CANADIAN KNOWLEDGE MOBILIZATION FORUM

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BACKGROUND AND INTRODUCTION

The third annual Canadian Knowledge Mobilization Forum was held June 9th and 10th 2014 in Saskatoon, Saskatchewan. Located in the heart of central Canada, Saskatoon hosted almost 100 attendees to an interdisciplinary conference that provided learning and professional development experiences for practitioners, researchers, students, administrators, thought leaders, and others engaged in the art and science of knowledge mobilization (KMb) from across the country, the U.S., the United Kingdom and as far away as Liberia, Africa.

Forum participants were once again welcomed by President of the Institute for Knowledge Mobilization, Peter Norman Levesque and the 2014 Forum Chair, Colleen Christensen, Industrial Technology Advisor from the National Research Council.

The 95 attendees came from a mix of sectors including health, academia, children & youth services, workplace safety, environment, addictions & mental health, education, disability services, business, agriculture and childhood development.

The Canadian Knowledge Mobilization Forum was founded in 2012 by Knowledge Mobilization Works to support a growing international community in knowledge mobilization. The success of the inaugural event and input from a broad range of people led to the creation and crowd funding of the non-profit Institute for Knowledge Mobilization – which is now the host and organizer of the Forum.

The 2013 Canadian Knowledge Mobilization Forum (June 3 & 4 in Mississauga, Ontario, Canada) continued to build on the conversation started in Ottawa during the 2012 event, and the successful 2014 KMb Forum sustained the history of co-construction of meaning and shared understanding by focusing on social and economic innovations. Each year the Canadian Knowledge Mobilization Forum provides a wide-range of attendees an opportunity to create better practice; better policy and supports; more effective monitoring and evaluation systems; enhanced training processes; improved employment and job classification policies; more efficient implementation procedures; and further innovation - all with an ultimate goal of greater value.
for society. The Forum is organized as an opportunity to share knowledge and push the current boundaries of what we do as KMb professionals. This event provides access to some of the best minds and most creative practitioners in the field with the ongoing success of the Canadian Knowledge Mobilization Forum year after year.

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.
Some people asked, “Why hold this Canadian Knowledge Mobilization Forum in Saskatoon, Saskatchewan?” The theme of this event is about innovation, about putting research to work, about social and economic innovation. Saskatchewan – and Saskatoon – is really about innovation. Innovation Park in Saskatoon is one of North America’s most successful university-related science and technology parks. Saskatchewan is the province that gave us part of our Canadian identity with national healthcare. In 1947, Tommy Douglas introduced the first provincial hospital insurance program in Canada, which took twenty-years later for the rest of the provinces and Canada to pick up and turn into Medicare. For any of you who travel the world, you know that health insurance can be a contentious issue in many places. Canada’s healthcare insurance program came out of this place – Saskatoon – in the province of Saskatchewan.

So we’re here in Saskatoon to talk about how to put research to work. How do we learn about the social and economic innovations that emerge from this work? We are also here to grow the Canadian and International knowledge mobilization community. The Knowledge Mobilization Forum is a place where you’re going to meet people that you almost never meet on a daily basis but who are really doing the same kinds of work – and that’s part of what’s so exciting.

Things that we’ve heard at the Canadian Knowledge Mobilization Forum in Ottawa in 2012 and Mississauga last year in 2013 is “Oh, my gosh…that’s a great idea…we could use that in our organization. Could we talk about how you’re doing that to adapt it
in our organization?” And that’s a big chunk of what we’re trying to do here at the Forum.

This is really a community of practitioners with diverse interests, but we all have lots in common. We believe in using evidence to make better decisions. We care about the communities that we live in. We believe that we can improve our collective well-being by learning what works and applying it in our communities. We talk about it - and then work on putting it into practice.

We believe that knowledge mobilization makes the world a better place. That’s why I do my work, and I’ve talked to so many of you who say that’s why you do your knowledge mobilization work as well.

I want to thank all of you for attending, and I know that some of you have travelled really far – from London U.K. and…we welcome someone who wins the prize for the longest distance travelled to attend the Forum from Liberia, Africa.

There are so many people who are so enthusiastic about the Canadian Knowledge Mobilization Forum. We started at the beginning of the planning process by asking, “Who wants to be on the planning committee?” Well that takes some guts to say “I’m going to work with Peter Levesque on the planning committee!” So I want to thank Colleen Christensen who is this year’s Chair; Amanda Clarke, Cathy Howe, Fleur McQueen Smith, David Phipps, Christine Provvidenza, Ashley Townley, Rick Riopelle, Bonnie Zink and our Executive Assistant Gary Myers.

I also want to thank our sponsors. The Canadian Knowledge Mobilization Forum would not happen without our sponsors. We have a broad range of sponsors this year:

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How is that for a diversity of people coming together to bring this event together! Again, thank you! We really couldn’t have done it without you.

I want to also say thank you again to all of you for attending and I want you to enjoy yourselves- have a great time meeting people. We have some great break out presentation sessions.

I am now going to hand it over to the capable hands of this year’s Chair, Colleen Christensen, who is an Industrial Technology Advisor from the National Research Council who works with entrepreneurs, innovators and researchers on how to develop our knowledge and turn it into social and economic value. Please help me welcome Colleen Christensen as your Chair for the 2014 Canadian Knowledge Mobilization Forum.
Peter Levesque
President of the Institute for Knowledge Mobilization.

Based in Ottawa, Canada, Peter has 20 years of experience working with governments, research institutes, and professional associations on issues of knowledge mobilization, including exchange, management, social media, transfer and translation.

His career has included serving as Deputy-Director of Knowledge Products and Mobilization at the Social Sciences and Humanities Research Council of Canada, as Knowledge Exchange Specialist at the Centre of Excellence for Child and Youth Mental Health at the Children’s Hospital of Eastern Ontario, and as Chair of KMb at Ontario Neurotrauma Foundation. His early career included success as an entrepreneur and community developer. Peter is an experienced speaker, facilitator, and writer on knowledge mobilization, education, innovation, community and other complex social issues.

He holds a diploma in Pure and Applied Sciences from Heritage College, an Honours BSocSc in Sociology with studies in Biochemistry, a MA in Sociology, and PhD studies in Population Health from the University of Ottawa. It has been his pleasure to have received professional development certificates from: the Centre for Evidence-based Medicine at the University of Oxford; the University of Seville; the Canada School of the Public Service; and other colleges and institutes in Canada, the United States, and the United Kingdom.

Peter is a member of the Board for Curriculum Services Canada, MyClassNeeds Foundation, the SERENE-RISC Network Centre of Excellence, and the Intelligent Compassion Society. He is an advisor to the Canadian Network for the Prevention of Elder Abuse. He is a Fellow at the British Columbia Law Institute at the University of British Columbia. He is an Associate Practitioner of Social Innovation at SIG at the University of Waterloo. He is a scholar at the Monieson Centre at the Business School at Queen’s University at Kingston. Peter lectures at the Centre for Continuing Education at the University of Ottawa.

Other affiliations include the management committee of the Ontario Knowledge Transfer and Exchange Community of Practice, an advisor to: DIALOG network at the INRS in Montreal, Conversation Works, and reviewer for the journal CES4Health.

Colleen Christensen
Chair of the 2014 Canadian Knowledge Mobilization Forum, PhD - National Research Council Industrial Technology Advisor, Saskatoon, Saskatchewan, Canada.

Colleen Christensen graduated from the University of Saskatchewan with a BSc in 1991 and a PhD in 1998. Colleen has extensive experience at the nexus of science and industry creating value from science. Prior to working at the Feeds Innovation Institute, she worked in business development and commercialization at the Canadian Light Source and the Saskatoon Health Region, and managed a University of Saskatchewan veterinary biotechnology spin-off company. As the Executive Director of the Feeds Innovation Institute, Colleen connects the feed industry with academia, facilitating the local benefits of the feeds innovation value chain. Feeds Innovation Institute has been the Network Administrative Lead for the Feed Opportunities Biofuels Industries and the developer of the Western Canadian Feed Innovation Network. To give back to the community, Colleen belongs to a number of Boards including the Saskatoon Regional Health Authority and two industry not-for-profit corporations.
Welcome by the Chair

Colleen Christensen
Industrial Technology Advisor, National Research Council

Thank you Peter. Thanks for inviting me to be here. It’s very much an honour and I’m very excited about the next two days and the work we are going to be doing here at the Forum.

I want to thank the organizing committee for all of the work you’ve done to bring things together for this Forum, and thank the sponsors. I would also like to recognize that today we are meeting here on the lands of the First Nations of Treaty Six.

We have almost 100 people at this year’s Canadian Knowledge Mobilization Forum and the theme this year is putting research to work – economic and social innovation. There’s a lot to that. And all of you know that. You wouldn’t be here if you didn’t know how important it is and that there’s tremendous value in mobilizing knowledge from academia and from the world around us.

I have been a knowledge broker for about 15 years, and I am an intuitive knowledge broker. In all the work I’ve done, I’ve tried to connect people and I always try to look forward to see how we can grow something out of our knowledge. I hope as we build this Forum together, each of us are building more skills, making knowledge connections, and getting better and better at doing it.

When I went to grad school the big push was to publish. So, my supervisor and all of my committee members would say, “Colleen, the experiment is not done until you publish.” Over the past 15 years since I defended my dissertation we now see a change in thinking about how important it is to move beyond just publishing and getting our knowledge out, exchanged with, and engaged with real people – the general public.

I hope that over the next two days everyone will learn from each other and I hope that you will also take time to reflect. You’re sure to become really exhausted because we’re going to be learning a lot over the next two days. So, I think one of the most important things you can do is relax and have fun and make sure that you laugh as much as you possibly can. So, please enjoy the next couple of days.

I now have the pleasure of welcoming the Honourable Rob Norris, MLA for Saskatoon Greystone who is here to bring greetings on behalf of the Province of
It’s great to have you all here and I am delighted to be here. It’s terrific to hear that someone has flown in to Saskatoon from Liberia – that’s increasingly common.

On behalf of Premier Brad Wall and on behalf of the government of Saskatchewan, I welcome you all here. I’d like to talk a little about Saskatchewan and innovation. For some, it may seem a bit counterintuitive - but Saskatchewan from its very founding has been a leader in innovation. When we talk about the new Saskatchewan today, there’s more continuity then there is change. Being here is not only a great opportunity for you to share in the Saskatchewan story but also in a vital chapter of our Canadian story when it comes to innovation.

As we sit in the shadow of the University of Saskatchewan, just sitting close by majestically on the shores of the South Saskatchewan River, let’s recall that the first Premier of Saskatchewan, Walter Scott, met the first University of Saskatchewan President, Walter Murray. When Walter Murray arrived from the east by rail, from the east where many universities were already established, he may have been a bit surprised because there was no university in Saskatchewan – maybe he saw only the sheep grazing that day. President Murray asked Premier Scott a key question, “Why should I stay?” And Walter Scott said, “Because this is a big land with big people who have big ideas.”

One of those big ideas was about the University of Saskatchewan, the first of its kind in the country to embed a college of agriculture within a university – and that has helped to make all the difference. With the founding of the University of Saskatchewan on July 29th, 1910, Canada’s Prime Minister Sir Wilfrid
Laurier was here to lay the corner stone on what is now the Peter MacKinnon Building. On that day Sir Wilfrid offered this about the University, “There is no doubt that this university will in time be one of the greatest in the world. Let a university arise here to be a worthy disciple of Oxford or Cambridge and others which have made such a difference.”

From both Prime Minister Wilfrid Laurier’s statement and Premier Walter Scott’s words arise the notion of excellence which would be a defining feature of innovation in Saskatchewan, and that innovation would be connected to education and research, and would also be intimately connected to the communities within this province. When we think about that, it allows us to get a better understanding of our vision of innovation for the province of Saskatchewan; that is... adding value to our natural resources as value chains.

So, as you think about the value of your research and your knowledge, think about knowledge creation and production, distribution or dissemination, mobilization, commercialization, and maximizing our knowledge and innovation here in Saskatchewan – the new Saskatchewan, the “It Province”.

You’re here because it’s a great place to be and a great time to be in Saskatchewan. We have among the broadest natural resources portfolios of any Canadian jurisdiction. Saskatchewan is a world leader in uranium, potash, coal, oil, diamonds, gold and more than forty-percent of the arable land of Canada. Saskatchewan has one of the most globalized economies of any province among the least-reliant on the United States, and most resilient among our international trading partners. Go to India, Bangladesh, Indonesia and bring up the word ‘Saskatchewan’ and you will see that we are known... known for adding value and contributing value to people’s lives around the world.

It hasn’t always been like this. Between 1970 and 2007 Saskatchewan lost about 800,000 people. If we think about what Tony Blair has recently written in his memoirs, there’s an easy measure for a jurisdiction, are people moving in or are people moving out? During that decade, Saskatchewan contributed to nation-building mostly through our exports – exports of people. “What do you call someone from Saskatchewan living in Calgary? The Boss!”

Saskatchewan put in place some very important policy innovations to help change that.

Saskatchewan’s population today is one-million one-hundred and seventeen-thousand and growing – that’s one-hundred and ten-thousand up over the course of the last ten years. It’s not just about simply keeping those who have graduated from high-school and post-secondary education, but also attracting others from across the country and from around the world - and we’re not apologetic about that. We’ve put in place things like the Graduate Retention Program: complete a four-year degree in Saskatchewan for anyone from the province or country and we’ll give you up to $20,000 for staying and working in Saskatchewan. That is helping to make a difference. This year we will cross a threshold of having more than sixty-thousand graduates from Saskatchewan alone participating and benefitting from that innovative program.

Policy matters because people matter, especially when we talk about innovation and knowledge. Because of this focus, Saskatchewan has a triple-A credit rating for the first time in our history. We’ve paid down forty-percent of our debt, about 3-billion dollars. Today in Saskatchewan there are more than 15-thousand jobs, so that trip from Liberia for one of the Forum’s attendees may be a one-way trip as you decide to stay in Saskatchewan! In the city of Saskatoon alone we have 3900 jobs. By the year 2020 we anticipate there to be about 60-thousand more jobs in the province of Saskatchewan. The majority of those jobs are going to require increasing levels of skills training and education.

When we think about education and knowledge, it's connected for us through the strength of our communities, to the strength of our economy and to the vitality of our province. When we think about innovation we ask a couple of key questions:

What’s the public policy problem or opportunity we are attempting to address? That goes right back to that initial vision of Premier Walter Scott, of President Walter Murray and is connected to Prime Minister Wilfrid Laurier.

Secondly and importantly for all of us, what is the role of the state?

We sometimes get into casual conversations and begin to think about a certain role for the state. I would posit to all of you that the state’s role needs to be increasingly strategic, and that especially applies within the Canadian context given the Federal nature of our country. When we think about
continuity and change, that college of agriculture developed for the University of Saskatchewan – now the College of Agriculture and Bio-Resources – enabled Saskatchewan to not only help farmers and producers overcome some of the challenges of the depression, it also contributed to the evolution by the 1960s of the Western College of Veterinary Medicine. By 1965 that college had its first class where British Columbia, Alberta, Saskatchewan and Manitoba came together to work together allowing for strengths that already existed on the campus here in Saskatoon to continue to be focused. Especially strengths on research involving large animals.

By the mid-1970s that allowed a greater focus on veterinary and infectious diseases as the roots of VIDO-InterVac (an international research and development vaccine centre) at the University of Saskatchewan where more than 140 scientists are working today in Canada as one of the few places in the country attracting Gates Foundation funding. This development allowed a greater focus on and implications of vaccines and zoonotics (where humans and animals intersect). That Saskatoon would play a lead role on what was once a remote corner of campus to become an epicentre of animal and human disease research recognized around the world is connected to that early vision.

The Canadian Light Source Syncotron, the only syncotron in Canada and one of the largest science projects in the country has its roots in the linear accelerator of the University of Saskatchewan. By the late 1990s the question arose about what to do with the linear accelerator. “Unfortunately its life-span is up. You might as well close it up” some said. There were two cases made to keep the accelerator going. First Canada needed a syncotron and second that Saskatchewan could be home to that syncotron. The city of Saskatoon, the campus, the province and champions right across the country came together and realized it made sense to have the Canadian Light Source Syncotron at the University of Saskatchewan.

HONOURABLE ROB NORRIS
MLA for Saskatoon Greystone

Rob Norris was born in Edmonton, Alberta, raised in Red Deer, and completed post-secondary education in both Alberta and Saskatchewan. He moved to Saskatchewan in 1994. As a teen, Rob played competitive hockey, worked in the lumber industry and completed army reserve training in Saskatchewan. During college, he worked for a community newspaper and as a teaching assistant within the Native Studies program at the University of Lethbridge. Later, he worked in the civil engineering sector. During graduate school, Rob was a teaching assistant at the University of Saskatchewan and taught courses focusing on Canadian government for SIAST and the U of S Extension Division. From 1997 to 1999, he served as a Legislative Assistant within the Canadian House of Commons; his primary duties related to foreign policy. In February 1999, Rob started with University of Saskatchewan International. Between 2004 and 2007, Rob served as the Coordinator of Global Relations at the U of S and was responsible for helping to shape and sustain strategic partnerships with various public and private stakeholders around the world.

Rob has an M.A. (Alberta, with courses completed in Saskatchewan) and a B.A. with distinction (Lethbridge) in political science, with graduate research relating to Canadian foreign policy. As a student at the U of S, he participated in Saskatchewan consultations regarding the Calgary Declaration. Rob has published several pieces in the popular press and select academic journals.

Rob was first elected to the legislature for the constituency of Saskatoon Greystone in the 2007 provincial election and was re-elected in the 2011 election. Rob has served as the Minister responsible for Advanced Education, Employment and Immigration, the Minister responsible for Saskatchewan Power Corporation, and the Minister Responsible for Innovation, among other responsibilities. He has also served as the Legislative Secretary for First Nations and Metis Engagement and the Legislative Secretary for International Trade and Education.
Saskatchewan is also home for the Global Institute for Food Security focusing on sustainable crop production and food security on a global level. We are also proud of the Sylvia Fedoruk Centre for Nuclear Innovation. Saskatchewan is home to some of the richest uranium mines in the world. Moving forward with this Centre of Excellence, the Sylvia Fedoruk Centre - in tribute to the former lieutenant-governor and former university chancellor - her work with Dr. Harold Johns in the early 1950s on the Cobalt-60 Unit for cancer treatment was an innovation that today has helped over 70-million people worldwide. All of these projects continue to add value to the province of Saskatchewan and the world beyond.

I offer these examples as ways to demonstrate why we continue this work, defined by excellence and innovation and the challenge of ensuring that we are maximizing our knowledge. I offer this: how can all of you attending this Canadian Knowledge Mobilization Forum help ensure that this social contract that we share as public and private dollars heavily invested in areas of knowledge, research and innovation helps more Canadians understand the intrinsic and instrumental value of those investments? I will leave you with three words: communicate, communicate and communicate the value of this work that cannot be underestimated. In fact, it can be seen as a defining feature of our time. But more people need to share in the celebration and success of the work that is underway and the investments in knowledge that are being made. Keeping this in mind as a way to bridge our knowledge with innovation, I am delighted to welcome you to Saskatchewan and Saskatoon – the city of bridges.
INSPIRATIONAL SPEAKER

Knowledge to Create a Better Future for Cree Youth

Donald Nicholls
Director, Department of Justice and Correctional Services, Cree Regional Authority
“IF WE USE KNOWLEDGE AND MOBILIZE IT IN A GOOD WAY, WE CAN PROVIDE TO THOSE WHO MAKE DECISIONS, BETTER WAYS TO MAKE BETTER DECISIONS.”

So began the inspirational speaker address from Donald Nicholls presenting how knowledge mobilization was used as part of the Mamtunaata project to help create a better future for Cree youth. The project is based on The Stop Now and Plan or SNAP Model designed for children aged 6-11 who are engaging in aggressive, antisocial behaviour and/or high-risk behaviour. SNAP is an award-winning cognitive-behavioural program that helps children and parents deal effectively with anger by teaching them how to respond in better ways. Mamtunaata in the Cree language is translated as “think before you act.”

Nicholls stated the success of the program as a knowledge mobilization strategy depended first on gathering knowledge on the children by going to their schools, talking to their teachers, talking to their parents and to members of the community as part of community-engagement to gain greater understanding of problem behaviours. Nicholls also talked about the importance of adapting the SNAP program to the context of the Cree culture since all of the previous successful SNAP programs had been done in more urban communities that are often different from those of First Nations. Nicholls said the program integrated Cree language and core values, including respect for the land and animals, and the importance of guidance and wisdom of the elders.

In order to ensure evidence-based results, Nicholls pointed out tools such as the Child Behaviour Check-List and the Teacher Report Form used to gather the data when each child started the program, which continued every six-months up to two-years, to register any change in behaviour and pattern of development. Once successful and large-scale behaviour changes started to occur, Nicholls says many other families and teachers within the community were interested – even being put on waiting lists to participate in the continuation of the program. “That’s the way we built on community-engagement and knowledge mobilization.”

After the success of a three-and-a-half year clinical program of the Mamtunaata project, Nicholls said the project was expanded and adjusted to all classrooms and every child within the Cree community as a school-based Classroom Trouble-Shooters program on a regular basis. Nicholls pointed out the success of the program also includes active and on-going feedback from both teachers and children as well as incentives and rewards to learn from and improve the program. The Mamtunaata project was also broadened as part of summer camp experiences and mini-session counselling in other communities to encourage First Nations students to stay in school and graduate, as well as to start youth groups called ABCs (Anti-Bullying Clubs).

Nicholls concluded that as knowledge mobilization leaders in any organization “you have to believe in
was also broadened as part of summer camp experiences and mini-session counselling in other communities to encourage First Nations students to stay in school and graduate, as well as to start youth groups called ABCs (Anti-Bullying Clubs).

Nicholls concluded that as knowledge mobilization leaders in any organization “you have to believe in what you do can make a difference” and “find what you really want to do to make a difference every day to make an impact on the world around you.”

“YOU HAVE TO BELIEVE IN WHAT YOU DO CAN MAKE A DIFFERENCE”
Donald Nicholls holds a Bachelor of Arts (1993) from University of Western Ontario, a Bachelor of Laws from University of Toronto Law School (1996), a Bachelor of Civil Law from McGill University Law School (1998) and a Master of Laws from University of Arizona’s James E. Rogers College of Law (2002). He also attended the Harvard Business School for Advanced Management Program.

Mr. Nicholls is the recipient of the Canadian Institute of Conflict Resolution Award of Merit 2013 for outreach initiatives and dedication to making a difference in the world. In 2012 he was awarded the Cree Nation Achievement Foundation Award 2012 for advanced scholarship in Masters Degrees in law.

Prior to his selection as Director of the Cree Regional Authority Department of Justice and Correctional Services in 2009, Mr. Nicholls was Interim Director of the Department since November 2008 where he assisted with preparatory work in advance of the establishment of the Department. Prior to this, Mr. Nicholls was Political Attaché, Executive Office, Grand Council of the Crees (Eeyou Istchee)/Cree Regional Authority from 2005 to 2008, where he supported the work of the Grand Chief and the Deputy Grand Chief. From 2003 to 2005, Mr. Nicholls was Adjunct Professor of Law at the University of Arizona’s James E. Rogers College of Law, where he lectured in the Tribal/Indigenous Peoples Clinic, supervised student work and projects, and assisted with curriculum development. During this time, he was also Northern Tribes Initiative Coordinator for the University, where he coordinated outreach programs and activities to Native America tribes, and was the Vine Deloria Jr. Senior Fellow, a senior position at the College of Law for graduate level research and scholarship in the area of Indigenous issues and law at the Indigenous Peoples Law and Policy Program. From 2002 to 2005 Mr. Nicholls was an Education Consultant with the Cree School Board in Mistissini, and Cree Regional Justice Coordinator from 2000 to 2001 on behalf of the Grand Council of the Crees of Eeyou Istchee, where he liaised on several justice matters with the Department of Justice Canada and the Department of Justice Quebec. He sits on CAVAC (Centre for Victims of Criminal Acts) Board of Directors in Quebec.

Mr. Nicholls has authored a number of publications, presentations and position papers addressing a wide array of issues related to Aboriginal justice, ethics, Aboriginal Law and Indigenous Rights. He has been appointed as an Expert on various panels for national events on research, and has chaired national and international committees for the Government of Canada. For example, in May 2004, Mr. Nicholls was honored by the Right Honorable Adrienne Clarkson, Governor General of Canada, to participate at the Governor General’s Leadership Conference, with 225 other high potential Canadians. Mr. Nicholls was asked by the Governor General to specifically examine and report back on a wide array of Aboriginal problems in Saskatchewan as models for relations throughout Canada, which encompassed an analysis of various aspects of Aboriginal Society including mining operations, Aboriginal education services, health care for northern communities, economic development, operation of Aboriginal casinos, innovative reserve housing programs, assessment of a Provincial Treaty Commission, Aboriginal youth programs, culture programs and justice programs for Aboriginal clientele.

He continues to build a department from ground up in facilities, personnel, programs and services.
KMB KWICKY KONNECTIONS
ACTIVE FACILITATED NETWORKING

The KMb Kwicky Konnections session of the Canadian Knowledge Mobilization Forum 2014 was an active facilitated networking opportunity to connect and introduce attendees in a fast-paced format. Forum participants were asked to stand in two lines facing each other in the main conference room and quickly introduce themselves to talk about their own knowledge, experiences, interests or connections to knowledge mobilization.

Each person was given a minute to discuss their work and connection to knowledge mobilization and then move on and introduce themselves to a new participant for a total of 25 minutes.

POSTERS

Poster 1: Knowledge translation through tailored summary packages: sharing CAREX Canada’s carcinogen surveillance resources – Joanne M. Telfer & Alison L. Palmer

Poster 2: Le plans de transfert de connaissance (TC) font-ils une difference dans la pratique du TC? – Salomon Tchameni Ngamo & Karine Souffez

Poster 3: Knowledge brokering supports research collaborations – Michael R. Johnny & David J. Phipps

Poster 4: Growing a Knowledge Mobilization Unit – Krista Jensen

Poster 5: Academic posters are like a store display, visual appeal gets people in the door and the content gets them to stay – Sara S. Fisher

Poster 6: Becoming Knowledge Mobilizers: Our Paths to Learning – Geri Briggs, Alex Maisonneuve & Anthony Maki
The following presentations were made at breakout sessions over the two days of the KMb Forum. PowerPoint slides, when available, are shared on slideshare at http://www.slideshare.net/ckforum

**BREAK-OUT ONE PRESENTATIONS**

**It wouldn’t be KMb without KB: Insights into the role of knowledge brokers in supporting child and youth mental health and addictions communities of interest in Ontario**

- MaryAnn Notarianni, Health Policy Analyst, National Association of Friendship Centres
- Angela Yip, Knowledge Broker, Evidence Exchange Network (EENet), Centre for Addiction & Mental Health (CAMH)

**Learning in the Digital Age: #kmb in 140 characters or less**

- Bonnie Zink, Knowledge Mobilization Professional
- Lindsay Foisey, Graduate Research Assistant & PhD Student, Health Information Sciences, Western University

**Plain Language: de-obfuscated**

- Sylviane Duval, Knowledge Mobilization Professional
BREAK-OUT TWO
PRESENTATIONS

Moving research to policy in the Public Health Agency of Canada: Development of Plain-language summaries of published journal articles
• Ian Young, Epidemiologist, Public Health Agency of Canada
• Lisa Waddell, Epidemiologist, Public Health Agency of Canada
• Judy Greig, Epidemiologist, Public Health Agency of Canada

Knowledge Use in the Occupational Health and Safety System (OHS) in Ontario
• Ron Saunders, Director, Knowledge, Transfer and Exchange, Institute for Work and Health
• Dwayne Van Eerd, Associate Scientist, Institute for Work and Health

Whose Value is it Anyway? Unpacking Assumptions in Social Innovation and Knowledge Mobilization
• Anne E. Bergen, Knowledge Mobilization Coordinator, Institute for Community Engaged Scholarship, University of Guelph
• Bronwynne L. Wilton, Knowledge Mobilization Program Manager, Office of Research, University of Guelph

BREAK-OUT THREE
PRESENTATIONS

Building Capacity for Evidence Use: Mobilizing Knowledge in Government
• Julia Lalande, Research and Knowledge Mobilization Analyst, Government of Ontario

Laurier’s Partnership with the Government of the Northwest Territories: Creating Value for Researchers, Government, and Communities
• Sally Gray, Former Director, Research Services, Wilfrid Laurier University
• Bruce Hanna, Project Liaison, Northwest Territories/Wilfrid Laurier University Partnership

Alberta’s Gap Analysis of Public Mental Health and Addictions Programs (GAP-MAP): Novel Methods for System-Level Knowledge Mobilization
• Jody Wolfe, Research Associate, School of Public Health, University of Alberta
• Cameron T. Wild, Professor, Centre for Health Promotion Studies, University of Alberta
• Arto Ohinmaa, Researcher, School of Public Health, University of Alberta
PECHA KUCHA STYLE PRESENTATIONS

Pecha Kucha is a presentation style in which 20 slides are shown for 20 seconds each (six minutes and 40 seconds in total). The format keeps presentations concise and fast-paced.

Role of Physical Activity in Alzheimer’s Disease: Aligning Evidence and Care
Kirk Nylen, Director, Outreach, Ontario Brain Institute & Carla Arasanz, Knowledge Translation Lead, Ontario Brain Institute

Mobilizing Population Knowledge to Motivate Individual Behaviour Change
Jody Wolfe, Research Associate, School of Public Health, University of Alberta & Cameron T. Wild, Professor, Centre for Health Promotion Studies, University of Alberta

Art and Social Innovation: Art as an Unexpected Knowledge Mobilization Tool to Engage Millennials
Cheryl Hsu, Research Marketing Coordinator, Office of the Vice-President, Research & Innovation, Ryerson University & Samantha Jackson, Researcher, Institute for Diversity, Ryerson University & Wendy Cukier, Vice-President, Research & Innovation, Ryerson University

Mapping the Impact of Research in 6 minutes & 40 seconds
David Phipps, Executive Director, Research & Innovation Services, York University
KIM CAFÉ: TOP INNOVATION ISSUES

Stemming from the Knowledge In Motion presentations, Forum attendees were asked to break into smaller groups and consider the core ideas presented that link to innovation. The following are some comments generated from the discussions within these smaller groups:

- The use of art-space as an “emotional trigger to draw people in” as an innovative way to get people interested in the content

- The importance of co-creation of knowledge as “don’t do at others – do with others” to derive what meaning they draw from their use of knowledge to create innovation

- Focusing on the context of the innovation with a “clear take-away message” such as “More Health, Less Care”

- It’s important to seek out knowledge leaders as key players in the innovation process: knowledge needs “a driver” and innovation needs “a driver”

- Remembering that just as “teenagers don’t like being told what to do….so too, most people don’t like being told what to do”. Therefore, being aware of “not making knowledge mobilization something that gives people knowledge and then telling them this is the way to go away and use this knowledge.”

- “Innovation is about helping people regulate their own behaviour based on what their own ideas of their behaviour are.”
Shauna Kingsnorth presented how one Ontario hospital, Holland Bloorview, is taking strides to put research to work with a strategic initiative called Evidence to Care - a knowledge mobilization model that showcases work for a very specialized population of children with disabilities. The Evidence to Care KMb model was developed based on the government of Ontario’s Ministry of Health and Long-Term Care mandate for a patient-focused and results-driven system. In recent years the Ministry has moved away from a health-care “service delivery” focus to setting strategic aims in developing directives and policies that support and measure the impact of the healthcare system. In 2010, the Excellent Care for All Act or ECFA was implemented by the Ministry. Kingsnorth stated “ECFA is a mechanism for knowledge mobilization in healthcare.” A cornerstone of this legislation is that research evidence needs to inform best-practices to ensure investments and health outcomes are optimized and that patients are central to the delivery of care. Kingsnorth pointed to research, translation, exchange and impact as key parts of ECFA that align with knowledge mobilization. With this knowledge mobilization lens, Kingsnorth said ECFA has changed the way work is done in hospitals with the flow of information and resources, along with the values and way clinicians work and engage with families and community.

Kingsnorth also pointed out that ease of access to evidence is a critical step in facilitating adoption of evidence-informed knowledge. Kingsnorth addressed how the Evidence to Care model was developed as an organizational-wide knowledge mobilization initiative based on key factors of being evidence-informed and having access to evidence on a regular basis.

Kingsnorth addressed the value of using an integrated KT approach by partnering and involving on a regular basis with a variety of stakeholders such as families, clients, staff, clinicians, researchers, educators and other community partners and health systems. She stressed the importance of “teaching by doing” with an investment in “co-creation” of knowledge and practice by being “evidence-friendly”.

Kingsnorth concluded by revisiting the concept of innovation to show how the Evidence to Care model is an implementation of social innovation, that mirrors the ECFA legislation, by mobilizing an investment in knowledge and resources to put research to work by creating a world of possibilities for children with disabilities.

“BEING EVIDENCE-INFORMED MEANS HAVING THE KNOWLEDGE AND SKILLS TO IDENTIFY RESEARCH EVIDENCE, TO APPRAISE ITS QUALITY AND TO USE IT TO INFORM AND MAKE DECISIONS.”
BREAK-OUT FOUR PRESENTATIONS

Indicators for measurement at each stage of Knowledge Translation from research to impact
• Anneliese Poetz, Manager, KT Core, NeuroDevNet
• David Phipps, Executive Director, Research & Innovation Services, York University

From a network of researchers to a network of partners: the KMb shift
• Luc Dancause, Free Lance, Knowledge Mobilization Consultant
• Claire Poitras, Professor of Urban Studies, Director at INRS-Urbanisation Culture Société

The KMb Game
• Gerry Briggs, Director, Canadian Alliance for Community Service Learning
• Anthony W. Maki, Research Assistant, Community First: Impacts of Community Engagement, Carleton University
• Alex R. Maisoneuve, Research Assistant, Community First: Impacts of Community Engagement, Carleton University

BREAK-OUT FIVE PRESENTATIONS

Delivering cross cultural, hands-on science learning experiences from First Nations youth
• Donna Angus, Director, Knowledge Translation, Alberta Innovates – Health Solutions

Learning with and about Communities of Practice
• Trish Paton, Master of Arts, Communication & Technology, University of Alberta

From setting the stage to setting trends: Raising the bar on a standardized approach to measuring KTE effectiveness
• Mandy Sangha, Knowledge Management Specialist, Partnership Against Cancer
• Karen Singh, Director, Knowledge Management, Partnership Against Cancer
BREAK-OUT SIX
PRESENTATIONS

Health Promoting Schools: Building Vibrant School communities in SK and BC
• Amanda Clarke, Project & K* Coordinator, PHAC – Innovation Strategy Project, Health Promoting Schools Program

Moving past knowledge deficits: Engaging research in rural community development
• Lars K. Hallstrom, Director & Associate Professor, Alberta Centre for Sustainable Rural Communities, University of Alberta

Relationship-based Knowledge Mobilization: the importance of systems-based KMb and consideration of risk perception for effective uptake
• Anneliese Poetz, Manager, KT Core, NeuroDevNet
A bit of KMb forum fun as attendees played a game of Knowledge Mobilization Pyramid based on the popular television game show. Forum “contestants” were asked to volunteer from the audience in pairs of two to describe and guess from categories.

**Categories and (Answers):**
- KMb researchers (Morton, Greenhalgh, Estabrooks, Grimshaw, Cooper, Nutley)
- KMb 100 (Phipps, Johnny, Levesque, Myers, Lavis, Reibling)
- K Names (Knowledge Mobilization, K*(KStar), Knowledge Transfer & Exchange, Diffusion of Innovation, Engaged Scholarship, Implementation Science)
- KMb What? (Evidence, Practice, Policy, Research, Training, Engagement)
- KMb Funders (SSHRC, CIHR, IDIC, ESRC, NCE, Mitacs)
- KMb Methods (Push, Pull, Exchange, Co-Production, Implementation, Dissemination)
- ResearchImpact Universities (Victoria, Kwantlen, York, Carleton, UQAM, WLU)
- KMb Training (KTPC, SKTT, KTECoP, KMb Webinars, KT Canada Summer Institute, KMb Forum)
- KMb Random (Community Engagement, Partnership, Policy, Trust, Equity, Accountability)
- MdC en Français (Courtiers des Connaissances, MdC, UQAM, Luc Dancause, Flash Recherche, RQIS)
- Arts Based KMb (Theatre, Video, Dance, Film, Opera, Poetry)
- KMb Social Media (Twitter, LinkedIn, Wordpress, Pinterest, Flickr, Facebook)
Day one of the Canadian Knowledge Mobilization Forum was officially wrapped up with Colleen Christensen commenting on how impressed she was with the speakers and presentations so far and the interaction among attendees on the first day. Colleen reflected on the remarkable story from Inspirational Speaker, Donald Nicholls with the incredible evidence gathered by the Mamtunaata project, and how each piece of the amazing success of the project was built on another to help children, parents, educators and communities overcome at-risk behaviour. Colleen said that it’s good to know there are people like Don out there dealing with at-risk children in such an effective way using knowledge mobilization strategies to focus on the problem and make a huge impact.

Colleen continued to express admiration for the amount of preparation, detail and work that Holland Bloorview has done creating the Evidence to Care KMb model that was presented by Experiential Speaker, Shauna Kingsnorth. Colleen said the model is a clear example of how knowledge mobilization can be incorporated successfully in professional practices which can often be challenging.

Colleen said she saw a tremendous amount of knowledge mobilization activity and learning throughout day one of the forum and reflected on the words that came to mind to describe the interaction between attendees: dynamic, interactive, passionate, eager, engaged, empathetic, inquisitive, knowledge-seeking and definitely relationship-building. Colleen also commented on how pleased she was to see so many people laughing and even playfully teasing each other in the best possible way throughout the day as a great sign of group dynamics.

Throughout day one of the forum, many quotes were mentioned in different presentations but Colleen felt were two were worth repeating:

Yogi Berra: “In theory, there is no difference between theory and practice but in practice there is.”

Colleen said the second quote was an unexpected and priceless quote from a forum presenter that perhaps the person didn’t necessarily expect to say in talking about evidence - both qualitative and quantitative – including what do the numbers really mean and what can we really do with these numbers as evidence.

“This whole null-hypothesis thing is bullshit!” which elicited much laughter and amusement.

Colleen concluded day one by mentioning that another pleasant surprise of the forum occurred right at the beginning of the day during the Kwicky Konnections when someone said they had already found a new client in just the short period of introducing and getting to know some of this year’s attendees.

As day one came to a close, attendees were invited to a Mobilizers Reception in the venue’s Park Town Hotel Lounge where refreshments and hors d’oeuvres were provided before dinner and dancing on the Town.
Colleen started off day two by again welcoming attendees and stating how intensive the day was expected to be with more breakout sessions, speaker presentations and two World Cafés of Innovation and Value Creation. Colleen invited the group to start thinking about the Top Innovation Issues stemming from the World Café and Value Creation Café discussions to be addressed at the end of the day.

Colleen also invited the attendees to also start thinking about what to conclude from this year’s KMb Forum with the question, “how are we putting research to work for economic and social good?”
Innovation World Café
Facilitator: Cathy Howe, NIHR Knowledge Mobilisation Fellow, London, U.K.

Cathy Howe started the Innovation World Café with a quote from Albert Einstein: “The intuitive mind is a sacred gift and the rational mind is a faithful servant.”
Cathy pointed out that we seem to have created a society that honours the servant but has forgotten the gift. Using this quote as a stepping stone, Cathy invited the attendees to participate in the Innovation World Café by both using the servant and honouring the gift—which required the group to put their own knowledge to work.

Attendees were asked to form small groups and given flipchart paper to write down things that facilitate knowledge mobilization. The following are all of the group ideas that were listed:

• Accessible Language
• Action Plan
• Adapting to Context
• Art & Ownership
• Art-based methods
• Authentic Partnerships
• Authenticity
• Awareness
• Blogging
• Brokering
• Brokers
• Buy-in from above
• Capacity
• Cathy
• Co-Partnership
• Co-Production
• Collaborations between researchers & research users
• Collaborative Space
• Collaborative technology
• Colleagues
• Common Goal
• Common goals
• Common Language
• Communication
• Communication
• Community-Based Research
• Connections
• Continuous Learning
• Conversation
• Creativity
• Cross Platform Media
• Cultural relevance
• Curiosity
• Dialogue
• Dissemination
• Education (Continuing)
• Emotion
• End Grant
• Engagement
• Ethics
• Evaluation
• Flipcharts
• Flipcharts
• Forums
• Frameworks
• Fun
• Funding
• Games
• Goal Setting
• Goals
• Honesty
• Hot breakfast
• Ideas
• Implementation
• Infographics
• Inspiration
• Institution Support
• Integrative
• Integrity
• Inter-cultural activities
• Interactive Websites
• Involvement from beginning
• Key messages, summaries
• Know your problem
• Knowledge Brokers
• Knowledge Exchange champions
• KT Frameworks & Execution
• KT model (e.g. CIHR model to guide KT planning)
• Leadership
• Listening
• Logic Framework
• Making it as easy as possible
• Metrics
• Mixed Methods
• Money
• Need
• Networks
• Open Context/Spaces
• Open Source Tools
• Open Space Technology
• Openness
• Partners for Co-Creation
• Partnerships
• Passion
• People
• Performance Indicators
• Personal Networks
• Plain Language
• Planning
• Planning Tools
• Policy
• Policy briefs
• Prezis
• Question “How will this be used?”
• Reaching the heart
• Refine your question
• Relationships
• Relax your mind
• Report Structures 1-3-25
• Research practitioners
• Resources
• Shared Agenda
• Shared Metrics
• Shared power, shared
resources
- Shared responsibilities
- Shared Values & Objectives
- Sharing
- Social Media
- Strategy
- Students
- Synthesized Knowledge
- Systematic reviews
- Targeted Messaging
- Technology
- The Interaction of Quality
- Research with Lived Experience
  - Time
  - Timing
  - Training
- Translation
- Transparency
- Transparency
- Trust
- Twitter (Social Media)
- Using Games & Art
- Video
- Viewpoints
- Vision
- Wikis
- Willingness
- Willingness to interact
- Willingness to put knowledge to action
- Words
- Access to Research (Journals)
- Acronyms
- Alignment with Administration
- Assumptions
- Assumptions/Perceptions
- Attitudes
- Building Consensus
- Bureaucracy
- Capacity Building within Community
- Champions Who Don’t Understand
- Changes in Organizational Priorities
- Changes Over Time
- Changing Behaviour
- Changing Cultural Perceptions
- Communication
- Competition for Attention
- Competition/Trends
- Complexity due to multiple partners – mixed & multiple messages
- Confused Roles
- Cross-Sector Collaboration
- Cultural Differences
- Cultural Relevance
- Definitions
- Demonstrating the Value Prop that KMb Brings
- Demonstrating Value of KMb Work
- Different Agendas
- Differing Context
- Distance
- Distilling Complex Knowledge
- Diversity of Audiences
- Ego
- Electronic Literacy
- Energy To Keep Up
- Engaging the Audience
- Evaluating Impact
- Evaluation
- Evaluation Structure
- Evidence for Practice – Don’t just make it up
- Fear of Change
- Focus on Publishing
- Folks Who Don’t Want To Share
- Fundamentalist Attitudes
- Funding Limitations
- Funding or Lack of Capacity
- Funding the Right People & Expertise
- Getting/Building Trust/Time
- Grant Writing
- Hierarchy of Knowledge
- Ignorance/Unwillingness to Build on Others’ Work
- Incentives
- Indicators
- Inertia
- Interacting with Academia
- Jargon
- Jargon/Acronyms
- Jurisdictions/Innovation
- KMb is Everything
- Knowing the End User
- Knowing Your Target Audience
- KT Expertise (Lack Of)
- Lack of Awareness
- Lack of Buy In
- Lack of Consensus on What Constitutes KMb
- Lack of Context
- Lack of Evidence
- Lack of Expertise
- Lack of Funding
- Lack of Know-How
- Lack of Leadership
- Lack of Networks
- Lack of Relationships
- Lack of Resources
- Lack of Synthesized Knowledge
- Lack of Trust
- Language
- Language
- Layers of Approval/Red Tape
- Linkages
- Management Buy In
- Managing Expectations
- Metrics
- Metrics that work
- Misaligned Priorities/Policy
- Models Don’t Always Fit
- Money – Hard to Get
- Money – Lack Of & Not Sustained
- Multiple Perspectives

Cathy Howe next invited the Forum attendees to continue brainstorming about knowledge mobilization challenges (things about doing KMb that are a “pain in the neck” or are really interesting because they’re difficult). The following are all of the group ideas that were listed:
• Nature of Knowledge
• Networking
• No Common Definitions of KT, KMb, KTE
• No Organization Support
• No Parachute
• Oppositional Culture
• Organizational Barriers
• Organizational Structure
• People
• People – Getting Buy In
• People That Go On Tangents
• Perception of Limited Value
• Plain Language
• Relationships
• Reluctant Community
• Researcher Isolation
• Resistance to Change
• Risk Analysis
• Risk Perception
• Saturation
• Semantics
• Serendipity
• Silos
• So Much Noise
• System Barriers
• Systems Not Easy To Use
• Systems Thinking “Joining the Dots”
• Telling People What To Do & How To Do It
• Tenure
• Thinking Outside the Box
• Time Consuming
• Time Management
• Timelines to Build Relationships for Stakeholders
• Too Many Tools (What to use?)
• Tools & Funding - Resources
• Translation
• Turnover
• University Inertia & Mistrust
• Between People
• Unwillingness to Change
• Uptake/Budgets
• Value of What We Do (ROI)
• Who Pays For It?
• Working Within Political Constraint
Cathy Howe continued by asking the Forum attendees to further brainstorming about measures (or anything else) that show whether your knowledge mobilization is working e.g. uptake, #hits, smile width, %hugs. The following are all of the group ideas that were listed:

- Actual Impact
- Ah-Ha Moments
- Anecdotal Feedback/Narratives
- Application – Use/Adoption of Tool
- Behaviour Change
- Behaviour Change
- Better Outcomes, Changed Behaviour
- Budget
- Buy In
- Change Based on Knowledge
- Change in Practice, Attitudes, Behaviour, Beliefs
- Change of Behaviour of Practice
- Change of Conversations
- Changes in Policy or Practice
- Changes in Practice
- Changes of Perception
- Client Satisfaction
- Co-Creation of New Knowledge
- Co-Funding
- Collaboration & Partnerships
- Collaborative Articles
- Collaborative Spaces/Tools
- Common Language
- Community Action
- Community of Practice
- Conferences
- Connections
- Continued Funding
- Conversations Happening
- Between Stakeholders
- Discussion
- Downloads & Hits & Media Mentions
- Emergence of New Collaborations
- Engagement
- Enthusiasm for Involvement
- Evident Behaviour Change
- From Project to Program
- Get Funded
- Goals Lead to Positive Results & Partner Satisfaction
- Google Analytics
- Hits & Follows & Likes
- HQP Trained (Capacity Building)
- Imitation (Others Use)
- Impact
- Implementation of Recommendations
- Improved Life Circumstance – Community Members
- Increased Traffic
- Increased Understanding
- Indicators
- Institutionalization of Change
- Interviews – Radio & TV
- Invitations to Talk About Project
- KMb Plan Built Into Research Plans
- Knowledge Change
- Knowledge is Integrated into Policy
- Knowledge of What is KMb
- Letters from Partners
- Measureable Benefits to Canada
- Measureables/Referrals
- Measurement & Metric Analysis
- Media Mentions
- Met Objectives Set
- More Money to the Project
- Moves Out of Research to Partner in Terms of Recognition
- New Collaborations
- New Cross-Sectorial Relationships
- New Networks & CoPs
- New Partnerships
- New Projects
- New Protocol Development
- Newsletters
- Number of Long-Term Community Based Projects
- Number of New Social Programs
- Number of Start Up Companies
- Open Access Publications
- Outcomes/Outputs
- Partnership Creation
- Partnerships
- Peer-Reviewed Articles
- People Expressing Interest in Your KMb Project
- People/Partnerships
- Performance Against Indicators
- Personal Comments
- Personal Outcomes
- Policies Changed
- Policy Change
- Positive Evaluation
- Practice & Behaviour Change
- Products
- Publications
- Qualitative Data
- Quantitative Measures
- Reach
- Realization of Vision
- Reallocation of Resources
- Based on Knowledge
- Received as Value by Stakeholders
- Recognition of Framework
- Recommendations
- Relevant Output
- Renewed Investment
- Research Seen As Credible & Relevant
- Retention/Drop-Out Rate
- Return Calls & Feedback
- Shared Terminology
- Smiles
- Snowball of Demand
- Social Media
- Spinoff Research Projects
- Statistics
- Stories from Users that Demonstrate Impact
- Stories of Impact
- Success Stories
- Suggestions for Improvement from Partners
- Testimonials
- Thank You Received
- Trust & Understanding
- Uptake by Target & Non-Target Groups
- Use
- When They Call Back and Want More Info
Cathy Howe then handed out to each of the groups a sheet of paper with sections to fill in the top 8 to 10 ideas generated from each of the brainstorming sessions (facilitators, challenges, and measures) to create an innovation from those ideas. Cathy called on the group to be as creative and imaginative as they wanted to be in coming up with any innovation. The following are some of the group innovation ideas that were shared:

**Innovation Idea: KMb De-Jargonizer**
To overcome the problem of language and people, an innovation idea was first considered to develop a common language. This first idea evolved into an app called the KMb De-Jargonizer. The partner app would be the Re-Jargonizer as a translation tool between different jargons used to create further jargon in your own language (more fun laughter).
Innovation Idea: KMb Kamp

The innovation idea for a KMb Kamp would include a talent inventory to access peoples’ skills outside of their professional roles. This would allow for the creation of balanced cohorts of practitioners, students and trainees. KMb Kamp attendees would come to a new setting where they would undergo a structured training program that would balance theory, practice and storytelling. Merit badges would be awarded for developing competencies. At the end of their KMb Kamping trip, they would then go on a month long role-exchange as a month long placement for on-the-ground learning in another professional setting. This would be followed by a weekend debrief at some exotic locale to share experiences (which elicited some fun laughter). From all this, a virtual world would be created for a new setting for sustainability of the project, and share lived-experiences and new learnings on an on-going basis. KMb Kamp would be funded by a SSHRC partnership training grant of 2.5 million dollars over five years (which elicited even more fun laughter!). Finally, everyone who attends KMb Kamp would receive a t-shirt that says “Where’s the Evidence?”

Innovation Idea: KMb Multi-Sectorial Wiki-Space Glossary of Terms

Due to the challenges of language barriers, professional silos, differing terminologies and not understanding different sectors within knowledge mobilization professions, the innovation for a KMb Multi-Sectorial Wiki-Space Glossary of Terms was presented. With seed-funding, different sectors would initially be brought together by webinar to explain the concept and provide words to work on as a “get-together day” to have people meet each other and begin to break down some of the silos. Moving forward, a “word-of-the-week” newsletter would be provided to focus on different words and terminologies and create better understanding. The KMb Multi-Sectorial Wiki-Space Glossary of Terms would be organic process in that words and terms would be added on a regular on-going basis, and individuals would be able to join a listserv to remain updated and in contact. This innovation would be a community-ownership innovation that would provide access to anyone to the glossary of terms to understand each other’s language and sectors.

Innovation Idea: KMb Job-Swap Infographic Method

Beginning with the development of any knowledge mobilization project a multi-discipline steering committee would be created and, as part of funding approval, each partner on the steering committee would have to job-swap with someone else - similar to the idea of a reality-TV show like Wife-Swap. The innovation for the KMb Job-Swap would see each steering committee member going into another person’s job on the committee so that everyone comes back to the KMb project with a better understanding of the efforts, challenges and silos that their steering committee partners face. The KMb Job-Swap would incorporate infographics throughout the process, using words, photos, drawings, etc... provided at every step of the project to create infographics to be used at the conclusion of the KMb Job-Swap. The infographics narrative tool could then be published in a study, used in posters and in general presentations for promotion and awareness to the public.

Innovation Idea: KMb Open, Collaborative Innovation Space Using Art

The innovation idea for a KMb Open, Collaborative Innovation Space Using Art would create an environment to overcome the issues of fear of change and working together in different contexts to create - through art – collaborative and ownership of problem solving. The resources allocated for everyone in the space would be equal as a community-based space. There was no discussion about funding but the idea was considered so good by the group that they realized funding would just come (eliciting more fun laughter). The KMb Open, Collaborative Innovation Space Using Art would be a large room with blank walls where people who have difficulty overcoming differences or political problems would be brought together in the large room with a fixed number of spray-cans per person. Each person would be given an opportunity to create a solution to the problem through spray-painting an art piece. Each person would also be videotaped to measure the problem-solving process and gather some type of metric of their involvement in the process. This innovation idea could be both in-person or in a virtual space.
Innovation Idea: KMb Creative Learning Art Space
In order to change the environment in which ideas and partnerships are created, the KMb Creative Learning Art Space would include different colours, sounds, art and music - all in an open area in which people can learn and come up with and share new ideas. Activities would include play-dough, puzzles, and other creative things to do with your hands to produce positive distractions while learning from others and sharing knowledge. The facility would have comfortable chairs and napping rooms, onsite catering and a fully stocked bar (more fun laughter) to get the creative juices flowing, as well as a large slide next to every stairwell (more fun laughter).

Innovation Idea: KMb Matchmaker or Silo-Slayer
Drawing from the KMb facilitators of serendipity, community and leadership and the KMb challenges of silos and funding sparked a group conversation about dating, matchmaking and dating sites and how to create a space to bring people together. The innovation idea for a KMb Matchmaker/Silo-Slayer would build on systems already in place at various universities where funding would be pooled to hire a person ideally from each faculty or department across the university. These hired people would be responsible for coordinating relationships as a match-maker who has an interest in a wide variety of research projects. The KMb Matchmaker/Silo-Slayer would present common ground across departments while also setting boundaries to be able to step away when relationships have been formed. A platform similar to something like Yaffle could be created to track all of these emerging relationships.

Cathy concluded the Innovation World Café by commenting on how creative the groups were and how much imagination can be found in knowledge mobilization. She pointed out the value in re-imagining and re-designing all of our work spaces into creative work spaces, and how this section of the Forum is a great example of how innovation can be created from KMb.

CATHY HOWE

Cathy Howe is a National Health Service manager by background, currently conducting PhD research into the capacity of NHS hospitals to ‘absorb’ new research and evidence. Prior to this Cathy worked with the NIHR CLAHRC Northwest London supporting teams to make evidence-based improvements, and studying why the transfer of industry tools for innovation implementation to the NHS is challenging. This work involved developing the theory around these tools, and pragmatically adapting them to suit the NHS environment and culture so the speed and efficiency of knowledge translation can be increased.
Robert Haché, Vice-President Research & Innovation, York University

“Leadership in Knowledge Mobilization is about building capacity and having it embedded in strategic research plans as a key activity, and finding external long-term support to sustain the initiative.”

Robert Haché presented to Forum attendees the work being done at York University in Knowledge Mobilization and how York is building leadership in the field of KMb – both nationally and internationally. Haché pointed out that York University is facilitating two things in their Knowledge Mobilization Unit: 1) connecting community to campus and 2) turning the co-created research products into lasting changes within society through social and economic innovation.

Haché stated that York University is building partnerships between researchers and community groups that pair the right kind of questions and knowledge from community with academics, policymakers and business leaders that have the right approaches and interest to provide solutions. Haché stressed it’s about relationship building and matching projects with personalities by knowledge brokering that build community-campus connections and collaborations.

Since York University started its knowledge mobilization efforts in 2006, Haché said York – as an early leader in the KMb field – has been able to produce a number of metrics and facilitated the development of almost 60-million dollars in research funding in building a culture of knowledge mobilization. Haché says York University played a major role in enabling the effective development of York’s Partnership Grants by continuing to build capacity for engaging partnerships that are necessary for success. Haché stated very proudly that York is not only first in leading the number of SHHRC partnership grants - York leads by 50% compared to other universities in Canada. Although York continues to develop upon these partnerships, Haché stresses they also want to share and develop best practices with other universities and community stakeholders, and have done so nationally through ResearchImpact (a knowledge mobilization network of 10 Canadian universities) and the Knowledge Economy Network, as well as internationally through collaborations in the U.K., Africa and Australia.

Haché continued by stating his leadership objectives for knowledge mobilization are building on these existing partnerships by finding opportunities to expand, build and influence with initiatives such as the tentatively named Canadian Policy Dialogue with SSHRC to bring forward research into government...
policy development by connecting academics to policymakers. Haché also pointed out how York has further expanded its KMb capacity by forming partnerships with Networks of Centres of Excellence (NCEs) in Canada such as NeuroDevNet and moving forward with PREVNet. Haché said this not only continues to build capacity but also generates revenue for the KMb Unit at York to continue doing the best-practices work being done.

Haché says there is also a focus on developing a scholarship program in knowledge mobilization with the study of socially-engaged research. After recently speaking to community and campus stakeholders, Haché says there was a call for a next step in leadership by investing in scholarships to further create learning and exchange opportunities for best practices in KMb nationally and internationally.

Another new initiative that Haché mentioned is the development of a project called Community BUILD – a partnership between York University, Seneca College, York Region United Way and VentureLAB (a York Region innovation centre for start-up companies) that is geared towards social entrepreneurs. The project will start by focusing on food security and youth employment by bringing together entrepreneurs interested in social innovation and matching them with researchers and community groups to provide mentorship and community support in developing start-up companies who can address pressing social problems on a larger scale.

Haché was then joined by Michael Johnny, Manager of the KMb Unit at York University, and Jane Wedlock, Community-Collaborative Lead with York Region United Way to present the collaborative role of KMb leadership across sectors. Wedlock stated that the community-campus partnership with York University has created new strategies beyond traditional social services.

Wedlock highlighted a key on-going project stemming from a SSHRC Public Outreach Grant around housing and economic vulnerability to reimagine the response to youth homelessness. United Way York Region took a leadership role in collaboration with York university researcher, Stephen Gaetz, Director of the Canadian Homelessness Research Network, along with the efforts of four summer intern students from York University as a first in such a successful partnership with York Region to combat this social problem.

Michael Johnny focused on three key points of leadership in a knowledge mobilization role: experience, responsibility and a belief in passion. Johnny said in over 8 years of working in a university knowledge brokering role with over 23 knowledge brokers in the ResearchImpact network he has seen an emerging leadership capacity through the experience of the work being done. Johnny said York’s secretariat role as part of the ResearchImpact network has created a leadership responsibility structure that bring these partners together to share and exchange good practices while also learning from the bad practices of what is not working. Johnny says the KMb Unit within the university also has a responsibility towards York’s faculty, grad students and staff to help them engage more effectively in knowledge mobilization. Johnny points out the KMb Unit plays an enabling role not a gatekeeping role. Johnny also says York holds up its responsibility towards its community partners such as the United Way York Region.

Because of the opportunities that Johnny sees for change from knowledge mobilization, his beliefs in his own passion and commitment to the KMb work he and his colleagues are doing makes him very proud to continue the national and international work that’s being done.
The following presentations were made at breakout sessions over the two days of the KMb Forum. PowerPoint slides, when available, are shared on slideshare at http://www.slideshare.net/ckforum

**BREAK-OUT SEVEN PRESENTATIONS**

**Gaps in Knowledge and Skills for KMb: case study of an English hospital**
- Cathy Howe, NIHR Knowledge Mobilisation Fellow, London, U.K.

**Orienting ourselves in a KT world**
- Patrick Moore, Communications Manager, Ontario Heart & Stroke Network
- Judith Glynn

**Intelligent Compassion (Undoing Fragmentation – Opening Capacity)**
- Harry Stefanakis, Psychologist, Board Member of the Institute for Knowledge Mobilization

**Tackling the challenge of childhood obesity in the Early Years: Navigating a complex ecological model towards healthy children**
- Gabriele Lepage-Lavoie, Project Manager, RSFS - Healthy Start/Départ Santé project
- Jeff Graham, Knowledge Development & Exchange Coordinator, RSFS - Healthy Start/Départ Santé project

**BREAK-OUT EIGHT PRESENTATIONS**

**The “in-between world of knowledge brokering” in child and youth health: bringing research into a policy and practice environment**
- Fleur Macqueen Smith, Senior Advisor, Communications, Saskatchewan Advocate for Children and Youth

**What's new and what's working in a dedicated knowledge mobilization program: sharing ideas, insights, innovation and impacts: KTT research transformed into use**
- Elin Gwyn, Research Analyst, Ontario Ministry of Agriculture, Food and Rural Affairs, Knowledge Translation and Transfer
- Michael Toombs, Director, Research and Innovation, Ontario Ministry of Agriculture Food and Rural Affairs
- Bronwynne Wilton, Knowledge Mobilization Program Manager, Office of Research, University of Guelph

**The Next Generation: Providing Student and Young Professional Exposure to KMb**
- Elizabeth Shantz, Knowledge Mobilization Officer, Canadian Water Network

**BREAK-OUT NINE PRESENTATIONS**

**The Knowledge Mobilization Entrepreneur**
- Peter Levesque, Director, Knowledge Mobilization Works

**Where do knowledge mobilization professionals come from?**
- Bronwynne Wilton, Knowledge Mobilization Program Manager, Office of Research, University of Guelph
- Anne E. Bergen, Knowledge Mobilization Coordinator, Institute for Community Engaged Scholarship, University of Guelph
The recipients of the 2014 K* (K-Star) Scholarships are:

**Ashley Townley**, Knowledge Broker from the Evidence to Care Program at Holland Bloorview Kids Rehabilitation Hospital

**Shasta Carr-Harris**, Program Manager, Research & Knowledge Mobilization from the Knowledge Network for Applied Education Research, Leadership Higher and Adult Education at OISE, University of Toronto

Applications were accepted for K* travel scholarships from Canadian research trainees and early career professionals to attend the Canadian Knowledge Mobilization Forum. Preferences were given to individuals presenting a poster or making an oral presentation. These travel scholarships were valued at $500 each and used to help offset the costs of travel, accommodations and forum registration. Each K* scholarship recipient wrote for the Institute for Knowledge Mobilization’s blog about their presentation at the Canadian Knowledge Mobilization Forum.

The value of each scholarship is $500 ($250 from Cloverleaf Foundation donation held at York University, plus an additional $250 from the applicant’s institution).

**Requirement for Eligibility:**
- A graduate student (Masters and PhD) actively enrolled in a Canadian university graduate program at a Canadian university or allied research institution
- A post-doctoral fellow at a Canadian university or allied research institution
- A Senior (4th year) undergraduate student from exclusively undergraduate universities
- An early-career professional (younger than age 30 as of the date of the conference) at a Canadian non-academic organization

**Matching Funds:** Each applicant was required to confirm a minimum $250 contribution from their home institution or other sources. Grant funds and research allowances on scholarships and fellowships were eligible sources of matching funds provided they were used to defray actual costs related to attending the conference.
The Cloverleaf Foundation is a small family foundation chartered in 1989 to allow generations of family members to work together to make a difference. The Foundation played a catalytic role bringing together the partners in the K* scholarships. ResearchImpact-Réseaul’ImpactRecherche (RIR) is Canada’s knowledge mobilization network. RIR is a pan-Canadian network of universities committed to maximizing the impact of academic research for the social, economic, environmental and health benefits of Canadians. RIR members achieve this mandate by investing in knowledge mobilization, supporting collaborations for research and learning and connecting research beyond the bounds of academia. Each member university brings unique strengths to the RIR network.

Canadian Water Network is a highly sought after mobilizer of multidisciplinary water research and knowledge from across Canada. Its mission is to nurture national partnerships that mobilize multidisciplinary research excellence, catalyzing innovation that provides practical, implementable solutions to complex water resource management issues.

The Institute for Knowledge Mobilization (8425906 CANADA INSTITUTE) is a non-profit organization focused on: education, learning and capacity development on issues of knowledge mobilization; collaboration and community engagement; applied research and policy support; and evaluation and monitoring. Our Vision is linked to achieving the Universal Declaration of Human Rights Articles 26 and 27.

UNU-INWEH is part of the United Nations University and contributes to the resolution of the Global Water Crisis through a unique programme of applied research and education. It conceives, develops and manages water initiatives that help developing countries build their capacity for lasting improvements in human and ecosystem health, and overall reduction in poverty. UNU-INWEH convened the K* (K-Star) Conference in 2012.
Sue Cragg started the World Café by asking forum participants to consider the questions, “how do we create value in what we do in knowledge mobilization?” and “how do we talk about what we do in knowledge mobilization to others and show we create value?”

To frame the idea of value creation in knowledge mobilization Cragg began with an analogy: “who knows how to lay carpet?” Drawing on the experience of her husband – a professional carpet installer – Cragg pointed out the many steps involved in laying carpet in a professional and effective manner. Just as a carpet installer needs to think about the different surfaces in which carpet can be installed, Cragg said KMb requires us to think about the receptivity of the audience with a message format that is going to “stick” as the right message for the right environment. Just as a carpet installer needs to match up and align the carpet with the proper seams and corners and edges, Craig stated KMb requires us to match up all the right players together and consider the environment or context that is going to affect it in order for the message to be maintained.

Attendees were asked to form small groups and given flipchart paper to discuss and write down what they consider to be the value of knowledge mobilization. The following are all of the group ideas that were listed:

- Positive Improvements
- Facilitate Awareness about what’s out there
- Spread of Best Practices
- Creating/Increasing Meaningful Partnerships
- Mobilizing People & Partners
- Organizational Self-Evaluation
- Spread Knowledge of KMb
- Focus on Use & Usefulness
- Identify Powerful Questions
- Catalyst for Change
- Active Process
- Helps Create Evidence-Based Services, etc...
- Inclusiveness & Connections
- Makes Community Engagement Purposeful
- Facilitates Linkages
- Share Perspectives & Resources
- Maximizes Resources
- Approach Complexity
- Catalyze Use of Research by Engaging People at the Outset
- Enhancing Multi-Disciplinarity
- Making Research Real/Useful + public good/tangible good
- Engagement
- Different Perspectives
- More Efficient Use of Research Resources
- Improved, Informed Decision Making
- Improved Quality of Life
- Increased Innovation
- Building Relationships and/or
- Improving Relationships
- Break Down Silos (Silo Slayers)
- Recognizes Linkages and Info from Disciplines
- Cost Savings
- Improves Cultural Understanding
- Adds Value to Research
- What is Value/Worth & To Whom
- Betterment of Society (Quality of Life)
- Positive Change in a Variety of Domains
- Practical Value for Researcher’s Employment
- Question Assumptions, Perspectives & Own Knowledge
- Shift Political Wisdom...Then Policy
- Relationships, Human Connection
- Knowledge of Knowledge Mobilization
- Manage Complexity or At
Least Try
• Getting Message Heard in a Noisy World
• Telling Stories & hearing Stories
• Broader Audience for Your Message
• Make the Complex Understandable & Digestible
• Connecting Those Who Might Not Normally Talk
• Recognize Everyone’s Expertise (Practical & On Paper)
• Dynamic & Interactive Exchange
• Share Lessons Learned & Identify Best Practices
• Connecting Policy Makers with Researchers at the Outset
• Potential for Creativity – Challenge People to be More Creative
• Bringing Different People Who Are Already Doing KMb* Together to Discuss Approaches in a Different, Theoretical Framework (*But Might Not Know That)
• Help Researchers Think Through a Project
• We Ask The Right Questions, We Help People Think
• Creating Partnerships with a Purpose
• Providing More Access to Academic Research – Letting It Out of Journals and Into The Hands of People Who Can Use It
• Create Visuals – Infographics that Use Evidence to Engage a Wide Audience
• Know Your Audience – Package Content to Meet the Needs of Your Audience(s) Policy Change
• Impetus to Create New Knowledge
• Getting Tangible Benefit from Research Funding

• Fundamentally Alters Research Paradigm
• Empowering Previously Unempowered Stakeholders
• Create Emotional Connection Between Stakeholders & Knowledge
• Create Relationships Collaboration (invites)
• Demonstrating Research Impact to Tax Payer
• Influencing Policy
• Engaging Community and Creating Advocacy
• Inspiring Spin Off / Further Research
• Presenting Canadians as Thought Leaders
• Demystifying Information & Research Results
• Expanded Audiences to Encourage Participation & Expand Uptake
• Breaking Down ‘Ivory Tower’ of Research/University
• Inclusive vs Exclusive
• Facilitates Use / Positive Change
• Changing Lives in Public
• Helps to get Evidence Out to “Real World”
• KMb Amplifies Search for Answers to Problems
• Ensure Relevance of Evidence
• Economic Power – Reduce Burden of Effort
• Ethical Piece
• Research for Research Sake but Not Only Research for Research Sake
• Adding to Theory of KMb Based on Practice
• Humane Thing To Do – Global Public Good
• Speed Up Innovations
• Opens New Markets
• Builds Social Network Capital
• Creates Relationships

• Reduce Duplication
• Efficiency
• Community Engaged Building
• Public Good – Knowledge is Used to Improve Lives
• Leveraging University Assets
• Dedicated Resources for Moving Research Into Practice
• Efficiency Generated by Sharing Knowledge & Process
• Improve Social Outcomes through Evidence Informed Practice
• Improve Relevance of Research through Practice Informed Research
• Improve Accessibility to Research Knowledge
• More Community Partnerships
• Raising Awareness about Research Use & Quality of Research
• Making Complex Research Accessible
• Creating an Informed Media Clear Communication
• Connects the Right People
• Shines Light on Different Kinds of Knowledge
• Builds on Experience
• Reduces Gap Between Innovation & Uptake
• Democratizing Knowledge
• Participatory Processes are Empowering
• Improves Lives = Transformative
• Saves Money
• Unleashes Possibilities
• Creates an ‘Interesting’ Space or Overlaps Many Spaces (Intelligent/Compassionate)
• Creates Platform for Policy Development/Adoption/Delivery
• Engagement of Partnerships that Lead Everyone to Own Their Problems & Solutions
Sue Cragg next invited the Forum attendees to continue brainstorming about what they do specifically to create value in knowledge mobilization. The following are all of the group ideas that were listed:

- Translation – Language, Culture
- Create Spaces for People to Come Together
- Co-Production
- Support Networks & KMb Vehicles
- Measuring Impact
- Plan KT/KMb Strategy
- Build (new) Partnerships
- (Self-) Evaluation
- Communication Vehicles (Methods of Sharing Messages)
- Allow Space for Creativity
- Being a Connector
- Being a Translator
- Facilitate Bringing Different Perspectives Together
- Being Open to All Possibilities
- Energy to Add Effort & Be a Change Agent
- Bring Tools: Perspectives
- Build Partnerships (Make Friends)
- Development of Online Component (Digital)
- Linking Various Players to Co-Generate Ideas
- Creating KMb Plans
- Project Management of KMb Plans
- Marketing/Communications: Writing/Editing/Art & Design
- Poster, Infographics, Online Digital Media, Publications, Summaries
- Event Planning
- Public Speaking
- Creating the Right Message for the Right People (Copy Writer)
- Create Relationships with: Clarity, Context, Emotional Connection, Convene People, Creating & Using the Right Tools, Get the Timing Right, Problem Solving, Advocacy, Storytelling, Understanding & Meaning, Trust, Passion,
- Creating Relationships with Resources, Investment Strategy (ROI)
- Help Get Research Funded
- Help Influence Policy
- Meet People
- Matchmaking
- Talk to People
- Connect People by Making People Talk to Each Other
- Listen to People
- Tailor Messages
- Public Engagement with Research Knowledge
- Introduce Researchers to On-The-Ground Questions
- Think About Language
- Provide Training & Tools
- Build Skills & Experience
- Create Network Spaces Inviting People In
- Help Communities Access Research Knowledge
- Actively Engage in New Relationships
- Facilitate Dialogue
- Share the Right Information in the Right Way
- Challenge How Other People Share Information
- Leverage Previously Underused Knowledge
- Create an Emotional Connection
- Support Critical Analysis
- Support Training – Create Role Models
- Evaluate Impact
- Affect Policy Change
- Create a Framework to Mobilize Knowledge
- Recognize Experience
- Unpack Assumptions
- Change Dogma
- Create Community
- Create a Sense of Knowledge Ownership
- Identify the Right People
- Website Design & Videos to Make Complex Knowledge Easier to Understand
- Educate & Train Around KMb
- Help Researchers Develop Relationships with Influential Members of their Audience
- Connect People with People (KMb Hubs)
- Turn People from Organization-Facing to People-Facing
- Develop & Maintain Knowledge Exchange Networks with Communities of Interest
- Reverse Engineer the Problem-Solution Space by Finding Resources for Researchers who are Starved of Funds Connect People with People & People with Ideas/Knowledge
- Challenge People to Think About Other Ways
- Knowledge Synthesis & Summary
- Creativity – View Things Differently
- Focus on Use/User vs Knowledge
- Objective Perspective – Represent the audience
- Challenge the Norms
- Collaboration, Team-Building
- Bring Passion to Job
- Bring a Different Perspective
- Vast Pool of Knowledge & Engaging in Discourse
- Build Partnerships In/Out of University
- Develop a Common Language
- Communicate Inspirational Stories
- Shift Budget from Pure
Communications to KMb

- Less Focus on Publication
- More Focus on Application
- Use Existing Infrastructure & Expand/Optimize for Knowledge Mobilization Purposes
- Give Knowledge Permanence – Knowledge is Stored in Behaviour & Activity
- Support Open Access/Open Source for the Public Good
- Prevent Closed Loop Knowledge Systems
- Build Relationships
- Create New Spaces for People to Come Together
- Combine Static & Dynamic Ideas & Knowledge
- Share Power & Resources
- Systematic Collection of Evidence of KMb Best Practices
- Value Diversity Build Relationships, Partnerships
- Connect the Right People to Right People & Resources
- Use Media to Engage Audiences
- Make Research Useful & Accessible, Meaningful

- Create Space for Conversations
- Ethical Space to Facilitate Meeting of Different World Views
- Shining Light on Problems
- Prioritizing Research
- Agenda Setting
- Increase Exposure to Research
- Create Space & Opportunities for People to Come Together
- Innovative Tools (Arts, Whiteboard, Videos...)
- Research/Plain Language Summaries
- Huddles/Face to Face Engagement
- Advising/Consulting Regarding Needs
- Knowledge Sharing Events with End Users
- Capacity Development for Research Makers and Users (Training)
- Funding with KTT Plan Requirements
Sue Cragg wrapped up the Value Creation Innovation World Café by inviting the Forum attendees to continue brainstorming about why invest in knowledge mobilization. The following are all of the group ideas that were listed:

- Value is Maximized – Knowledge is a Needed Step in the Value Chain
- Better & More Engaged Research & Results
- To Explain the Value of How to Invest Public Dollars & Benefits of Investment
- Helpful in “Weird” Ways
- Efficiency in Value Chain (ROI) by Informing About Best Practices – hospitals, government, leading to new funding
- Self-Sustaining System
- Providing Metrics to Show What We Are Doing to Justify
- We are The Accelerators – Without Us Nothing Happens
- (We Help Create Impact)
- Improving the Experience of It (enjoyable, positive)
- Expertise Leading to a Better, More Effective & Valued End Product
- Generating New Opportunities – Engaging Other Researchers
- Delegation to Experts (Allow Researchers to Do More & What They Do Best)
- As We Invest We Will Grow Practice & Become More Professionalized (build best practices, norms, standards)
- Building Networks & Breaking Down Silos
- Advancing Evidence-Based Policies
- Exchange of Best Practices
- Cross-Sector Collaboration
- Change the World
- Professional Development
- Break Down Silos
- Avoid Duplication
- Not a Practice That Can Or Should Be Automated
- Each Situation is Unique & Requires New/Different Approaches
- Creates Practice of Results from Information (application)
- Knowledge Creates Value
- Relevance & Impact Matter to Funders
- Building Practice = New Innovation
- -Develop a ‘suite’ of practice
- By Doing Work We are Building a Body of Knowledge & Credibility
- Contribute to Evolution of Practice
- Documenting Effectiveness of Approaches
- Break Down Silos
- Close the Loop Around Creating Knowledge & Getting It Into Practice
- Closing the Research to Practice Gap
- Empowering Our Target Audiences
- Evidence-Based Practice/Decision-Making
- Raising Awareness Around Diversity of Impacts of Research
- Increasing the Spread/Accessibility of Knowledge
- Fosters Innovation & Creates Change
- There Will Always Be Work to Be Done
- Improves Peoples’ Lives/Quality of Life
- Position Canada as a Leader in KMb
- Leverage Previous Investments
- Wicked Problems Need Solving in Multidisciplinary Ways
- Helps Researchers See the “Whole Elephant”
- Reshapes National Research Agenda
- Attracts Researchers & Trains Grad Students
- Democratizes Research by Engaging End Users
- Provides Access to Research
- Promote Value of Research & Evidence Within a Knowledge Economy
- To Break Down Silos
- To Maximize ROI
- Avoid Re-Inventing the Wheel
- Best Way to Ensure Research Gets Applied
- Meeting Community Needs (or Knowledge Users)
- To Ensure Value for Government Funding/Taxpayer
- Way to Approach Complex Problems
- To Build the Profession of Knowledge Brokers
- “Because I/We’re Worth It”
- We Have to Be More Efficient (Continued Improvement)
- To Contribute to Changing the World
- Without It, There is a Gap To Be Filled
- There is a Demand (Business Opportunity)
- Promotes Innovation
- Part of the Research Feedback K Loop
- Ensures that there is a Body of Relevant Research
- Impact Will Multiply
- Maximize Efficiency at Doing The Right Things
- Accountability
- More Support from Public
- Maximize Utility
• “The World Is Still A Mess”
• The Need Still Exists & Is Growing
• KMb Helps Understand Problems
• KMb Supports Systems-Based Solutions
• Democratic Use of Knowledge
• Taps Into Wider Group of People (Beyond Academia – Other Knowledge)
• People Seeking Knowledge Themselves for Decision-Making
• Makes Canadians Thought-Leaders on International Stage – Good for business/economy
• Inspires (i.e. inspires youth to go into science/research)
• Train New Skills for Students (i.e. plain language)
• Connect Researchers to Real-World Problems
• We Want to Get Value for Research Dollars
• We Want Public Good
• We Need Social Accountability for Research to Break Down Silos or Glass Walls at Universities
• With Hiring Freeze of Government Science We Need Universities to Fill A Capacity Void
• Universities are Filling the Capacity that Government Research Used To – More KMb in universities then in government science
• Increase the Public Value of Scholarly Work
• KMb Brings Exposure to Academic Work
• KMb Helps in Creation of New Products, Services
• KMb Helps Promotion to be About Real Things and Not Just Buzz Words
• KMb Helps with Philanthropy (fund raising at universities)
• KMb common to all universities
“BY BRINGING TOGETHER RESEARCH, PRACTICE AND POLICY THROUGH KMB ACTIVITIES...WE ARE ATTEMPTING TO CHANGE LONG-HELD BELIEFS THAT DRIVE POLICY AND PRACTICE THAT ARE NOT NECESSARILY ALIGNED WITH CURRENT KNOWLEDGE.”

Michelle Gagnon spoke about a social innovation platform that the Alberta Family Wellness Initiative (AFWI) is in the process of implementing in large part due to a collaboration with the Norlien Foundation and with the Government of Alberta and other community stakeholders. Gagnon described the work being done designed to achieve better health and wellness outcomes for children and families.

Gagnon began by providing two definitions of social innovation. The first, from the Government of Alberta which recently created a social innovation endowment fund:

Doing new things in new ways to address complex social issues for the benefit of society that can result from the actions of individuals, groups or organizations. It happens when people in organizations who have previously not worked together come together to share knowledge, experience and ideas to solve a common concern.

The second is from the MaRS Discovery District in Toronto:

A WORLD WHERE ULTIMATE GOOD IN SOCIETY CANNOT ONLY BE IMAGINED BUT ALSO CREATED. IT IS AN INITIATIVE, PRODUCT OR PROCESS THAT PROFOUNDLY CHANGES BELIEFS, BASIC ROUTINES, RESOURCES AND AUTHORITY FLOWS OF ANY SOCIAL SYSTEM IN THE DIRECTION OF GREATER RESILIENCE.

Gagnon stated that successful social innovations have durability, impact and scale and this can’t happen without knowledge mobilization. Gagnon presented how the work of the AFWI focuses on the link between early childhood experiences and mental and physical health outcomes throughout life - knowing from neuroscience that what happens in early childhood can subsequently affect health and wellness outcomes later in life.

Gagnon talked about the use of a conceptual framework developed by the Harvard Centre of the Developing Child which shows how the early childhood development of social relationships can have a cumulative effect in a person’s adult life. Gagnon states the Alberta Family Wellness Initiative, set up by the Norlien Foundation in 2007, seeks system-wide change based on knowledge
mobilization through engagement and collaboration with academia, health, social services and justice. By bringing together research, practice and policy through KMb activities, Gagnon said the Initiative is attempting to change long-held beliefs that drive policy and practice that are not necessarily aligned with current knowledge.

Gagnon said AFWI followed the early interdisciplinary work of The National Scientific Council on the Developing Child in the U.S. that engaged neuroscientists, psychologists, psychiatrists and pediatricians to present synthesized knowledge into working papers for use by non-expert audiences. This scientific council also worked with the Frameworks Institute made up of social scientists, anthropologists, sociologists and communication specialists to change public discourse and present the core concepts of the synthesized knowledge. Gagnon said this was followed by “on-the-street” interviews of the public to gauge their beliefs around these core issues such as children’s mental health. Gagnon pointed out that from this public engagement there was a realization that much of the beliefs about things like children’s mental health were incorrect with very little understanding.

Gagnon stated this process is a valuable form of knowledge brokering that helps create greater public awareness that changes public discourse about actual research findings. Through a narrative project called The Core Story of… short videos were created to explain the science behind various social issues. Videos include The Core Story of Climate Change, The Core Story of Domestic Violence, and The Core Story of Poverty. Gagnon showed the video The Core Story of Brain Development that explains the science to non-expert, public audiences. Using a metaphor of

the requirement for a strong foundation for a house, the video explained the importance of creating a strong foundation for brain architecture in the early years of childhood development. A second metaphor of a serve and return in tennis was also shown to stress the importance of a serve and return of interaction and mirroring engagement between infant and parent/caregiver for healthy brain development.

Gagnon continued by presenting another short video on toxic stress in which there are persistent stressful situations that can have a physiological effect on childhood development and lifelong consequences by decreasing neurological connections in the brain. Gagnon presented how the Alberta Family Wellness Initiative created their own short video based on The Core Story idea to present research findings to children and families in collaboration with multiple sectors. Working with a local communications firm, AFWI produced their own video How Brains Are Built: The Core Story of Brain Development as a knowledge mobilization tool which was also shown to the Forum audience.

Gagnon concluded by mentioning how AFWI has set up week-long symposiums that consist of learning-teams to engage individuals from health, government, community groups and education. Through a three-year commitment process of attending a symposium, experts present research findings and various stakeholders work together to better understand and apply knowledge shared at the symposium. From the symposia, innovation teams continue to work together throughout the province to develop action plans and create a network of knowledge leaders.

MICHELLE GAGNON
Vice President of the Norlien Foundation, Adjunct Professor, Department of Community Health Sciences, Faculty of Medicine, University of Calgary.

Through the Alberta Family Wellness Initiative (AFWI), the Norlien Foundation catalyzes evidence-informed system level change to benefit children and families. Dr. Gagnon began her career as a nurse and worked in a variety of health care areas. She also spent a number of years working at the Canadian Institutes of Health Research (CIHR), including as Director of Knowledge Translation. More recently she worked with Alberta Health Services where she was the Director, Provincial Research Strategy and Priorities. Dr. Gagnon holds an interdisciplinary doctorate (PhD) in population health (focus on public policy) from the University of Ottawa, a Master of Business Administration (MBA) and undergraduate degrees in liberal arts and nursing.
TOP INNOVATION IDEAS

As the Forum was drawing to a close, Chair Colleen Christensen asked attendees to present what they considered to be the top innovation ideas stemming from presentations and discussions that participants would take away from this year’s KMb Forum.

FOR OUR ORGANIZATIONS:
• Creating better focus and learning to say “no” to avoid being overburdened in our work places
• Using “sticky and simple, core messages” instead of complex projects to convey knowledge such as the short AFWI videos
• Careful and thoughtful process matters
• Develop capacity around using art in our organizations
• Using storytelling within our organizations to convey knowledge and create impact
• The importance of involving grad students and our youth in general
• Having a “readiness” and “receptive” value system upfront in order to create change
• Incorporating a similar Community BUILD idea to engage new audiences

FOR SELF:
• Adopting a pedagogy of compassion – using this as a foundation for knowledge mobilization by starting with ourselves and radiating out into the work we do with others
• Recognizing the value of “real-life” connections and the difference between these type of connection and online connections
• Using art-spaces to create emotional connections with knowledge and individuals
• Making all of our spaces more creative to become more creative ourselves
• Having a “responsibility” as knowledge mobilizers
• More activist-oriented “protests” (similar to those of First Nations groups who have come together) to create social change on an issue like violence in society
• Using indicators as part of an accountability framework

FOR GENERAL PUBLIC:
• Attending events like the KMb Forum to bring a variety of people together and exchange experiences and knowledge
• Learning to invest in an “outcome” rather than investing in a “project”
In his closing remarks, Peter Levesque thanked all the attendees for making the 2014 Canadian Knowledge Mobilization Forum another successful event, for being open to meeting other people, for thinking through and participating in discussions and step beyond our comfort spaces to imagine, listen to other people, share what we know and care about our communities. Peter spoke about how he came to understand what the KMb Forum is really all about with a quote from ecologist Richard Heinberg:

“TAKING IN TRAUMATIC INFORMATION AND TRANSFORMING IT INTO LIFE-AFFIRMING ACTION MAY TURN OUT TO BE THE MOST IMPORTANT AND MEANINGFUL SPIRITUAL PRACTICE OF OUR TIME.”

Once again, Peter told the Forum attendees, “Knowledge mobilization is fundamentally an act of love.” Peter said it’s something we don’t often hear in the context of research, but if we think about what we’re doing, trying to take the best of what we know and make it ready for other people to use it to create well-being, to improve lives, to reduce risk, to have cleaner cities, safer roads, and healthier children – this is where KMb is fundamentally an act of love.”

With heartfelt emotion Peter thanked all the Forum participants and invited everyone to come together again at the 2015 Canadian Knowledge Mobilization Forum in Montreal. Peter also invited participants to attend the 2015 UK Knowledge Mobilization Forum in Edinborough.

Peter concluded by saying how pleased he is in how much the forum and attendees have grown since the first Canadian KMb Forum in 2012 and how much we continue to share.
Come join us for future Canadian Knowledge Mobilization Forums

May 14, 15 2015  Montreal
June 2016       Toronto
June 2017       Ottawa (Canada’s 150th)
June 2018       Calgary
June 2019       Halifax
June 2020       Vancouver

Institute for Knowledge Mobilization
1 Rideau Street, Suite 700
Ottawa, Ontario, K1N 8S7
www.knowledgemobilization.net