bullock focused on her “top five tricky questions” she has been asked throughout her extensive career in knowledge translation and exchange since 2003. Heather started with the first question, What is knowledge exchange anyway? by stating there have been pockets of understanding but it hasn’t been sufficiently understood organizationally-wide which creates challenges in conveying what is trying to be achieved. Heather addressed the second question, Isn’t that just communications? by pointing out the similarities in the vehicles used for both communications and knowledge exchange but with a different purpose. She suggests there is a further challenge in the negotiation of roles within organizations around communications and knowledge exchange or mobilization. The third question, Who leads knowledge exchange at CAMH? was addressed by presenting the challenge of speaking as Director of the KE Unit but not necessarily as the representative voice of KE strategies for the larger organizational structure of CAMH. Heather spoke to the fourth question, Whose interests are you representing? by focusing on the challenge of trying to incorporate the community-level voices within the often outward-facing educational/research work of an organization like CAMH. Heather addressed the final question, How does my knowledge exchange work fit with yours? by acknowledging the diversity of careers and fields within various health organization sectors and the challenge
of trying to find common understanding and coordinating knowledge exchange activities across these sectors.

**Alisa Sivak** told the group that one of her biggest challenges is around funding for KTE projects. Alisa stated that her team is made up of several enthusiastic graduate students who provide excellent volunteer and academic work but projects can sometimes be limited by the lack of funding available along with a lack of dedicated personnel. Alisa also mentioned that the importance of her KTE work can be overshadowed by a greater focus on the work of researchers within her organization. Alisa stated that being new in her role requires her to build bridges from scratch between her organization’s researchers, other international researchers, eye-care practitioners and optometrists and other areas of the health sector which has created its own challenges. Her final point was the challenge of shifting her organization’s focus and culture to embrace a more community-engagement approach.

**Debra Ramdath** suggests one of the main barriers to her KT work in her organization is getting leadership to become more engaged. Debra says it’s important to create a shift in thinking about knowledge exchange within the Ministry of Education by encouraging a culture of reflection and greater knowledge sharing. Debra says a challenge is breaking down the barriers of silence when people are hesitant to share knowledge. She says a space needs to be created where people within the organization can speak freely knowing that their voices are being heard and their opinions are respected.

**Kelly Warmington** addressed the challenges of building a KT friendly organization by talking about the obstacles of working within a larger organizational structure like the Hospital for Sick Children in building a KT program that attempts to align with the internally and externally focused strategic direction of the organization. Kelly says her team has decided to take a more internally focused approach to educating within the organization about KT practices. Kelly also pointed out the difficulties that still exist around the use of terminology to overcome the misunderstanding in describing the differences between such fields as knowledge management and knowledge mobilization as an example.
Bob Oliver spoke about the evolution of Pollution Probe from the late 1960s and 70s with a focus on what he calls tactics of “theatrics” to get media attention for informing the public to the development of more recent formalized educational content and campaigns. He shared a series of publications with the group called Pollution Primers – several easy-to-read glossy books developed over the last decade to create greater public awareness of pollution problems. Bob referred to these Primers as “classical uninspired approaches” as a one-way push of knowledge. Bob said “the Primers had good quality content, but so what?” He says Pollution Probe never did anything to go beyond publication and incorporate knowledge mobilization techniques for greater knowledge exchange – until now.

After Pollution Probe began to ask the question, “why should energy literacy be important?” a series of workshops across Canada with input from a range of over 300 environmental experts lead to the next step in the evolution towards the application of knowledge mobilization principles. Pollution Probe was introduced to Peter Levesque, CEO of Knowledge Mobilization Works, and the idea of getting the right knowledge to the right people at the right time through knowledge mobilization strategies began to take hold with the idea of turning knowledge into something actionable by the public. Bob said Pollution Probe began to move away from an exclusive content push to an evolution in developing a new platform of social engagement known as Energy Exchange. Through social media, systematic reviews and case studies, Pollution Probe has now evolved into a partnership building organization that fully integrates and applies knowledge mobilization principles.
Bob Oliver is the Executive Director at Pollution Probe in Toronto. He holds a Bachelor of Mechanical Engineering from Carleton University, and brings fifteen years of experience managing industrial projects and developing strategies for energy efficiency and greenhouse gas emissions reductions.

Bob was most recently the Director of Pollution Probe’s Transportation Programme, supporting the development of policies and programs to reduce greenhouse gas emissions from transportation activity in Canada. In addition, Bob was instrumental in building a collaborative partnership between the Canadian Automobile Association (CAA) and Pollution Probe to promote “eco-mobility” – a plan to reduce automobile emissions that views the driver, the vehicle and the road as part of an integrated system.
Theme 1
Building on existing capacity and building new capacity

Our Kids Network: Community Networks as Innovation Intermediaries
Erica van Roosmalen, Chief Research Officer/ Professor of Practice, Research and Development, Halton Catholic DSB/ Charles Sturt University

Based on the Our Kids Network evaluation, we know that when looking at the internal audience of partners and participating agencies the levels of research uptake and commitment to taking research to action vary greatly, leaving gaps. The challenges in taking research to action are not unique to OKN; the literature is notable with the failure of taking research to practice. This presentation addressed our need to close the research to practice gap - to continue to find ways to motivate, build enthusiasm and nurture integration within the Halton Community and to engage all staff within OKN participating agencies and those less directly involved with the Our Kids Network.

The Neurotrauma Knowledge Mobilization Network
Richard Riopelle, Chief Science Officer, Implementation Research, Development & Operations, Ontario Neurotrauma Foundation

N-KMN is a learning and innovation collaborative of patients (end users), health professionals (knowledge users), decision makers, health researchers (knowledge producers) and their partners from across Canada, informed and driven by their need for care standardization of best practice recommendations in the area of Neurotrauma. Such standardization is the basis for monitoring, and evaluation, captured and managed in informatics platforms, of 1) Patient outcomes and 2) Quality improvement of provider and organization performance / resource utilization. The KMN is an integrated approach to institutionalization of care standardization through adaptive behaviour change in individuals, relationships, systems, and organizational cultures. These directions are shaped using a novel business and investment developmental nested causal factors package’ operations logic model for participatory interventions translated to its objectives. The Innovation portfolio described above emerges from and focuses on evolution of the Operations Logic Model.
KMb/KT Positions: What to do in your first 60/120/365 days
Shawna Reibling, Knowledge Mobilization Officer, Office of Research Services, Wilfrid Laurier University & Sacha Geer, Knowledge Translation Specialist, Murray Alzheimer Research and Education Program, University of Waterloo

Working from the position that KMb/KT work is in some places new to the workplace and in others less well understood, and further that often KMb/KT professionals work in relative isolation within larger projects, strategies for individuals to make the transition into a new or newer position as smooth and productive as possible was discussed. Further, we suggested strategies for experienced KMb/KT practitioners to introduce newer KT professionals, with their diverse educational and research backgrounds, into the fold successfully. The panel discussed setting early evaluation matrices, and collaboration processes to ensure smooth transition and collaboration for greater K* work.

The Application of Neural Networks and Other Automated Systems to Knowledge Sharing
Gretchen Lowerison, Director, Research & Development, Coreidea Innovation Inc & Michael Lowerison, Director, Research & Development, Coreidea Innovation Inc

Creating a system that contributes to user efficiency, returns relevant results, encourages both negotiation and collective understanding, and promotes a culture of sharing, while also being easy to use, is a key challenge. An effective system must do more than simple storage and retrieval.

Our proposed system uses backward error propagating neural networks to represent and hold the semantic meaning of an organization’s knowledge. The act of uploading a document, email, or other electronic correspondence induces a nodal weighting training cycle, which may solicit information from the user. This process reduces the content analysis error, improving categorization.

Theme 2
Learning from each other: Comparisons across sectors
Building on history and renewing capacity in agri-food and rural knowledge translation and transfer
Bronwynne Wilton, Manager, Knowledge Mobilization and Communications, Office of Research, Strategic Partnerships, University of Guelph

This presentation focused on one particular aspect of the Guelph-OMAFRA KTT initiative; a unique funding program that was open to all faculty members at the University of Guelph. The rationale behind the development of this funding program and an explanation of the different target topics and themes that were chosen to focus on will be shared in this presentation. Through this KTT funding program, over 70 projects have been funded across 19 departments at Guelph with a total investment of over $3 million over the past three years. Through investing resources in individual projects across campus, the ability to foster KTT capacity at Guelph was increased rapidly and effectively. Examples of innovative projects, creative tools, and new (or enhanced) collaborations were shared as well as linkages to current literature on KTT, KMb, and Innovation Brokering.

Knowledge Exchange and Mobilization in child and youth mental health care: Stories from the front lines of care
Purmina Sundar, Director, Knowledge Exchange, Ontario Centre of Excellence for CYMH, Children’s Hospital of Eastern Ontario

The Ontario Centre of Excellence for Child and Youth Mental Health (the Centre) brings people and knowledge together to strengthen the quality and effectiveness of mental health services for children, youth and their families. At the Centre, we see knowledge exchange (KE) as the continuous and purposeful flow of evidence and expertise that fosters mutual learning in the field of child and youth mental health. Our Knowledge Exchange (KE) Framework supports service providers to gather, share and use relevant knowledge to grow as practitioners and work towards ensuring positive outcomes for clients. In this presentation, we discussed our approach to knowledge exchange and mobilization, and described a number of innovative projects that work to build the capacity of practitioners on the front line to use knowledge to build meaningful connections, and strengthen our collective ability to respond to evolving challenges in the field.
Knowledge Mobilization recommendations from research users
Elizabeth Shantz, Knowledge Mobilization Officer, Canadian Water Network

In 2012 CWN conducted a series of interviews with end users in federal, provincial and municipal government and advisory agencies who participate in research partnerships with academic researchers, assessing their informed recommendations for researchers on the most effective ways to initiate, conduct and share collaborative research. These conversations yielded a number of recommendations for researchers on best practices when engaging in collaborative research/knowledge mobilization activities, including consistent involvement and input from research users with special emphasis on the importance of relationships and targeted communication. This presentation provided an overview of these recommendations and demonstrated strategies that we have used to implement these recommendations within a number of collaborative research projects funded and managed by CWN. The presenter solicited discussion from the audience on additional recommendations and examples of how they have applied these principles.

Speaking the Same Language – Creating a User Guide to Streamline Knowledge Mobilization Across a National Network and Beyond
Westley Reinhart-McMilan, Project Coordinator, Spinal Cord Injury Knowledge Mobilization Network, Ontario Neurotrauma Foundation Cyndie Koning, & Laura Mumme

The Spinal Cord Injury Knowledge Mobilization Network (SCI KMN) is a community of practice composed of 6 rehabilitation hospitals across Canada, working together to implement best practices intended to improve outcomes of secondary complications related to SCI. The SCI KMN utilizes KM strategies - in the form of adapted implementation science frameworks to implement these practices effectively. Extensive collaboration, dissemination and data collection platforms combine to provide the appropriate infrastructure for sustainability and capacity for scalability. Those central to SCI KMN oversight deemed that developing a comprehensive document in the form of an Adapted Implementation Guide would provide opportunities to disseminate current SCI KMN implementation strategies and give an overview of our journey as a network to date. This guide provides a systematic approach to understanding how to use implementation science to put research into clinical practice.

Theme 3
The Next Generation: Students and Apprentices in knowledge

There were no break-out sessions for this theme in the afternoon.
Stakeholder engagement opportunities in a systematic review process
Trevor King, Associate Scientist, Research Institute for Work & Health

Knowledge transfer and exchange (KTE) is the process of increasing the awareness and use of research evidence in policy or practice decision-making by non-research audiences or stakeholders. One way to accomplish this is through ongoing interaction between researchers and interested non-research stakeholders, which provides an opportunity for the two groups to learn more about one another. The purpose of this session was to describe various stakeholder engagement opportunities we employ during systematic reviews to increase knowledge utilization. The presenter identified and describe five engagement opportunities which could be employed individually or in combination. He further described the challenges and benefits of stakeholder involvement, based on experience with over 100 stakeholders and 22 reviews. The many potential benefits to including stakeholders in the process of a systematic review include increased quality, accessibility and uptake of systematic review findings. A further benefit is the potential for increased dissemination of the findings. A challenge that researchers face is that stakeholder interactions can be time and resource intensive. Despite these challenges stakeholder involvement is a valuable part of conducting a systematic review and the dissemination of evidence.

Promoting Occupational Skin Disease Awareness through Workplace Posters
Illia Tchernikov, Knowledge Broker, Research and Program Evaluation, Workplace Safety & Prevention Services & Kiran Kapoor, Manager, Research & Program Evaluation, Innovation & Knowledge Mobilization, Workplace Safety & Prevention Services

Two organizations in the vehicle sales and service sector were engaged to evaluate the impact of these knowledge mobilization tools on workplace practices and gauge employee response to the posters. The target groups were front line staff that have a higher risk of exposure to substances and occupational conditions that may induce contact dermatitis. Participants were asked to complete a questionnaire prior to and at the end of the project, and a 15 minute group follow up interview. In addition, on a bi-weekly basis, organization health and safety coordinators were asked to observe and record employee occupational health and safety practices using a 5 item guide developed for the project. This session presented a plain language summary of findings from the initial project, as well as the next phase of our work focused on development of a sector-specific occupational skin disease poster series that builds a pictorial prevention storyline.
Landscape Perspective: A Visual Engagement Exercise for Stakeholders
Linda Sukk, Senior Instructional Designer, Innovation & Knowledge Solutions, Workplace Safety & Prevention Services

In this exercise, participants were challenged to create a visual understanding of hazards in their particular sub-sector by drawing a “dwelling” and plotting rooms within the dwelling to describe how relevant hazards manifest in their experience. Participants were further challenged to complete the landscape by identifying foundational issues, external impacts as well as “what lives in the attic” – what’s not being discussed. With nine groups participating in the exercise, we engaged a cartoonist to bring their drawings to life which, in turn, allowed us to create a “community” – a visual understanding of our stakeholders and who we are, and can be, to them. The resulting mural has been used as an effective knowledge mobilization device with both staff and stakeholders -- communicating our present understanding, our opportunities for the future and as a means for beginning and continuing meaningful conversations.

Reflections from the Knowledge to Action Initiative: A Community-Based Approach of Knowledge Mobilization
Julie Chamberlain, Research Coordinator - Knowledge Exchange, Access Alliance, Multicultural Health & Community Services

In this presentation, the leaders of the Knowledge to Action Initiative discussed the methods, process, and implications of this community-based approach to knowledge mobilization. Presenters shared reflections on their training in knowledge mobilization skills including public education filmmaking, plain language writing, and workshop design, and on the collaborative development of effective messages and tools. We reflected on the challenges faced by participants and the community organization: navigating roles and power dynamics, setting priorities from a large body of research, and finding strategic opportunities in a challenging climate. The presentation showcased a short public education video along with print materials produced by the Knowledge to Action Initiative. It offered an opportunity for interactive discussion on knowledge mobilization in a community-based research context, the significance of a participatory approach, and its implications for research accessibility, relevance, and turning knowledge into action.
Competitive Intelligence: An Island of Structure in an Unstructured Ocean
Albert Simard, Knowledge Manager, Knowledge & Information Management Directorate, Defence Research & Development Canada

Social structures are a key aspect of knowledge management. Technology and systems will realize only a fraction of their potential value to an organization unless they are integrated within the social context. This presentation contrasted collaboration and negotiation as two examples of knowledge mobilization in which similar objectives are achieved through very different processes, determined by the level of trust among the participants.

Yaffle: Transformation through Expansion and the Semantic Web
Jennifer Adams Warburton, Manager, Operations and Strategic Projects, Harris Centre, Memorial University

Yaffle’s use and integration into the consciousness of the Memorial community continues to expand. However, this year, Yaffle is getting a face-lift, a functionality update, and will greatly extend its reach beyond the walls of Memorial. Leveraging the methodologies of the Semantic Web, Yaffle is currently developing new ontologies in collaboration with Cornell and Johns Hopkins to model university-community relationships for inclusion in the enhanced Yaffle. Shared instances of Yaffle are now being developed for the University of New Brunswick and the College of the North Atlantic. Additionally, Yaffle is being expanded to include new functionality for the Newfoundland and Labrador Knowledge Mobilization Network. This session provided an overview of the Yaffle tool, how it fits into the public engagement and brokering activities of the Harris Centre and Memorial, and provided an update on the Yaffle360 project.
Applying a quality improvement approach to mobilizing knowledge in COPD: developing and implementing a care bundle
Laura Lennox, Research Assistant, Medicine, Collaboration for Leadership in Applied Health Research & Care for Northwest London

COPD is the 2nd commonest cause of emergency admission in the UK and a common cause of re-admission with an average spend in London of £5000 per year per inpatient. Variations in care provision for acute exacerbation of COPD produce differential outcomes. Researchers, practitioners and patients worked collaboratively using the NIHR CLAHRC for Northwest London systematic approach to empower frontline care teams and patients to mobilize knowledge into practice. A literature search revealed 5 key care elements that patients admitted with acute exacerbation of COPD should receive prior to discharge from hospital. These were developed into a discharge care bundle. The development and pilot implementation was reported in Thorax as associated with reduced readmissions (Hopkinson et al, 2011). Over the next three years the care bundle was implemented in every hospital in Northwest London, and incentivized for implementation across London. Multidisciplinary teams and patients were empowered to engage scientifically and pragmatically with a range of QI tools to support the identification, development and iterative testing of theories of change. All participating hospitals achieved sustained increases in compliance from baseline. Hospitals using the COPD Bundle show greater compliance with standards than historical controls, and a greater reduction in readmissions.

Thinking outside the toolbox: A knowledge mobilization simulation
Nichelle Hubley, Communications Manager, Children and Youth in Challenging Contexts

The idea of a simulation was recommended by the Roméo Dallaire Child Soldiers Initiative, borrowed from a military context and applied to a social science setting. We brought together our network partners and asked them to role play how they would mobilize knowledge in various scenarios and to problem solve the challenges of mobilizing knowledge in different challenging contexts. This ‘no risk’ atmosphere allowed people to test out KMb ideas with all the key players involved, get feedback and explore challenges. The scenarios described in the presentation will be related to children and youth, however the focus of the presentation will be the concept of KMb simulation. The presentation showed attendees tools to help them replicate the event to plan successful KMb strategies in their own field or industry.
**From Theory to Improvement: A conceptual framework for delivering improvements in healthcare**

Cathy Howe, NIHR Knowledge Mobilisation Fellow, NIHR CLAHRC for Northwest London, UK

This presentation outlined a synthesis of wide-ranging literature and combined it with learning from a 5 year research and implementation programme being undertaken in the National Health Service in England. The presenter recognized the importance of spreading the ‘net’ wider than it is often thrown in considering literature from numerous academic fields relevant to knowledge mobilization. Evidence based medicine is clearly only one part of a comprehensive solution to delivering improvements in healthcare that needs to recognize that knowledge mobilization is a complex non-linear process. The presenter was keen to know if the values and principles outlined resonate with attendees’ practical experience of knowledge mobilization around the world. The conceptual framework is novel, but could also provide a basis for further work and research in practice: it’s designed to enhance delivery of changes not just explain the complexities. The presenter established herself as a leading figure in the science of improvement and the drive to close the second translational gap. Her interests lie in the development and utilization of evidence based implementation to embed evidence-based medicine and improve the quality of patient care and experience. She believe it is necessary to develop new ways of working, including trans-disciplinary academic partnerships and for academia and healthcare to develop synergistic relationships and take joint responsibility for delivering improvements in care.

**Mobilizing from Within: Using a Positive Community Norms approach to Engage Coworkers to Reduce Workplace Motor Vehicle Incidents**

Kiran Kapoor, Manager, Research & Program Evaluation, Innovation & Knowledge Mobilization, Workplace Safety & Prevention Services & Sandra Miller, Vice President Knowledge Mobilization & Innovation, Workplace Safety & Prevention Services

The first phase of this stakeholder-initiated research project, initiated in early 2012 surveyed workplaces to measure their positive norms regarding engaging bystanders in the workplace to reduce motor vehicle incidents. These findings validated a model predicting bystander engagement, and provided motivation to create a positive community norms toolkit -- key messages in the form of a presentation and skills posters personalized with workplace norms -- that will be used to bridge the gap between the actual and perceived norms and increase co-worker engagement to reduce the six risky driving behaviours. The evaluation of for its impact in the workplace will involve a pre and post-survey of employees and a selected sample of interviews with key leaders.
Soufleanning: Effective training for Small Enterprises in the Work Place
Norbert Steinhaus, International Project Coordinator, Bonn Science Shop

The participation of SMEs in training and qualification is below average. One of the reasons is that SMEs usually cannot afford to send their few staff to external seminars. Thus, a training concept for SMEs besides considering company’s requests also has to be tailored to the necessities of the staff that needs to be trained. Based on experiences in North-Rhine Westphalia, Germany, a European project initiated cooperative networks of SMEs, vocational training institutes and trainers. By means of workshops, conferences and a website with online-forum and best practice, funding possibilities and guidelines for the implementation of a SME oriented training concept was introduced and imparted to the relevant stakeholders in France, the Czech Republic, Italy and an additional region in Germany. The SMEs participating in the pilot trainings improved their cost effectiveness and operating results by updating and enhancing staff proficiency. Staff’s disposition to engage in further training and to continue VET was increased and the involved process trainers attaining additional professional and social competences. Given the success of the first two projects and the expressed interest of new partners from more countries the concept of transfer was again submitted for funding with new partners from Spain, Bulgaria and Greece.

Encoders of knowledge: the experience of an international research alliance in knowledge mobilization via online blogging
Nicole L. Vaugeois, BC Regional Innovation Chair, Department of Tourism, Vancouver Island University with Brianne Labute

Advances in technology have enabled knowledge creators to share research in a variety of new ways. Many of these enable researchers to expand their reach beyond traditional forms of dissemination such as conferences and academic journals. One type of new media, blogs, are becoming popular tools for individual researchers to link into public discourse by sharing information in real time and allowing commentary by followers. Some have suggested that more efforts to expand the use of multi author blogs (MAB) is needed. If multi author blogs are being encouraged, it might be important to understand the experience of researchers who are engaged in such initiatives. What are the attitudes of researchers towards blogging? How do they find their blogging experience? What type of knowledge is shared and generated in the blogosphere? The purpose of the study is to describe the experience of multiple partners involved in a five year research project as they learn to share their research via a multi author blog platform. This session will share the experience of MAB by research partners in the Protected Areas and Poverty Reduction Project. The results will inform other research partnerships on lessons with the intent of fine tuning it as a tool for enhanced international collaborative research projects.
What Did We Learn Yesterday?

At the beginning of the second day, Norbert Steinhaus, International Project Coordinator for the Bonn Science Shop presented a brief overview of the Bonn Science Shop and what he does to mobilize knowledge. Norbert then took the group through a discussion of what was learned during the first day.

Some key points that came up during discussion:

- Although a panel presentation looked at challenges and barriers to Knowledge Mobilization it was observed that in general those working in KMb are moving past these barriers and not dwelling on them as we move on to bigger questions where bigger challenges and barriers may still be waiting

- Despite doing KMb work in a diverse number of countries and sectors we are all generally doing the same thing in the way knowledge mobilization principles are being applied

- How far knowledge mobilization has evolved and grown over the past fifteen years

- Surprised at how private-sector organizations are drawing together a broader range of stakeholders and using knowledge mobilization techniques

- The Canadian Knowledge Mobilization Forum 2013 has been a place that has facilitated greater conversations between researchers and knowledge practitioners

- The ability to draw from a broader range of new network connections made by the diversity of sectors represented at the KMb Forum and bring it into the individual work we do

- Being able to connect with researchers and research that I wouldn’t normally be able to

- A shift in tone from five years ago when conversations about knowledge mobilization were focused on sharing but now the conversations are more about how to share well to create value, to be engaged and to be more resilient over time with a shift in the quality of conversations

- We have a better understanding of how to partner better and communicate better

- It helps to know that our individual organizations are not alone and that we are all struggling with the same things with the ability to create new network connections and re-energize our organizations as we continue on the knowledge mobilization journey
Morning Keynote Address
Daniele Zanotti, CEO, United Way York Region

“I Didn’t Know It Would End Like This. It Started With a Nail. Everything Needs To Be Anchored.”

Always a storyteller and charismatic speaker, Daniele Zanotti began his talk with a tale about growing up as an Italian kid and wanting to be just like another neighborhood kid, Charlie Macalusso who had three things that would make any Italian mother sweat with fear: #1) Charlie ate Kraft macaroni and cheese; #2) Charlie ate Kraft macaroni and cheese on the couch; and #3) Charlie Macalusso had a tree-house. After finally convincing his father – to the chagrin of his mother – Daniele got his tree-house but still couldn’t eat Kraft macaroni on the couch! Using this story as a backdrop with all the Italian stereotypes you can imagine, Daniele spoke about seeing a recent group of young offenders and at-risk youth building tree-houses as part of a rehabilitation campaign called The Tree Lounge sponsored by the United Way York Region. Daniele struck up a conversation with one teen named Mike and was brought into Mike’s tree-house where he was told that Mike never imagined his life would be turned around. Mike said, “I didn’t know it would end like this. It started with a nail” and he realized “everything needs to be anchored.”

“You really can’t start with a grand picture in mind. Start first with a nail and then you build the tree-house.”

Using these three key points to illustrate, Daniele went on to talk about the development of a relationship between United Way York Region and York University’s Knowledge Mobilization Unit. A series of small, tangible projects have gone on to be larger, unexpected and anchored projects with real strength investments and funding between the university embedded in the community and community embedded in the university, all starting with one conversation – the nail. Daniele asked the Forum participants to think about these three things when working in the community or with researchers using whatever knowledge their organization is mobilizing to engage in much more meaningful and collaborative ways.

“At some point in your KMb work you’ve got to dig in and be located in the community.”
Since graduating with a Masters in Social Work from University of Toronto in 1993, Daniele Zanotti has successfully combined creativity, passion and action across a number of senior positions in the charitable sector.

From Rexdale Community Health Centre to the Region of York’s Community Services and Housing Department to CEO roles at Family Day Care Services, Villa Charities Foundation and Safe Communities Foundation Canada, he inspires and drives change. Daniele has been CEO of United Way of York Region since March 2007, and was recently a featured speaker at one of the independently organized TEDx talks where he presented about the importance of developing and sustaining the value of care in community building.
Employees Participating in Change (EPIC) Program – Connecting Research and Practice in the Public Services Sector

Derek Morgan, Regional Consultant, Prevention Services, Public Services Health & Safety Association

The Employees Participating in Change (EPIC) program is built on a transfer of knowledge model that uses a participatory approach to health and safety. The participatory approach seeks to impart upon an organization necessary health and safety skill sets but also utilizes the current knowledge and expertise from within. Using this approach, the EPIC program enables organizations to systematically assess and control MSD and STF while also fostering a culture of safety in the workplace. Benefits of EPIC include frontline staff engagement and the potential to advance an organizational culture of safety. To promote the permanence of such findings in the workplace, the PSHSA has recently incorporated into the EPIC program findings from Fixsen’s Implementation Science. Through the incorporation of the Implementation Science literature, EPIC now offers a sustainable/robust infrastructure as well as clear processes to support and monitor the implementation of the participatory intervention.

Translating Cancer Prevention Resources for Maximum Impact: A Case Study on Prioritizing Knowledge Users

Alison Palmer, Director of Knowledge Translation, Department of Health Sciences, CAREX Canada, Simon Fraser University

One year ago, the CAREX Canada project transitioned from a research endeavor into a knowledge translation effort looking to raise the profile of exposures to carcinogens in workplace and community environments. With our various resources and tools in hand, we assembled a KT advisory committee and prepared a plan focusing on knowledge uptake among practice, policy and research specialists. With the guidance of our committee, we conducted extensive research on potential knowledge users and developed an expanded stakeholder map. What’s unique about this stakeholder map is that it contains various filters including authority in cancer prevention, readiness to act, and influence on other groups. We also noted whether we had previous connections with these various knowledge users, as well as what carcinogens they might be interested in and what CAREX resources and tools could be relevant to their work. This more detailed map and its filters allowed us to devise several prioritization schemes, which we evaluated based on the desired outcome of our KT activities – setting the agenda for cancer prevention practice and policy in Canada.
The Next Generation’s Challenge in Studying KM in Theory & Practice
Jennifer White, Student, Master of Information, iSchool Faculty of Information, University of Toronto

In graduate school knowledge management is focused on learning about the different methods or tools used in organizations to ensure knowledge is disseminated to the appropriate individuals. When in the workplace, knowledge dissemination is completed in a variety of ways by professionals with expertise in specific content areas. Knowledge mobilization (KMb) requires sharing and dissemination of information in a reciprocated method among colleagues in any discipline. Within graduate information based programs a better understanding of what is required for entering the workforce in a KMb role is important, and requires closing the gap between theory and practice, and increasing KMb course content. Through the presentation of experiences in various KMb roles, this session discussed changes that can be made within a professional information program to include KMb that will lead the next generation of KMb practitioners to a greater understanding of what it means in practice.

What is Private and What is Public: Creating a Non-Profit Institute as Spinoff Company
Peter Levesque, President, Institute for Knowledge Mobilization

Knowledge Mobilization was first introduced to Canada by the Social Sciences and Humanities Research Council of Canada in 1999 as a primary objective of the Community-University Research Alliance (CURA) program. Early efforts consisted mainly of moving co-produced research into practice contexts. As interest grew, other research outputs gradually became part of dedicated knowledge mobilization efforts. The author was directly involved in these efforts from 1999-2005, until he was recruited to develop knowledge transfer strategy at a new Centre of Excellence. In 2007, he launched one of Canada’s first consulting and training companies dedicated to KMb – Knowledge Mobilization Works. At the start of 2013, he launched the Institute for Knowledge Mobilization following the success of the first Canadian Knowledge Mobilization Forum. This new spinoff company is a non-profit entity that will work to produce intellectual property in the public domain. This presentation was a discussion of the limits of private and public boundaries with regard to KMb.
Evidence synthesis and dissemination
Emma Irvin, Director, Research Operation, Institute for Work & Health

The presentation provided an overview of the SR process and how stakeholder engagement has influenced our knowledge mobilization. The process and methodological framework used for all of the reviews within the SRP includes: question development, relevance review, quality assessment, data extraction, and synthesis. Stakeholders are involved in some or all steps depending on the review. In particular, stakeholders are regularly involved in the development and dissemination of messages from the individual reviews. As a result of basing our reviews on a common methodological framework, we have been able to identify a number of convergent messages from the series of reviews conducted by the program to date. From these convergent messages we have developed guideline statements in the field of work and health and a series of products useful to a variety of key stakeholders.

Health and Work Productivity Web-Portal: Mobilizing Knowledge to Action
Douglas Kube, Director, Board of Directors, Canadian Institute for Relief of Pain & Disability

The Health and Work Productivity Web-Portal (HWP) was created to: (i) help stakeholders expand their knowledge-base to inform decision-making within their organization, (ii) facilitate the creation of “communities of practice” to support organizational change, (iii) support curriculum renewal (academic, health sciences, business, professional, front-line) and (iv) better evaluate processes underpinning knowledge mobilization. A unique feature of the portal is that each target audience has their own homepage i.e. business and labour, human resource professionals, occupational health and safety professionals, health professionals and public. The presentation focused on its five year’s journey from needs assessment, theoretical framework, academic and community partnership planning, technical development, pilot-testing and current status.
Moving to Action with Inclusion Research

Christina Lessels, Research and Communications Coordinator, Ontario Women’s Health Network

This presentation focused on a project being carried out by OWHN in partnership with Cancer Care Ontario with funding from the Canadian Breast Cancer Foundation-Ontario Region to understand the barriers and facilitators to breast screening and to learn about effective ways of offering screening information and services. Peer-led focus groups were held in three Ontario communities with 74 women aged 50 to 69 who have either never had a mammogram or have not had one in two years. The project recommendations and companion Breast Screening Inclusion Strategy identify ways to improve breast screening information, promotion and service delivery, while reducing barriers to accessibility. Through the lens of this project, the presentation showed how to: 1) Engage participants around the principles and processes of Inclusion Research; 2) Address the benefits and challenges associated with conducting CBR; 3) Highlight the project findings and recommendations; 4) Discuss the project’s innovative knowledge translation activities.

Knowledge Mobilization through Film in Indigenous Communities

Amanda Lino, Student, Natural Resource Management, Lakehead University

A framework for assessing the effectiveness of Indigenous films has been created, to gauge the successfulness of its ability to capture and disseminate information onto its audiences. This has been achieved through the examination of a case study that employed film as the medium of capturing local knowledge within two Indigenous communities in Northern Ontario. This is further supported by a discussion on the integration of film in the classroom, which provides students with an alternative learning discourse that engages western and indigenous learning paradigms into one. In essence, advocating that film not only increase retention rates of information but allows local knowledge to be access on a greater scale. The challenges that were discussed surround community and research partnerships as well as the execution of filming within Indigenous communities (guidance, ability, direction and roles).
Developing a following through e-newsletters, video and sticky messages: lessons we’ve learned in the past five years

Fleur Macqueen Smith, Knowledge Transfer Manager, Healthy Children Research Team, SK Population Health & Evaluation Research Unit

Early childhood is an area where policy is particularly fragmented or lacking altogether, which has health and wellbeing consequences for all Canadians as child development is a social determinant of health. In 2007, a small group of researchers and decision-makers launched kidSKAN, the Saskatchewan Knowledge to Action Network for early childhood development, to facilitate networking and knowledge sharing, developing opportunities for collaborative research, and encourage policy and practice change. We brought stakeholders together in a geographically large, fragmented landscape; we hosted in-person events across the province, and shared knowledge online through our web community, www.kidskan.ca. Activities include: 1) regular reporting and analysis on our blog 2) posting research reports, summaries and fact sheets that can be read or printed from our site or downloaded; 3) publishing email newsletters weblinks 4) monitoring newsletter clicks and Google analytics.

Trying to implement K*: a “best practices” study and the Canadian Federal Government

Paul McDowall, Senior Knowledge and Change Management Consultant, Know How Works Consulting

Many organizations have tried to implement K* in one form or another over the last 15-20 years but unfortunately, too often without much real value from the effort. Awareness of and attention to the critical success factors for best practices are often unknown, misinterpreted or worse, ignored completely. This presentation provided a summary of the findings from an extensive ‘best practice’ research study, complemented by real examples from the federal government’s attempts at K* since the mid-1990s. It focused on the critical success factors determined for the ‘best practices’.
A Theory of Change for Knowledge Mobilization
Anne Middleton, Research Assistant, Health, Science, Technology and Policy MSc, Community First: Impact for Community Engagement & Elizabeth Whitmore, Professor Emerita, School of Social Work, Carleton University

This presentation will look at the role of Geri Briggs and her partner Anne Middleton in a SSHRC Partnership Grant titled, “Community First: Impacts of Community Engagement”. The speakers will discuss the Theory of Change for Knowledge Mobilization and the use of Theory of Change considering the Opportunities, Pitfalls, and Additional Ideas to help guide implementation of Theory of Change as a tool to mediate community campus collaborations.

How do quality improvement (QI) tools and methods contribute to healthcare improvement?
Cathy Howe, NIHR Knowledge Mobilisation Fellow, NIHR CLAHRC for Northwest London, UK

Many QI tools were developed in industry and the evidence in healthcare settings is less well described. Despite this many improvement programs utilize quality improvement (QI) tools and methods. The National Institute for Health Research Collaborations for Leadership in Applied Health Research & Care for Northwest London (CLAHRC NWL) in England has identified 4 values and 12 associated principles needed to create a context conducive to improvement in healthcare. This study sought to identify the contribution QI tools can make. Literature review was combined with participant observation of the use of 11 selected QI tools in practice in twenty 18 month projects. All 11 QI tools make both technical and social contributions to delivery of healthcare improvements. No tool significantly contributes to all 12 principles. Variation exists in how tools are used and some are considered difficult to use in practice. This overview demonstrated the complexity of social and technical functions improvement teams need to be able to successfully achieve healthcare improvements.
Development over Time of Literacy in Children Living in Low-income Homes: Implications for Knowledge Mobilization
Lily Dyson, Professor, Education, University of Victoria

This report focused on the vocabulary skill of children living in low-income homes. Based on a standardized child literacy scale and family and teachers’ scales, the following results were found:

The groups of children had significantly different initial vocabulary scores with the low-income group scoring lower than the middle-high income group. This trend continued over 3 years. These findings were presented.

New Tools and Rules for Research: Knowledge Mobilization Initiatives Using Social Media
Gary Myers, Community-Based Digital Researcher & Writer, Kmbeing.com

Most people know about Twitter and writing blogs or have a basic understanding of social media, but many are still not aware of how social media tools can be used as part of a knowledge mobilization strategy. This presentation was designed to provide a brief introduction to the use of social media by providing tips and guidance. The presentation covered the following:

- An overview of social media tools
- The relevance and use of social media for knowledge mobilization
- The role of social media for knowledge mobilization in university and community-based research
- Tips for using social media for broader knowledge mobilization engagement
- Benefits that can result from using social media for academic and community research
Who says KT has to be so complicated? A practical, simpler process for translating evidence into practice for public health practitioners  
Anneliese Poetz, Project Manager, International Centre for Infectious Diseases

The first step in KT is to engage public health practitioners to determine their needs for evidence-informed tools. The second step is to design products/tools using an iterative process characterized by a combination of scientific evidence synthesis and ongoing exchange with our stakeholders. After the final product is developed and launched, (in the third step) stakeholders are consulted for evaluation of its usefulness in practice and the process begins again. Two examples of tools developed by NCCID were used to illustrate this process. The first is a checklist for outreach program planning and evaluation. The second is a website for assisting practitioners in the development of indicators for outreach program planning and evaluation. This presentation described the practicalities and simplicity of this process for these KT activities.

Improving knowledge exchange through dialogue with influential knowledge users  
Ron Saunders, Director, Knowledge Transfer and Exchange, Institute for Work & Health

We are engaging “influential knowledge users” in strategic discussions about ways to improve knowledge exchange. Influential knowledge users (IKUs) are non-academic stakeholders who value work and health research, actively promote the use of evidence to inform policy and/or practice in their or other organizations, and are able to influence policy and/or practice. Our initial meetings are focusing on individuals with these characteristics with whom we have strong existing relationships. Organizations where IKUs are situated include health and safety associations, government ministries or agencies, large employers or employer associations, unions or union umbrella organizations, injured worker groups, and professional organization/associations/networks. The presentation included a brief overview of the approach to KTE at IWH, an outline of the IKU concept and the purpose of the IKU initiative, and key outcomes of the IKU meetings, including new KTE strategies to foster collaboration among researchers and knowledge users.
David Phipps, moderator for the panel, started by asking the question, “how can we start networking the networks?” David pointed out that all of us belong to networks but cannot realistically belong to all of them. So how can we make connections from our networks to other networks and how do we identify boundary spanners who may link us to other networks? David further asked the group to start thinking about what tools do each of us need to start to benefit from other networks and how can we best use our time in one network while connecting with other networks?
Daryl Rock began the panel session by talking about his experiences of creating, funding and managing networks for more than two decades. Daryl spoke about two particular networks that he’s been involved with; The Rick Hanson Institute and the now discontinued Canadian Council on Learning framing his discussion by contrasting the success and failure of the two networks. He highlighted four key lessons learned from these two network projects: #1) every organization comes to the network with their own agendas; #2) respect the positions that each organization comes from; #3) take the time to develop a common culture, including language and terminology among all stakeholders; and #4) when you launch a network establish one or two concrete activities focusing on one or two concrete problems – don’t try to be “all things to all people”. Daryl concluded with a quote for the group to reflect on: Trust and respect can only be earned.

Norbert Steinhaus spoke about the Living Knowledge Network as a Science Shop network established in 2000. Norbert informed the group that the Living Knowledge network is an open network that invites anyone to join in participatory research by signing a discussion list offered on their website. He mentioned that there are approximately 60 Science Shops located around the world offering services such as information exchange, dissemination of research results, mentoring and training, and research cooperation between individual Science Shops in the network. Norbert pointed out one of the difficulties with such an open network is when the brunt of activity is taken on by a select number of individuals who may be more active on the network which has caused others to step back and let the work be done by those who have stepped up. He talked about how the history of the Science Shops in Germany were originally structured by being registered as an official organization with members overseen by a Board of Directors. Norbert told the group that this previous structure created an overly dependent membership to rely on the Board to do most of the work. Norbert ended his comments by suggesting that a more open network of Science Shops without a governing body provides greater networking and equitable work throughout the system.

Diana Royce started her panel discussion by stating that over 50 percent of Canadians are either directly or indirectly affected by allergic disease whether it’s allergies, asthma or anaphylaxis. She also mentioned that allergic disease is a more critical problem in industrial and developed countries but as more and more developing countries become more industrialized the number of cases of allergic disease is continuing to increase worldwide. Diana told the group that the AllerGen network is a national and international platform consisting of 242 organizations with research teams made up of students and investigators in seven Canadian provinces and ten countries from around the world who have created approximately 1700 publications over the past eight years. Diana also mentioned that AllerGen has hosted over 90 knowledge translation events such as workshops or meetings. She pointed out the successful AllerGen partnering with other Networks of Centres of Excellence (NCEs) as well as with business development partners such as MaRS along with angel investors and venture capital investors. She said that mentorship and partnering within and with other networks is crucial to accelerating research and research use. Diana concluded her panel section by stating that the key thing to building a network is to make sure that you are aware and consciously seeking the answers to “who knows who, who knows what, and who knows who knows what” to accelerate your ability to connect people.

Katrina Hitchman stated that the Canadian Water Network (CWN) was created in 2001 as one of Canada’s Networks of Centres of Excellence with a mandate to build a national research network to address complex water management
challenges. Katrina said that from 2001 to 2008 CWN was focused on building a national network of multidisciplinary and multi-institutional researchers. By 2008 CWN successfully created a network of over 260 researchers and more than 350 partners across Canada. Katrina pointed out that although CWN was successful in creating a network, it was developed with more of a research push rather than an end-user user pull strategy. She told the group that in 2008 CWN began to shift their focus towards building a network of end-users by creating groups of end-user consortia. Katrina described the consortia’s role as convening decision makers at all levels of government and industry to share in the decision process. She stated the consortia provides feedback on the challenges being faced and the knowledge that needs to be addressed. Through consultations key areas were identified to move forward that would have the greatest impact for the greatest number of consortia participants. Katrina stated that researchers were then called upon to address those challenges and what additional knowledge may be required to further address the challenges. Katrina points out that the success of the network has been bringing together researchers and end-users face-to-face where researchers present preliminary results while also encouraging researchers to further incorporate feedback from end-users into the research process as well as asking researchers to develop end-user oriented reports to ensure research findings are communicated in an accessible manner. Katrina stated one of the challenges that CWN is facing is that knowledge mobilization (KMb) is not always valued and understood within the research community and CWN continues to encourage researchers to participate more using KMb within their research process. Katrina concluded by speaking about the success of establishing
six regional watershed research consortia between 2010 and 2012 with the goal of supporting local watersheds but the continuing challenge of having them learn to speak the same language and the difficulty of not operating within the same time scales.

Alex Bielak began his panel section by providing information about an international K* (K-Star) Conference in 2012 that surveyed participants about the knowledge work they did using various terms such as knowledge mobilization, knowledge translation, knowledge brokering, knowledge adoption and knowledge transfer and exchange. Alex described the K* strategy as a collective term to describe a set of knowledge functions, processes and various interfaces between practice and policy. Alex mentioned being co-author of a K*Concept Paper stemming from the K* Conference. He pointed out case studies discussed at the K* Conference citing the roles of York University’s Knowledge Mobilization Unit and OMAFRA in creating opportunities for knowledge brokering along with other Communities of Practice to highlight the question, Is there a need for increased connectivity for a network of networks? Alex stated that a key conclusion of the K* Conference is that there is a need for such a network of networks to avoid duplication and an opportunity to learn from the successes and failures of other networks. Alex suggested that barriers to such a network of networks is still the lack of time due to individual busy-ness with each network, differing interests among networks, people changing jobs or retiring within networks as well as losing interest or focus. Alex concluded by asking the group to think about where they fit on the knowledge spectrum of networks and what they think they can do to overcome the barriers he mentioned.
Robyn Robertson began her keynote address by stating that the Traffic Injury Research Foundation (TIRF) began by doing things a little backwards…TIRF started doing knowledge mobilization first which then lead to developing a model rather than beginning with a model that lead to developing a knowledge mobilization strategy. TIRF has been in operation for 50 years an independent road safety research institute and is a registered charity governed by an international Board of Directors with no central source of funding. All funding is raised each year by the Traffic Injury Research Foundation itself with 60 percent of funding from governments around the world and 40 percent from industry and other associations. Robyn talked about a framework used in road safety research called Haddon’s Matrix that describes three components in every road crash: the driver or road-user, the vehicle, and the road environment. She states that the vast majority of road injuries are preventable with more than 80 percent of road crashes resulting from driver error. Robyn says the research focus of TIRF is to measure and monitor the trends and characteristics of road crashes to maintain a national road crash fatality database along with program and policy development such as graduated driver licensing. Robyn stated that the most important thing TIRF does is knowledge transfer as part of the Foundation’s core business. She told the group that if nothing is done to reduce traffic accidents by 2030 these incidents will be the leading cause of death worldwide – making knowledge transfer even more important. Robyn says TIRF is heavily involved in road safety events and educational activities that include a variety of stakeholders from government and industry as well as bringing together researchers and practitioners as part of a knowledge mobilization strategy to share perspectives. A final point Robyn made to the group is the importance of connecting with a wide range of associations through developing networks and using tools like social media to allow these associations to participate in providing a large part of the knowledge transfer that needs to be done with the resources already being used by these associations.

“Turning tacit knowledge into explicit knowledge is something we at TIRF focus on.”
Robyn Robertson is President and CEO of the Traffic Injury Research Foundation (TIRF), a charitable, independent road safety institute. TIRF is a world leader in research, safety programs, and policy development. Robyn first joined TIRF as a Research Assistant in 1999. She was promoted to increasingly senior positions as a result of her strong work attitude and her unrelenting efforts to advance the field of traffic safety. In 2006, Robyn was appointed President and CEO by the Board of Directors of TIRF. As a knowledge broker, Robyn has negotiated strong working relationships with a range of professional organizations to engage them in research initiatives. She is skilled at communicating technical information to diverse audiences and has authored several educational primers for justice professionals. As a researcher, she is experienced with the development of methodologies and survey instruments, and the collection of quantitative and qualitative data. She has also organized and conducted many national surveys, focus-groups and in-depth interviews, and has hosted national and international conferences.
Student Awards for Poster Presentations

The Canadian Knowledge Transfer and Exchange Community of Practice (KTECoP) generously refereed and donated three awards to students for their poster presentations. The three winners were awarded $100, $250 and $500 dollars by Forum Chair, David Phipps.

The students were:

Third Prize Hilary Martin
Second Prize Rachel Hirsch

First Prize Sarah Munro
The final session of the Canadian Knowledge Mobilization Forum 2013 was a combination of part networking game and part group presentation about connecting across sectors. All participants were asked to move to one of four divided sections of the main conference room to talk about their own knowledge, experiences, interests or connections to one of the following categories pertaining to knowledge mobilization:

1. Skills Building/Training
2. Social Media
3. International
4. Evaluation

Each section had a row of chairs closely facing each other for each participant to sit across from another participant. Each participant was given one minute to talk individually about all they know about their section category and then each pair was given another minute to discuss as it pertains to knowledge mobilization and then move on to a new participant sitting across from them, for a total of three minutes each. Once all of these KMb Kwicky Konnections were made, each section group shared some of the key points that came up in the quick conversations and discussed them further in each group. Each section had the opportunity to write down these key points on a flip chart which was then presented to the entire group as a way of connecting across sectors for participants from each section.

The following are some of the key points discussed:
Skills Building/Training:

• The importance of communications training, not just theoretical communications learned as part of a university degree program, but being able to actually learn to speak and communicate better. It was noted that this type of communications training is often a set of skills that are not always immediately valued in academic environments when thinking about making connections outside of the university.

• This group talked about Stephen Pinker, a Canadian-born experimental psychologist, linguist, Harvard professor and author, and his connection to the use of jargon to negotiate meanings. The group suggested the importance of “detoxing” with skills building and training to learn to avoid overuse of your own organization’s jargon with ideas like more use of visualization tools or clear-language writing principles.

• Focusing further on clear-language, the group emphasized the importance of giving individuals within your organization “the permission” to use clear-language within their work to overcome the authoritarian idea that “in order to be respected” one must write in high-falutent language.

• Skills building and training are not just about writing or visualizing – it’s also about engaging in dialogue and the importance of developing better listening skills to facilitate dialogue across sectors.

• A final point asked the question, “How do we engage people in a worldlier manner to encourage and train people to do research and share this research in a more worldly or global way?”

Social Media:

• This section group discussed the use of different and more common social media tools like Twitter and LinkedIn, but also how they learned about a new social media tool called Scoopit – a curation site to gather all the things of personal interest from the web in one place to put them in a magazine format for easy viewing and sharing by feeding them through other social networks or blogs.

• The ability to use social media for engagement and networking to create online Communities of Practice.

• There was a recognition of the diversity of skills and interests in using social media and the teaching possibilities of learning how to use social media to connect researchers.

• The group also pointed out how a younger social-media savvy generation also seems to be losing face-to-face, in-person social skills.

• Using social media as part of a research design to recruit participants, collaborate with other researchers and share research findings.
International:

- This group focused their discussion on the barriers and opportunities for knowledge mobilization and how to overcome the “fractal environments” that exist.

- This group came to the conclusion that the barriers and opportunities that exist for knowledge mobilization and networking at the international level are identical to those barriers and opportunities experienced at the national local, regional, cross-sectoral and cross-disciplinary levels.

- The group pointed out that barriers can be chances for opportunities and opportunities a way to bridge gaps that exist.

- Each country has its own problems with different data, different processes, different environments, different sources of funding and different power structures along with language barriers, time differences and cultural barriers.

- Knowledge from different contexts exposes us to different ideas that we may never have experienced before which creates further opportunities for knowledge.

- Taking a local/global focus helps us recognize that what may work locally can be applied globally in the same way or adapted internationally.

- Messages for international networking (borrowed from Nike) “just do it!” and “keep an open mind”.

- Different perspectives can lead to dialogue and collaboration with “listening and then acting” as a very important part of this process to create “safe spaces” for open dialogue.

Evaluation:

- The group found that issues surrounding how to evaluate knowledge mobilization activities were common among group members.

- The group mentioned the importance of bringing additional partners to the table and drawing from diverse sources of expertise to assist in the evaluation process.

- Some effective evaluation tools suggested are social networking analysis, policy network analysis, the use of both quantitative and qualitative methods as well as understanding the theory of change.

- Advocacy work with funders to incorporate the importance of evaluation as part of the budgeting process.

- Sometimes outcomes are too broad – “how do we actually measure impact and know we were actually part of the outcome” when there are many partners involved.

- Understanding that not all research partners are open to or interested in learning about their impact and the importance of trying to change this.
Closing Remarks

Peter Levesque, President, Institute for Knowledge Mobilization

In his closing remarks, Peter Levesque thanks the Chair, Dr. David Phipps and congratulated the participants for the success of the 2013 Canadian Knowledge Mobilization Forum. He was excited by how people were pushing the envelope and shared some of the great ideas proposed by participants for next year’s Forum in Saskatoon, Saskatchewan, in Montreal in 2015 as well as creative ideas for the events in 2016 and 2017.

Peter told the group that while understanding the content and process of knowledge mobilization is important and growing there is a emerging “feeling” about why this work is important and why sharing our work is crucial. Peter went on to say that “we talk about evidence but as human beings we are also making decisions and sharing knowledge as an emotional response.” Peter talked about how “we need to realize that not only is the evidence important but it needs to feel that it’s the right thing within our organizations and that people understand why - in their gut - that the evidence will make the world a better place.”

With heartfelt emotion Peter thanked all the Forum participants for their contributions to the success of the event. He concluded by saying it’s a real pleasure to work with such a diverse group of individuals from a variety of sectors who have shared their work and interests in knowledge mobilization as well as the future work to be shared when participants will come back together again for future Canadian Knowledge Mobilization Forums.
Come join us for future Canadian Knowledge Mobilization Forums

9-10 June 2014  Saskatoon
June 2015  Montreal
June 2016  Toronto
June 2017  Ottawa (Canada’s 150th)
June 2018  Calgary
June 2019  Halifax
June 2020  Vancouver

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