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Knowledge Translation
Plan Template

for AMH Research

April 2022

Table of contents

[Purpose 4](#_Toc98332675)

[About Knowledge Translation 4](#_Toc98332676)

[Other KT resources 5](#_Toc98332677)

[Knowledge Translation Planning 5](#_Toc98332678)

[Knowledge Translation Plan Template 6](#_Toc98332679)

[Appendix A: KT Definitions 11](#_Toc98332680)

[Appendix B: KT Menu 12](#_Toc98332681)

[Appendix C: KT Timeline 14](#_Toc98332682)

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|  |
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Alberta Health Services. (2022). *Knowledge Translation Plan Template*. Edmonton, AB: Author.

# Purpose

This Knowledge Translation (KT) Plan Template provides a guide to move research into knowledge and practice for those in addiction and mental health (AMH). This includes defining KT goals, identifying key messages and targeting them to specific audiences, and identifying KT strategies and products.

# About Knowledge Translation

Getting knowledge into action is key to improving healthcare, but implementing change can be a challenging and multidimensional process. Knowledge translation (KT) involves the creation of knowledge or research, and its translation into changes in practice to improve healthcare.

There are several principles associated with KT:

* KT is necessary when new knowledge is generated
* KT is both an interactive and multi-directional exchange between knowledge producers, knowledge users, and policy makers
* A staggered approach to KT is more effective than a summative approach
* Active rather than passive KT strategies are more effective
* Multiple dissemination channels and formats are more effective than singular approaches
* Effective KT strategies include a rationale that clearly supports the project objectives
* Messages should be tailored to the audience
* Translation of findings involves presenting understandable, timely information/data in visually compelling formats using illustrations and anecdotes where appropriate
* KT strategies must be pre-tested to ensure appropriateness of content and user-friendliness
* KT strategies must be evaluated to measure the impact (Sudsawad, 2007)
* Knowledge producers must develop “chains of legitimacy” (Crew & Young, 2002) with users to engage in effective KT (i.e., develop networks that foster trust)

This document includes resources in Appendices A–C to assist with the template. Please review this information before completing the template.

## Other KT resources

View our other KT resources on our [Knowledge Translation and Implementation Science Resources](https://www.albertahealthservices.ca/info/Page11163.aspx) page

# Knowledge Translation Planning

This KT planning template guides users through stages of the KT planning process outlined in the figure below. Some aspects of the process are closely linked and should be planned together. Implementation and project evaluation are not covered in this document (grey boxes in the figure below), but our resources on these topics can be found here:

* [Implementation Science Theory, Models & Frameworks](https://www.albertahealthservices.ca/assets/info/amh/if-amh-ke-implementation-science-theories-models-frameworks.pdf)
* [Evaluation resources](https://www.albertahealthservices.ca/info/Page11178.aspx)

**Figure 1: KT planning process**

**Knowledge creation**

**KT
goals**

**Target audience**

**Key messages**

**KT
products**

**KT
strategies**

**Facilitators**

**Barriers**

**Resources**

**Timeline**

**Assumptions**

**Implementation**

**Project evaluation**

**KT
evaluation**

# Knowledge Translation Plan Template

Project:

Date:

|  |
| --- |
| Introduction |
| Knowledge creation Describe the background knowledge generated to inform the project, including terminology, results, discussion, and conclusions. Define the innovation of interest. The knowledge base and innovation may be derived from literature searches, focus groups, surveys etc. Ask yourself:* What is the innovation?
* What is the supporting information for this?
* What process was undertaken to generate this knowledge?
 |
| Insert content here. |
| Project historyDescribe the drivers of this work, key stakeholders, and funding. Indicate any preliminary work that has taken place, such as pilot studies. |
| Insert content here.  |
| Knowledge translationDefine knowledge translation as it applies to your project. The literature and [Appendix](#_Appendix_A:_KT) A can provide examples. |
| Insert content here.  |
| Goals and objectives of the KT plan |
| Describe the primary goals of knowledge translation for the project and why it is necessary, and outline specific objectives of the knowledge translation plan. Ask yourself:* What problem am I trying to address?
	+ For example: Improve mental health promotion and awareness for children
 |
| Insert content here.  |
| Target audiences |
| List all of the target audiences for the information being shared. See [Appendix B](#_Appendix_B:_KT) for help.Ask yourself:* Who will be affected by this innovation?
	+ For example, policy makers, healthcare leadership, healthcare providers, patients
* For each target audience, who are the agents of change that will help promote adoption?
* Do I need to include any stakeholders from the “project history” section above?
 |
| Insert content here. |
| Key messages |
| Outline the information to be disseminated to each of the target audiences. See [Appendix B](#_Appendix_B:_KT) for help. Ask yourself:* What information or change must each target audience be made aware of?
 |
| Insert content here. |
| Strategies and products |
| General KT strategies and productsDescribe general KT strategies for the project (for example, websites, webinars, meetings). See [Appendix B](#_Appendix_B:_KT) for help. Ask yourself:* What KT strategies are available? What strategies are most effective for my audience?
* Do I need to consult with the target audience on potential strategies?
* What KT products are needed to support these strategies?
	+ For example, presentation slides are needed in a webinar. An infographic or poster may be needed at a meeting or after a webinar.

For more information, see:* [Knowledge Translation Strategies For Different Target Audiences](https://www.albertahealthservices.ca/assets/info/res/mhr/if-res-mhr-kt-strategies-for-different-audiences.pdf)
 |
| Insert content here. |
| Facilitators and barriers |
| FacilitatorsList any facilitators for the knowledge translation plan (for example, champions, organizational support). Ask yourself:* How do these facilitators affect my KT strategy?

For more information, see:* [Knowledge Translation: A Synopsis of the Literature](https://www.albertahealthservices.ca/assets/info/res/mhr/if-res-ke-kt-synopsis.pdf), section on facilitators
 |
| Insert content here. |
| BarriersList any potential barriers to the knowledge translation plan (for example, organizational priorities, user buy-in).Ask yourself:* How do these barriers affect my KT strategy?

For more information, see:* [Knowledge Translation: A Synopsis of the Literature](https://www.albertahealthservices.ca/assets/info/res/mhr/if-res-ke-kt-synopsis.pdf), section on barriers
 |
| Insert content here. |
| Resources |
| Identify any resources that are required to execute the knowledge translation plan (for example, fiscal or human resources). See [Appendix B](#_Appendix_B:_KT) for help.  Ask yourself:* What resources do I need to support the selected KT strategies?
* What resources do I need to create the selected KT products?
 |
| Insert content here. |
| Timeline |
| Establish a timeline for different phases of the project. See [Appendix C](#_Appendix_C:_KT) for help. |
| Insert content here. |
| Assumptions |
| Identify any assumptions in the knowledge translation plan (for example, support of government or policy makers) |
| Insert content here. |
| KT evaluation |
| If you choose to evaluate your knowledge translation approach, outline how you will define and evaluate the success of the knowledge translation activities.  Ask yourself:* Is this required by the key stakeholders or funders identified in the “project history” section?
* How will I know if the KT approach/activities are successful?

For more information, see:* [Knowledge Translation Evaluation Planning Guide](https://www.albertahealthservices.ca/assets/info/amh/if-amh-ke-kt-evaluation-planning-guide.pdf)
* Other [evaluation resources](https://www.albertahealthservices.ca/info/Page11178.aspx)
 |
| Insert content here. |
| References |
| Insert any references for the knowledge translation plan.  |
| Insert content here. |
| Appendices |
| Additional information about knowledge translation is included in [Appendix A](#_Appendix_A:_KT). Complete and attach the Knowledge Translation Menu ([Appendix B](#_Appendix_B:_KT)) and Timeline ([Appendix C](#_Appendix_C:_KT)). |

# Appendix A: KT Definitions

To define knowledge translation as it applies to your project, consider these resources:

Canadian Institutes for Health Research. (2016). *Knowledge Translation at CIHR*. Retrieved from <http://www.cihr-irsc.gc.ca/e/29418.html#1>

Graham, I. D., Logan, J., Harrison, M. B., Straus, S. E., Tetroe, J., Caswell, W., & Robinson, N. (2006). Lost in knowledge translation: time for a map? *The Journal of Continuing Education in the Health Professions*, *26*(1), 13–24. Retrieved from <https://doi.org/10.1002/chp.47>

Mental Health Commission of Canada. (2014). *Innovation to implementation: A practical guide to knowledge translation in healthcare*. Ottawa, ON: Author. Retrieved from <https://www.mentalhealthcommission.ca/sites/default/files/innovation_to_implementation_guide_eng_2016.pdf>

# Appendix B: KT Menu

This Menu helps tie together different elements of KT planning.

**Instructions:** Step 1: Consider your audiences and the key messages. Determine which messages are applicable to which audiences using the Message Matrix. Step 2: Each Message/Audience combination in Step 1 defines a task in the Task Table. For each task, determine the corresponding strategies, products, and resources.

**STEP 1**

**STEP 2**

**Task Table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Task #** | **Details** | **Strategies** | **Products** | **Resources** |
| 1 | Message 1Audience 1 |  |  |  |
| 2 |  |  |  |  |
| 3 |  |  |  |  |
| 4 |  |  |  |  |
| 5 |  |  |  |  |

**Products**

**What KT tools or products will you produce?**

**Audio/Visual**

[ ] PowerPoint presentation

[ ] Video

[ ] Audio recording

[ ] Photographs

[ ] Web (e.g., websites, wikis, podcast, blogs)

[ ] Infographic

[ ] Posters

**Written**

[ ] Meeting notes

[ ] Summary

[ ] Report

[ ] Academic article

[ ] Media campaign (e.g., news release, brochure, pamphlet, newsletter)

**Resources**

**What resources will you require for each task?**

**Personnel**

[ ] Design/layout

[ ] Knowledge broker

[ ] KT specialist

[ ] Public relations

[ ] Marketing

[ ] Writer/Editor

[ ] IT

**Consumables**

[ ] Printing

[ ] Mailing & postage

[ ] Media development

[ ] Publication fees

[ ] Travel & consultation

[ ] Video conferencing costs

[ ] Workshop/meeting costs

[ ] Web-related costs

**Strategies**

**Which implementation strategies will you use to reach your audience and deliver your message?**

**Most Effective**

[ ] Interactive education

[ ] Outreach education

[ ] Reminders

[ ] Audit & feedback

[ ] Multifaceted strategies

**Mixed Effects**

[ ] Opinion leaders

[ ] Champions

[ ] Educational materials

[ ] Substitution of tasks

[ ] Financial incentive

[ ] Peer-reviewed publication

[ ] Conferences

**Unknown Effects**

[ ] Press release

[ ] Patent publication

[ ] Arts based (e.g., theatre, digital storytelling)

[ ] Social media

[ ] Web-based activities (e.g., website, podcast, chatroom, Telehealth)

[ ] Communities of practice

[ ] Mass media campaign

**Messages**

**Audience**

**Who will your messages be targeting?**

**Healthcare**

[ ] Executives

[ ] Physicians

[ ] Pharmacists

[ ] Nurses

[ ] Service providers

[ ] Support workers

[ ] Volunteers

**Public**

[ ] Clients

[ ] Family

[ ] Public

[ ] Media

**Academia**

[ ] Researchers

[ ] Students

[ ] Research institutes

[ ] Program administrators

**Community**

[ ] Foundations

[ ] Not-for-profit organizations

**Industry**

[ ] Pharmaceuticals

[ ] Biotechnology

[ ] Medical devices

**Funders & Decision Makers**

[ ] Government

[ ] Policy makers

[ ] Funding agencies

**What are the messages you want to communicate?**

**Message 1**

Click here to enter text.

**Message 2**

Click here to enter text.

**Message 3**

Click here to enter text.

**Message Matrix**

**Which messages are applicable to which audience members?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Audience 1 | Audience 2 | Audience 3 |
| Message 1 |[ ] [ ] [ ]
| Message 2 |[ ] [ ] [ ]
| Message 3 |[ ] [ ] [ ]

**Each Audience/Message pair defines a task**

A complete Message Matrix is included on the next page.

A complete Task Table is included on the next page*.*

Adapted from Barwick, M. [2008, 2013, 2019]. Knowledge translation planning template. Hospital for Sick Children, Toronto. http://www.melaniebarwick.com/KTTemplateFillable\_dl.php. Accessed Mar 16, 2022.

**Message Matrix**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Audience 1e.g., Children in schools | Audience 2e.g., Parents and teachers | Audience 3Click here to enter text. | Audience 4Click here to enter text. | Audience 5Click here to enter text. |
| Message 1e.g., Teach children about mental health and its relation to emotion |[x] [ ] [ ] [ ] [ ]
| Message 2e.g., It is important to promote positive mental health in children |[ ] [x] [ ] [ ] [ ]
| Message 3Click here to enter text. |[ ] [ ] [ ] [ ] [ ]
| Message 4Click here to enter text. |[ ] [ ] [ ] [ ] [ ]
| Message 5Click here to enter text. |[ ] [ ] [ ] [ ]  [ ]  |

**Task Table**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Task #** | **Details** | **KT Strategies** | **Products** | **Resources** |
| 1 | Message 1Audience 1 | Interactive workshop | PowerPoint presentation & interactive game | Workshop costs |
| 2 | Message 2 Audience 2 | Disseminate educational materials | Infographic & pamphlet | Printing, postage |
| 3 |  |  |  |  |
| 4 |  |  |  |  |
| 5 |  |  |  |  |
| 6 |  |  |  |  |
| 7 |  |  |  |  |
| 8 |  |  |  |  |
| 9 |  |  |  |  |

# Appendix C: KT Timeline

This Timeline helps you schedule your knowledge translation plan activities. Please complete the timeline based on your requirements.

**Instructions**: Add your tasks to the table. If needed, divide into smaller tasks. Enter the timeline in the “month” row. For each task, shade squares according to how long you estimate it will take.

|  |  |  |
| --- | --- | --- |
|  |  | **Timeline** |
| **Task** | **Details &** | **Month** |  |  |  |  |  |  |  |  |
| **#** | **Description** | **Week** | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 |
| 1 | Message 1/Audience 1e.g., Teach children about mental health and its relation to emotion -Define mental health and emotion. Identify positive strategies for children to deal with their emotions.-Produce slides for a PowerPoint presentation. Develop an interactive game. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 9 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |