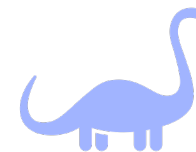


Knowledge transfer

Sharing for better understanding



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MAP national meeting 2024

References

Knowledge transfert MOOC 1 & 2 (UdeM)

ComSciCon Québec 2022 & 2023

Peer Recognized books (1, 2 & 3)

‘All efforts done to make research results and activities known and acknowledged [...] for utilization by clinicians, the general public or the policymakers, whether or not the process is interactive.’

- Fonds québécois de recherche – société et culture (2014)

Valorization

Mobilization

Sharing

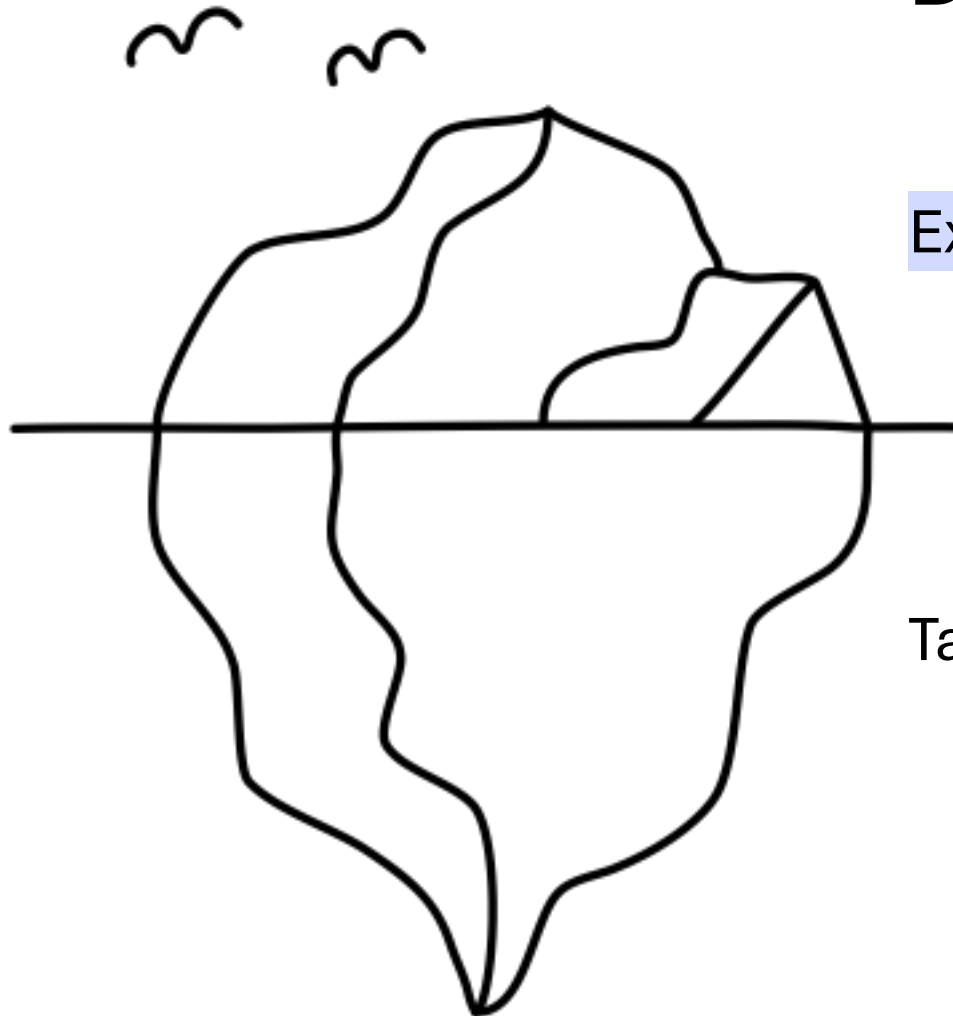
TRANSFER

Exchange

Popularisation

Application

Different types of knowledge



Explicit

From research
Data analysis process

Tacit

Clinical
Lived experience
Social standards

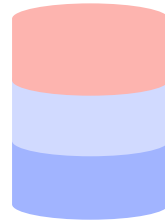
Different levels of involvement



To inform



To educate



To mobilize



To change
practices

3 possible approaches

Expert position

Producers

Users



Implies that disponibility of knowledge leads to utilization

Unidirectional; users are passive show little involvement

Little influence on changing practices

Useful in certain fields (e.g. fundamental/theoretical sciences)

Problem solving

Producers

Users



Potential users are the one asking for research, based on their needs and interests.

Research results serve the users

3 possible approaches

Producers



Users



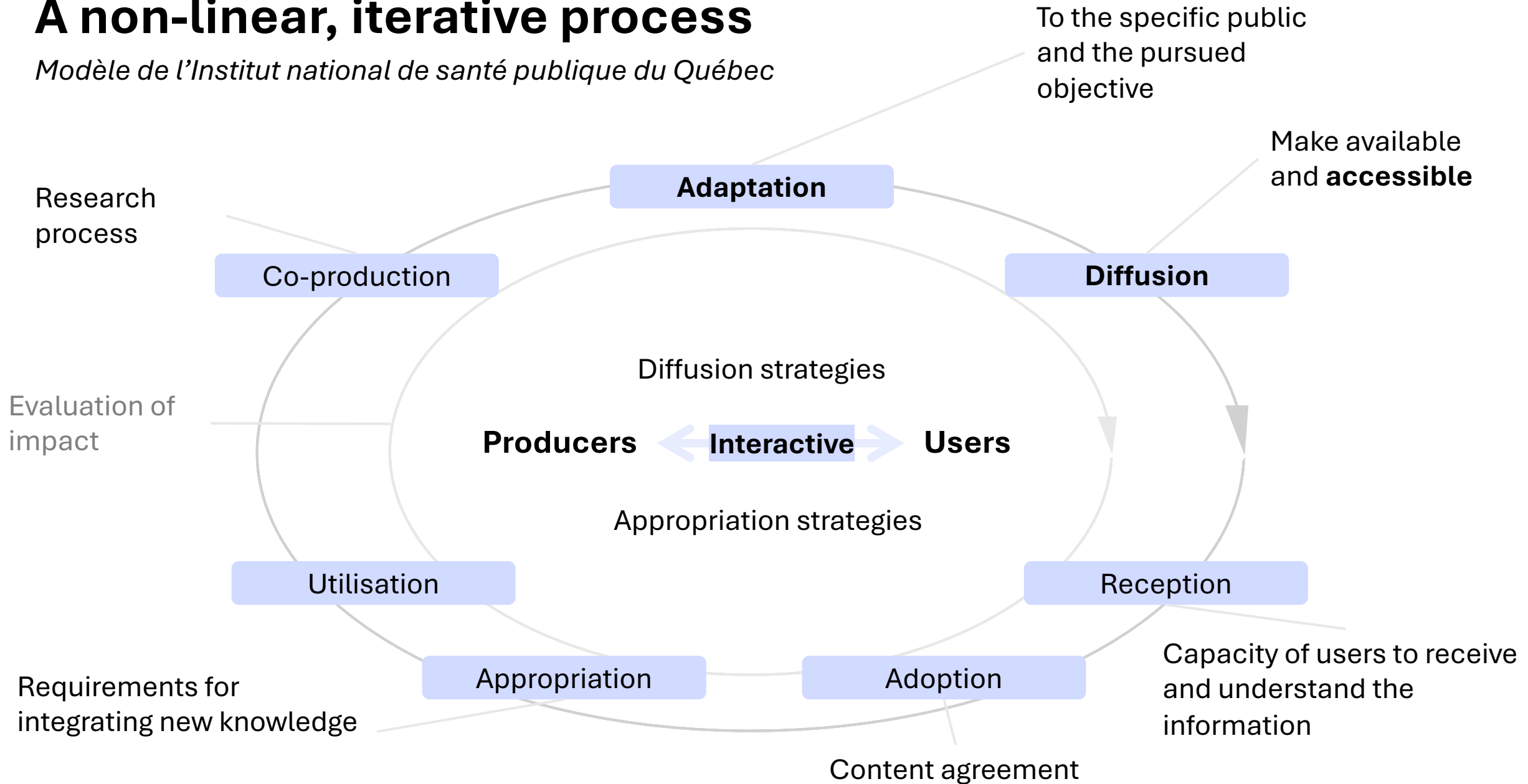
Collaboration between researchers, policymakers, clinicians, citizens, etc.

Iterative and **bidirectional** process with **sharing**

Aims for **community ownership of the research process** (not just the results)

A non-linear, iterative process

Modèle de l'Institut national de santé publique du Québec



Between production and utilization, many influencing factors !

Knowledge

Is it easy to access ? In agreement with values and needs ? with the political agenda ? Produced in a timely manner ?

Users (partners & population)

Are they interested by research ? Do they find it useful ? Are they open to change ? What about their workload ?

Producers (researchers & partners)

What's their attitude and how to they define collaboration ? What are their ability to adapt their approach ? Do they have funding ?

Organizational context

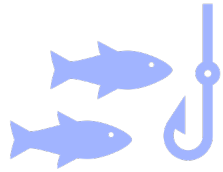
Are there facilitating intern policies or culture ? Positive leadership ? Openness and incentives for change ? Resources availability ?

Social and political context

How politicized is the issue? How closely does it match current policies and society's needs? What influence does hierarchical decision-making have?

What about strategies ?

What about strategies ?



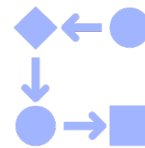
Have to be adapted to implementation context (influencing factors)



Multiple activities for multiple targets/objectives are useful



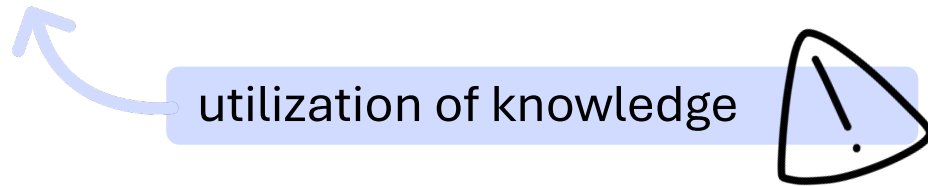
Must be interactive and iterative rather than passive and linear



Must ensure follow-up and support for appropriation

Why should we have strategies ?

Change = capacity + motivation + opportunity



Generate change with multiple mechanisms



Making users aware of the importance of research



Working towards a common understanding of questions of interest



Facilitating communications and access to dissemination



Multiply the interactions



Develop users' skills



Reduce structures and procedures



Efficacy-proven
mechanisms in the
litterature

All of this while promoting a supportive approach!

Avoid the directive or expert approach, except in emergencies



Be a a **facilitator** for knowledge users

Adopt a **humble** stance, making room for user expertise



Mobilize their strengths, expertise, knowledge and autonomy

**All the theory is nice.
How should we apply it ?**

Make a strategy !

A good one should lead to concrete changes
and be able to demonstrate it.

Objectives



Plan /
strategies



Influencing
factors



Activity

Activity

Activity

Activity



Mechanisms



Impacts



Outcome
measures

8 key questions for planning a strategy

- 1 What ?
- 2 To who ?
- 3 Why ?
- 4 Who ?
- 5 How ?
- 6 Efficacy ?
- 7 When ?
- 8 How much ?

8 key questions for planning a strategy

1 What ?

What are the take-home messages ?

Be careful not to drown the message
in a sea of information

2 To who ?

Public ? Future users ?

Adapt the message to them and their
influencing factors

8 key questions for planning a strategy

3 Why ?

What's intended ?

To inform ?

To educate ?

To mobilize ?

To change practices ?

4 Qui ?

Choose your messenger accordingly

The credibility of the messenger
increases the odds of a successful KT
process

8 key questions for planning a strategy

5 How ?

What activities will you choose to ensure you reach your objectives ?

Crucial choice ! Don't only / always do what you like or think you're good at. It might not be the best suited format for the situation.

6 Efficacy ?

What are the outcome measures and indicators to evaluate the success of the activity ?

8 key questions for planning a strategy

7 When ?

Ensure that activities are done in a timely manner.

Don't wait the very end of the project to give insights to your users. They would like to know how the project's doing !

8 How much ?

What financial, human, material resources will be needed ?

This must be considered at the planning stage

Some of these questions ask for a few more infos ...

Tips and tricks

1

The importance of a good ‘take-home message’

To be understood in the most optimal way

- Present 2-3 results at a time
- Tell a story
- Choose the right format / activity
- Make the information accessible (not only available)

1

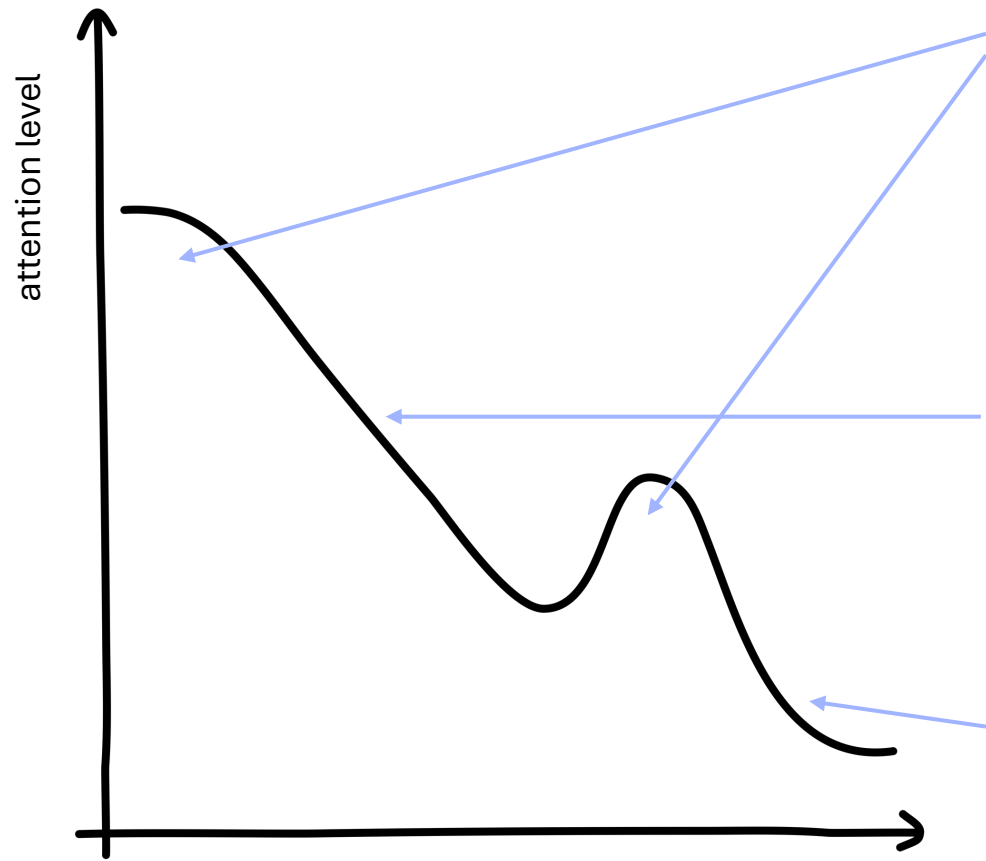
The importance of a good ‘take-home message’

Controversy alert !

The usual scientific structure is not the best way to share knowledge, if you want to **attract and keep the attention** of an audience, regardless of the presentation format.

1

The importance of a good ‘take-home message’



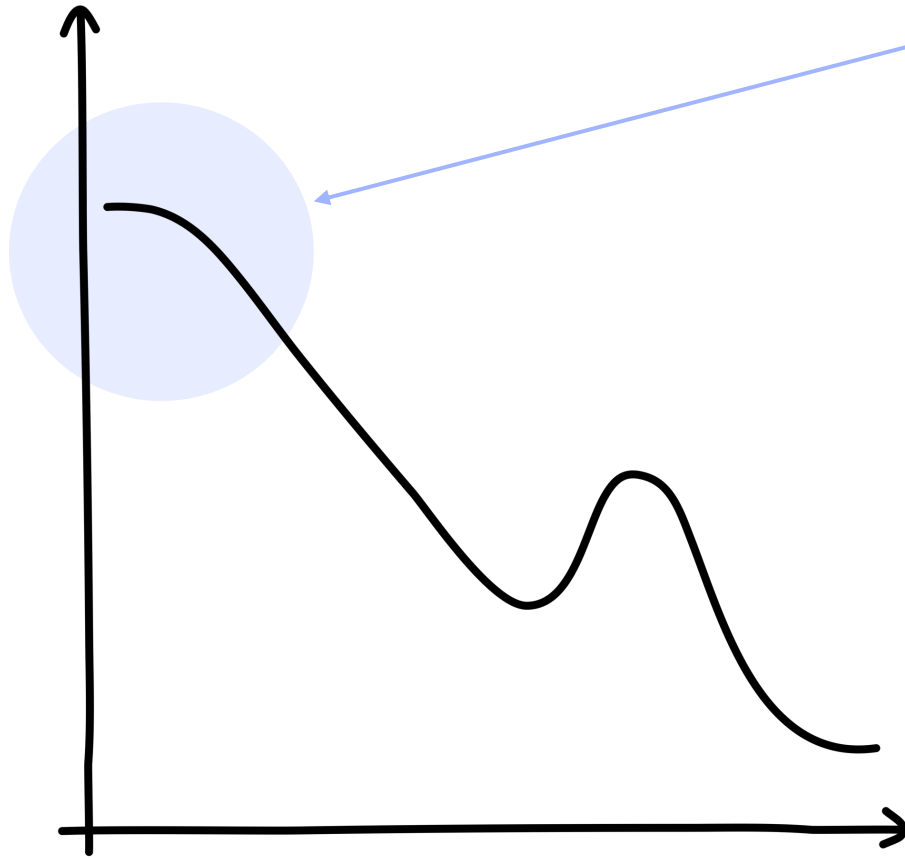
Your public is interested in a bit of your context and mostly in your **results**.

Unfortunately, we often get bogged down in lengthy problematics and methodological details.

And we end up running out of time for the essential : **take-home messages!**

1

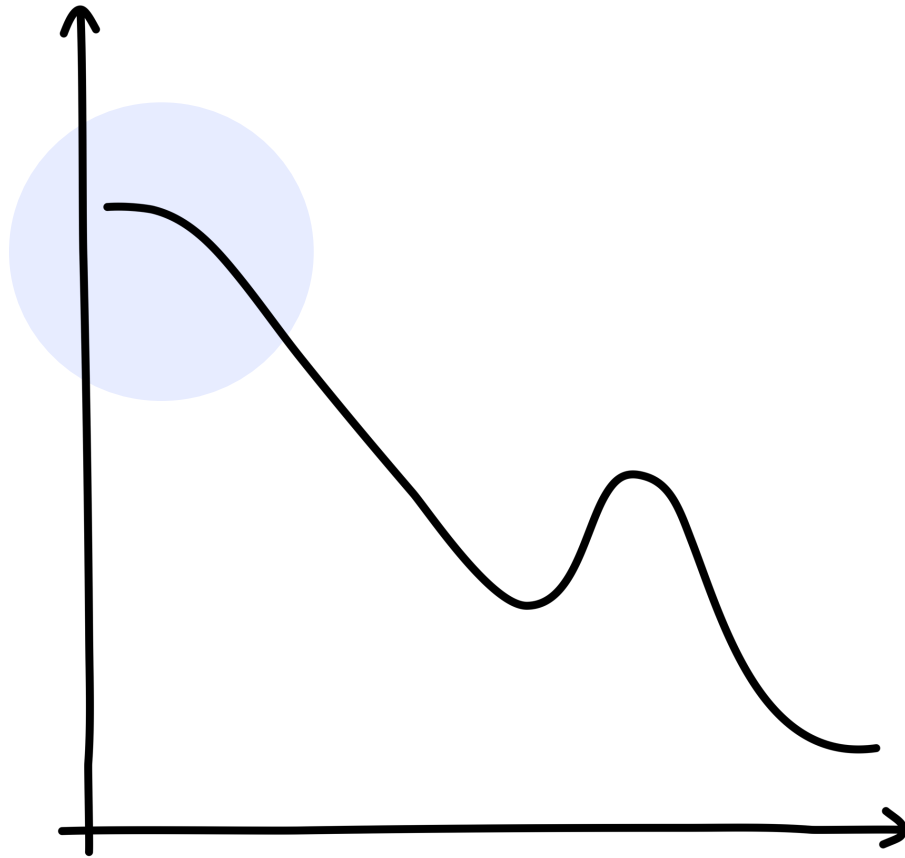
The importance of a good ‘take-home message’



You have **30 seconds to 1 minute** at the very beginning of your presentation to convince your public that what you have to say is worth their attention.

1

The importance of a good ‘take-home message’



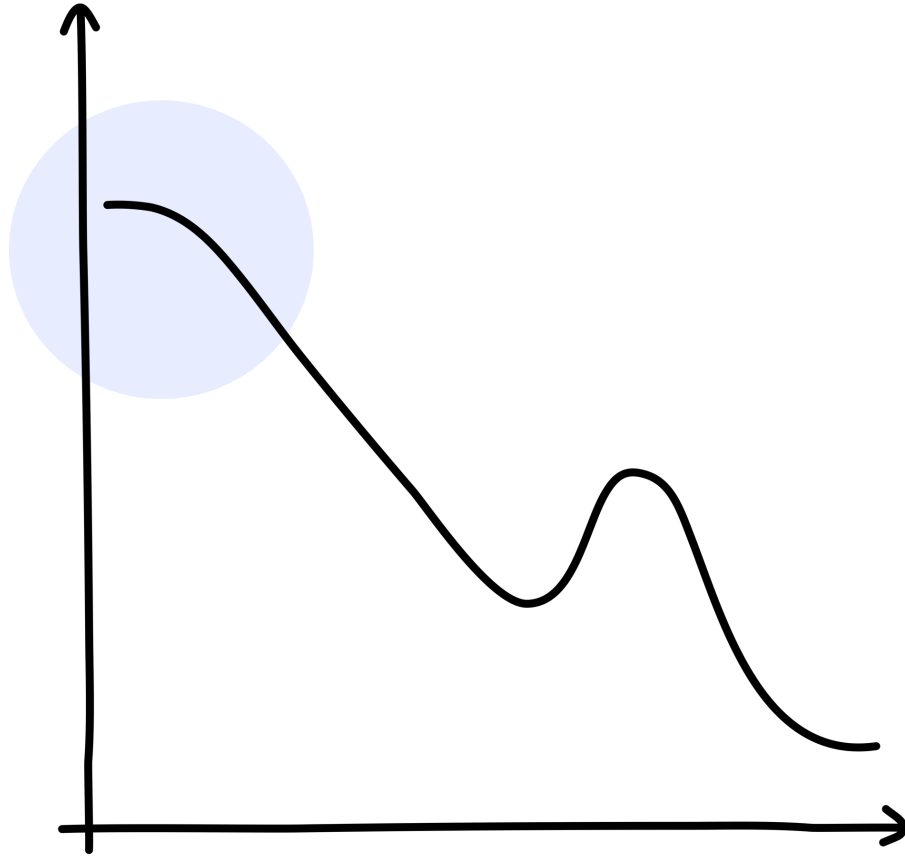
« Start with why » (*Simon Sinek*)

The amount of carbon dioxide in the atmosphere is currently 33% higher than at any time in the last millennium. These changes are largely linked to human activity and contribute to climate change, leading to more frequent natural disasters.

(That's all true, but a little boring.)

1

The importance of a good 'take-home message'



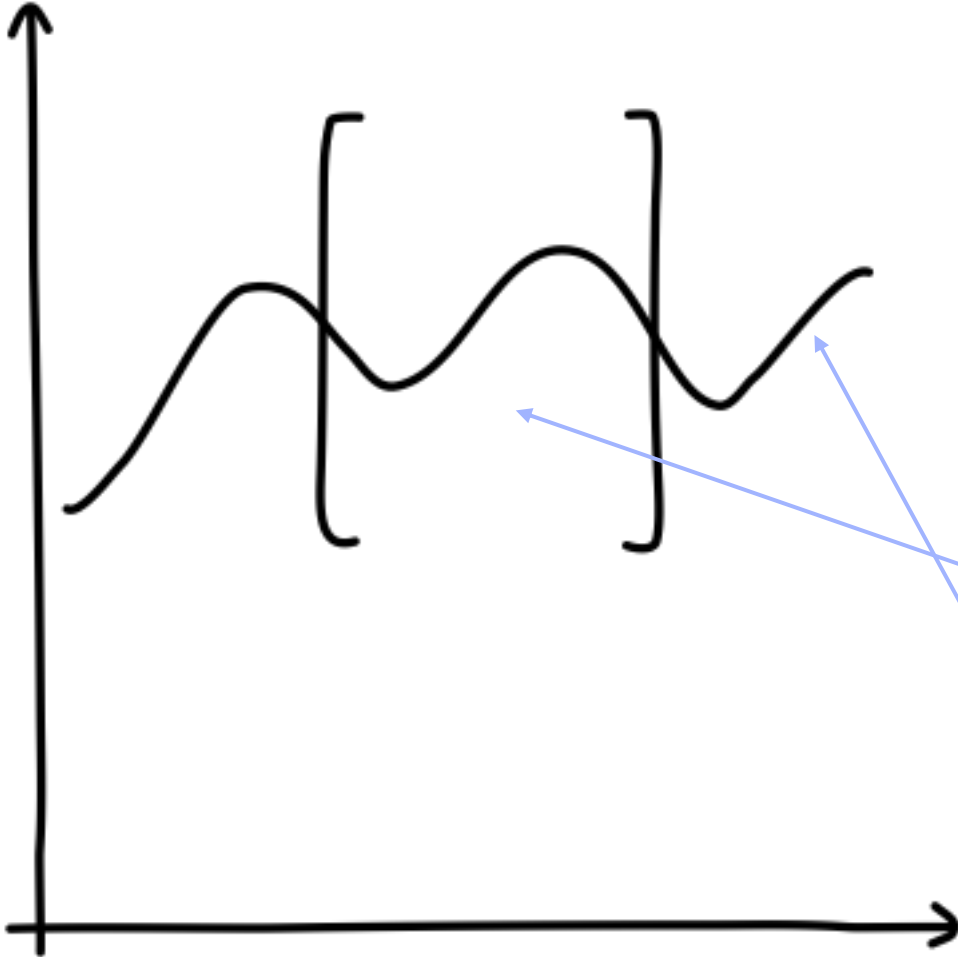
« Start with why » (*Simon Sinek*)

Did you know that a family on Île d'Orléans has been growing strawberries for 8 generations? Last summer, their production was down 45% on 2019 due to climate change. If we don't do something, strawberries from the island could end up costing quite a bit more at the grocery store...

(Same problematics but give it a **human / relatable** twist)

1

The importance of a good 'take-home message'



« Start with why »

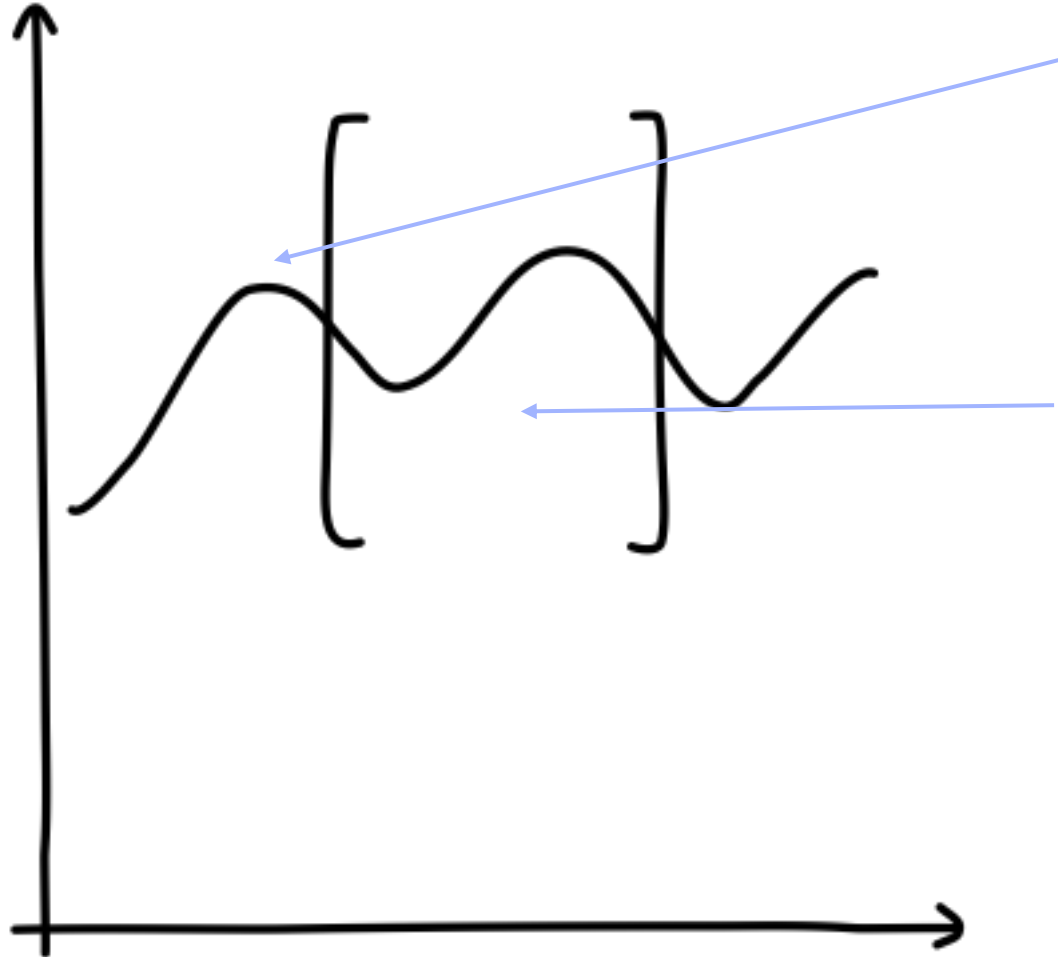
Quick and understandable objective

[results + methods] x 2-3

Take-home messages !!

1

The importance of a good 'take-home message'



Objective "As a strawberry lover, I wanted to contribute. So I wondered what Quebecers were doing to reduce their footprint on the climate."

Result #1 I found that 87% of them take concrete, proven actions on a daily basis to fight global warming, the majority of which are: ...

Methods #1 To get these results, we surveyed... because we thought it was a good way to get a representative portrait of..."

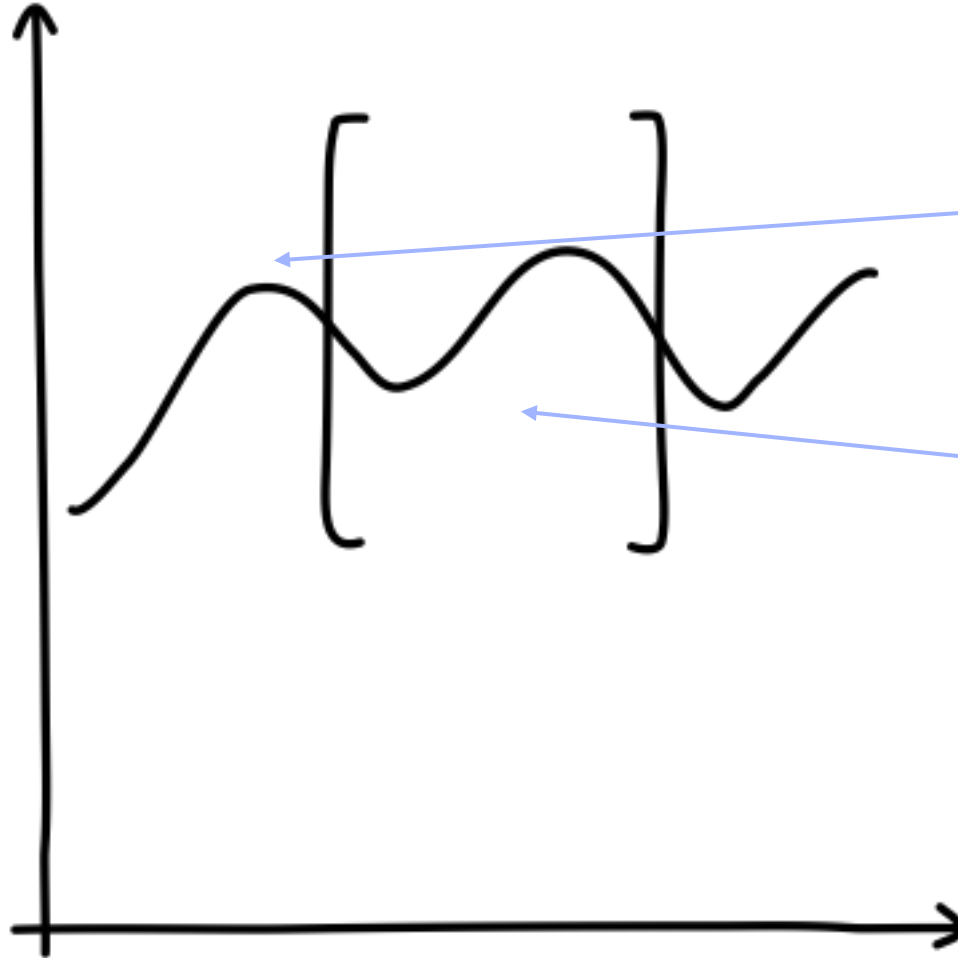
1

The importance of a good ‘take-home message’

What if I don't have **any result yet** ?

1

The importance of a good 'take-home message'



Your WHY has to be even more convincing !!

Explain why you chose to do the protocol the way you did

Tell your audience what are the **concrete expected outcomes** for them and how it is **valuable** for them.

1

The importance of a good 'take-home message'

"The protocol involves a qualitative research design and the data will be analyzed iteratively during collection and inductively according to their thematic content."



"To get representative results, we think it's important to gather the perceptions of people who live in this context every day. Putting all the interviews together could bring out issues that we wouldn't have thought of as researchers."

1

The importance of a good ‘take-home message’

Mobilization intention against climate change : perceptions and action points from Quebecers during the last 5 years stratified by city – results of a provincial study

Title

Say it in 1 breath
+ add a bit of result in it



87% of Quebecers mobilize themselves to save climate (and Orléans island strawberries).

Simplify your vocabulary.

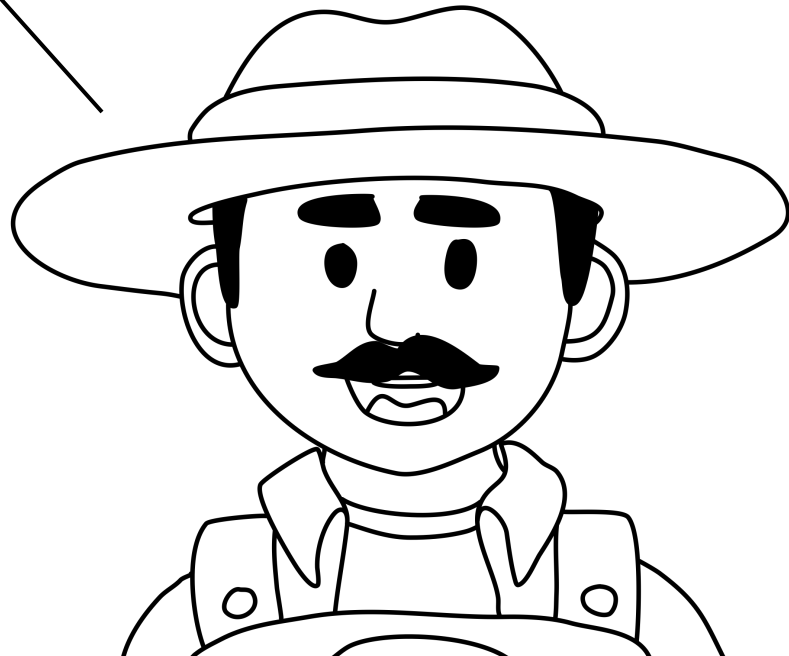
You'll look smart anyways.



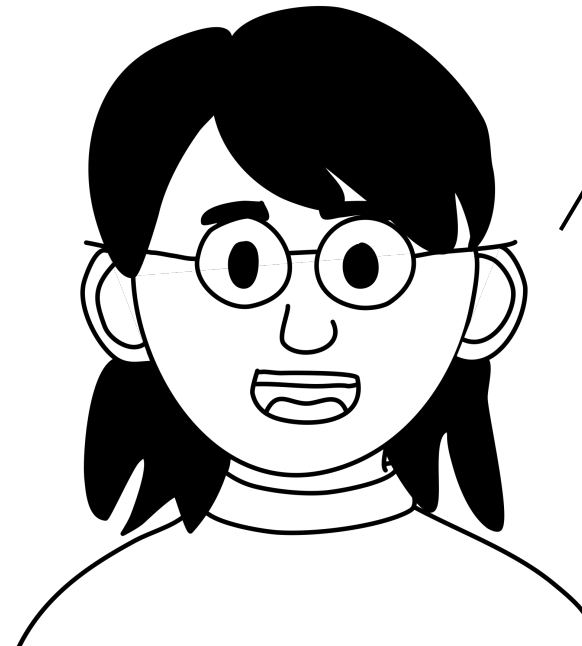
2

What does my audience want to know ?

‘How is this going to
change the world ?
My world ?’



‘How is this going to
help me ? How can I
help ?’



2

What does my audience want to know ?

‘What do I absolutely need to remember?’

‘Why’s is it so important that I remember this?’

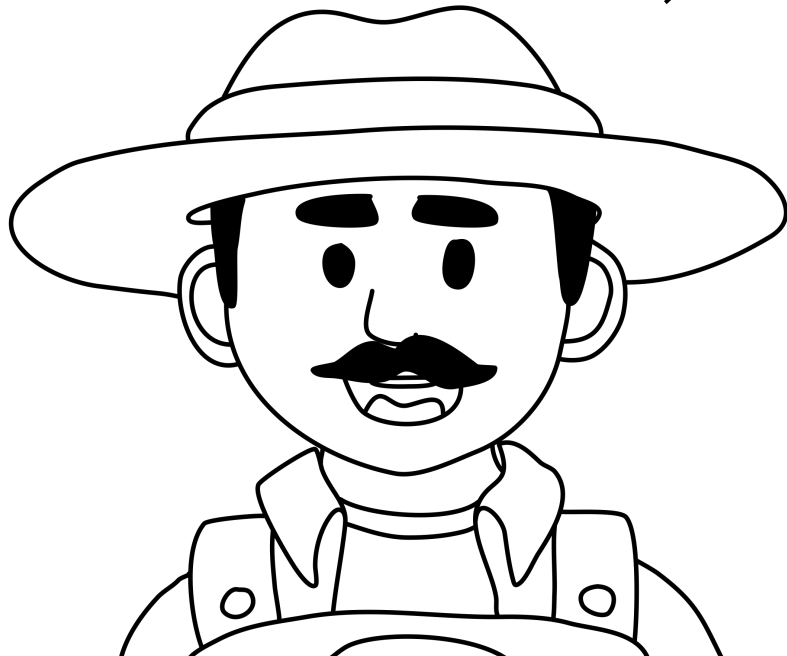
‘What can I do with that information?’



2

What does my audience want to know ?

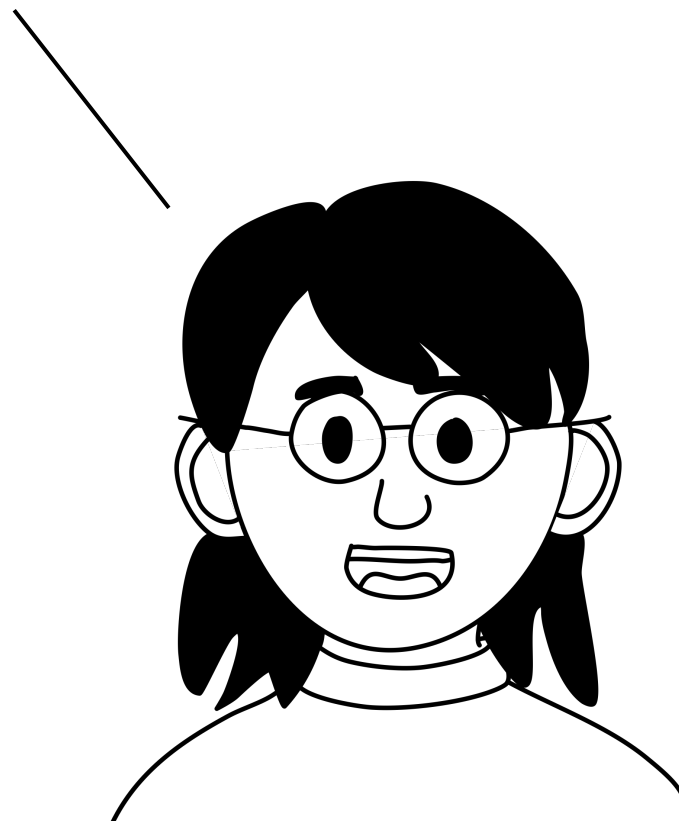
‘Because I have no power on that situation, all this information makes me feel helpless’



2

What does my audience want to know ?

‘This is so interesting, I know I can help but I don’t know where to start since there’s no action points in there.’



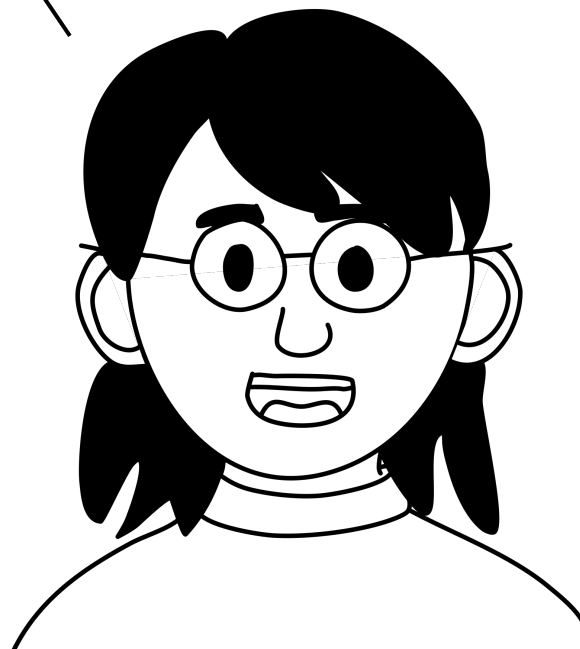
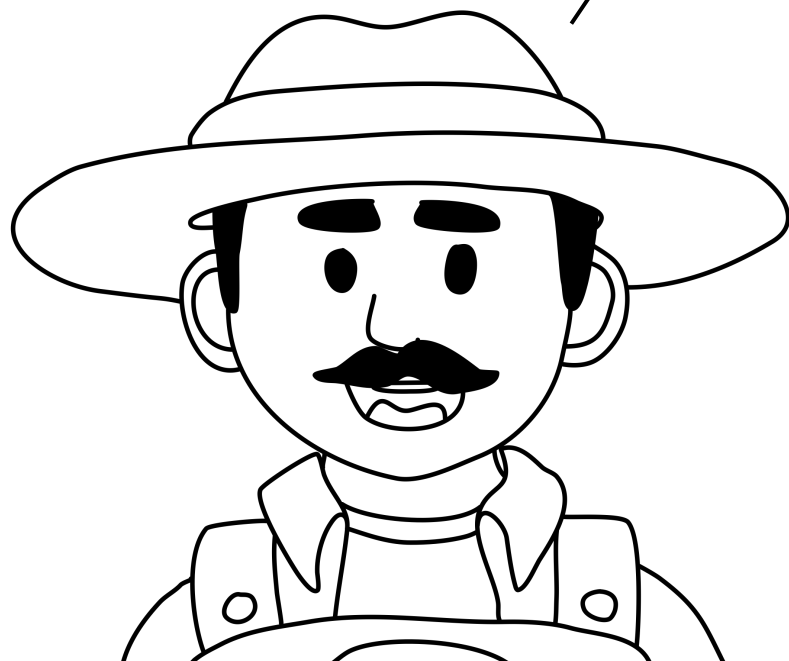
2

What does my audience want to know ?

« Ouain pis ? »

« Et alors ? »

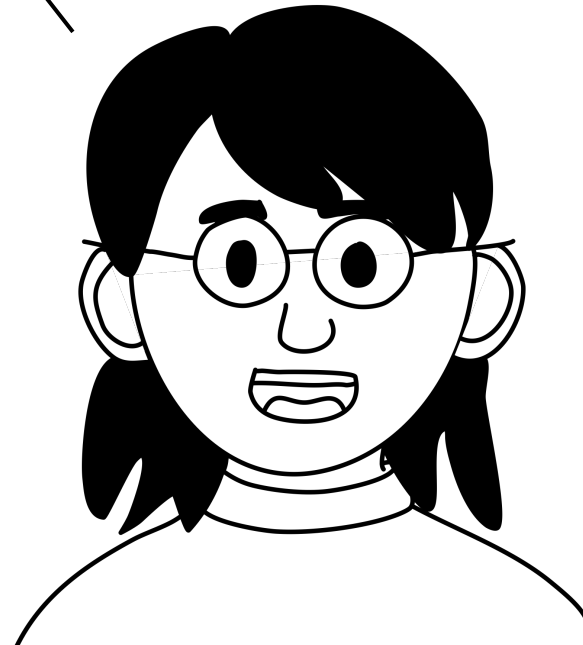
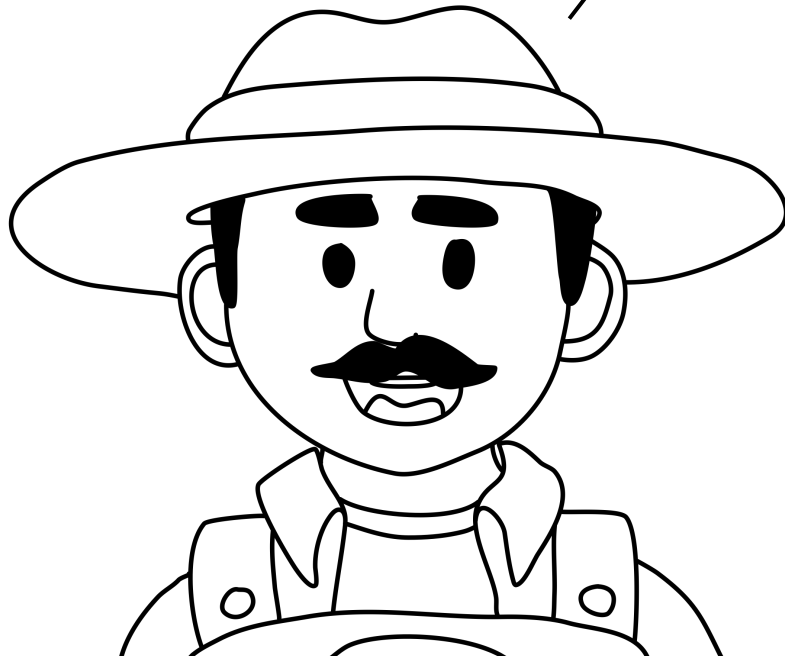
« So what ? »



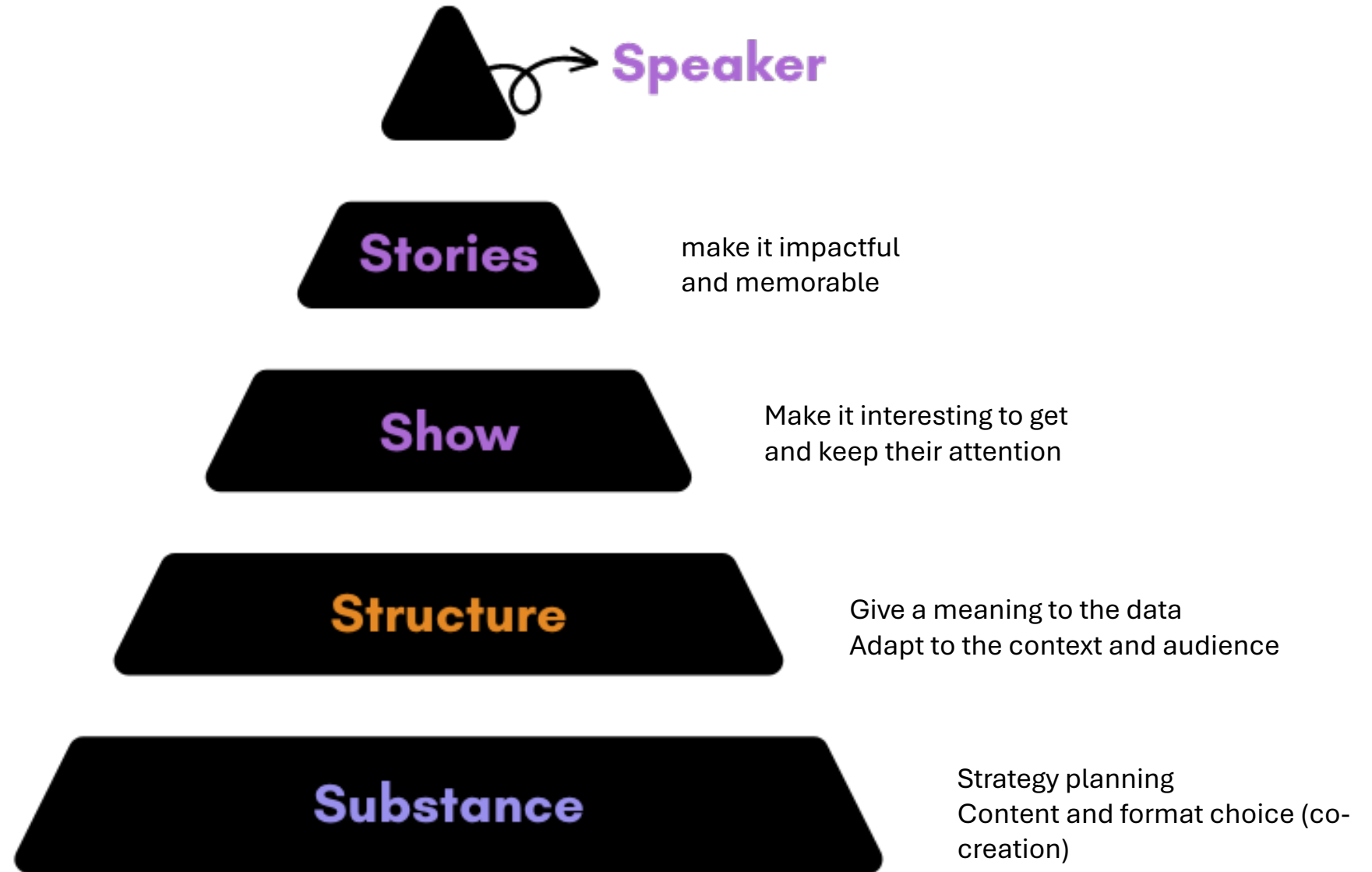
2

What does my audience want to know ?

‘Thank you for considering my expertise, my literacy level, my capacity for action and my interest in your KT process’



Les 5S



4

What are the qualities of a good messenger ?

- Understands their content, the research process and their context
- Communication and decision-making skills
- Basic understanding of pedagogy (how people learn)
- Interpersonal skills for partnerships
- Curiosity and listening skills
- Leadership, mediation, problem-solving
- Enthusiasm, creativity, initiative, flexibility
- Planning, time management and prioritization

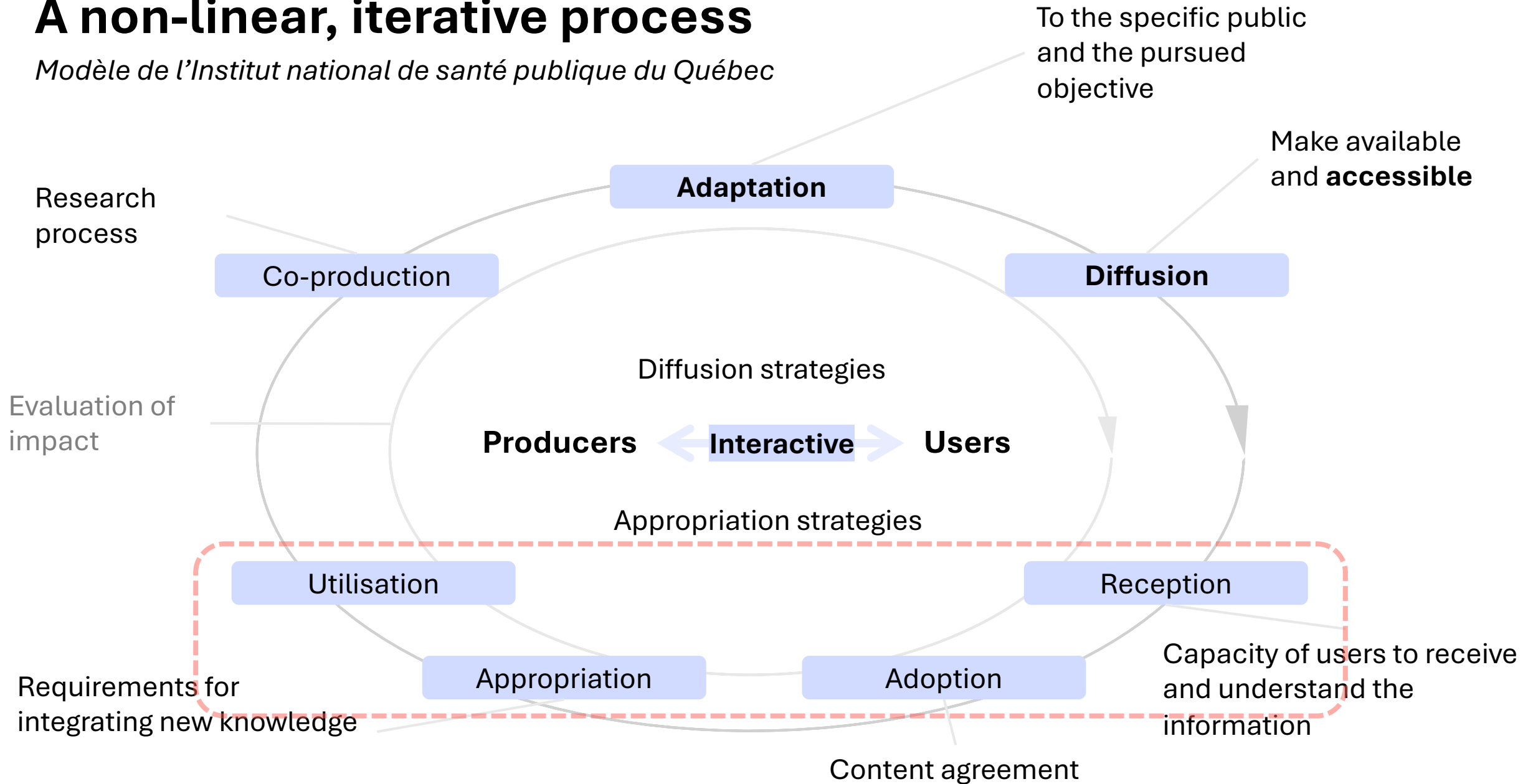
4

What should be the motives of a good messenger ?

- Connect and create relevant collaborations
- Exchange a wide range of knowledge while remaining open to experiential knowledge (multidirectional exchange)
- Adapt and transform knowledge
- Be an agent of change, but also a facilitator in the process

A non-linear, iterative process

Modèle de l'Institut national de santé publique du Québec



6

How to measure the impact of KT ?

KT evaluation processes are often based on spontaneous, intuitive and unsystematized procedures
(e.g. participation or satisfaction indicators)

Systematic, rigorous development is perceived as difficult to undertake. We feel like we lack of tools and documentation.

6

How to measure the impact of KT ?

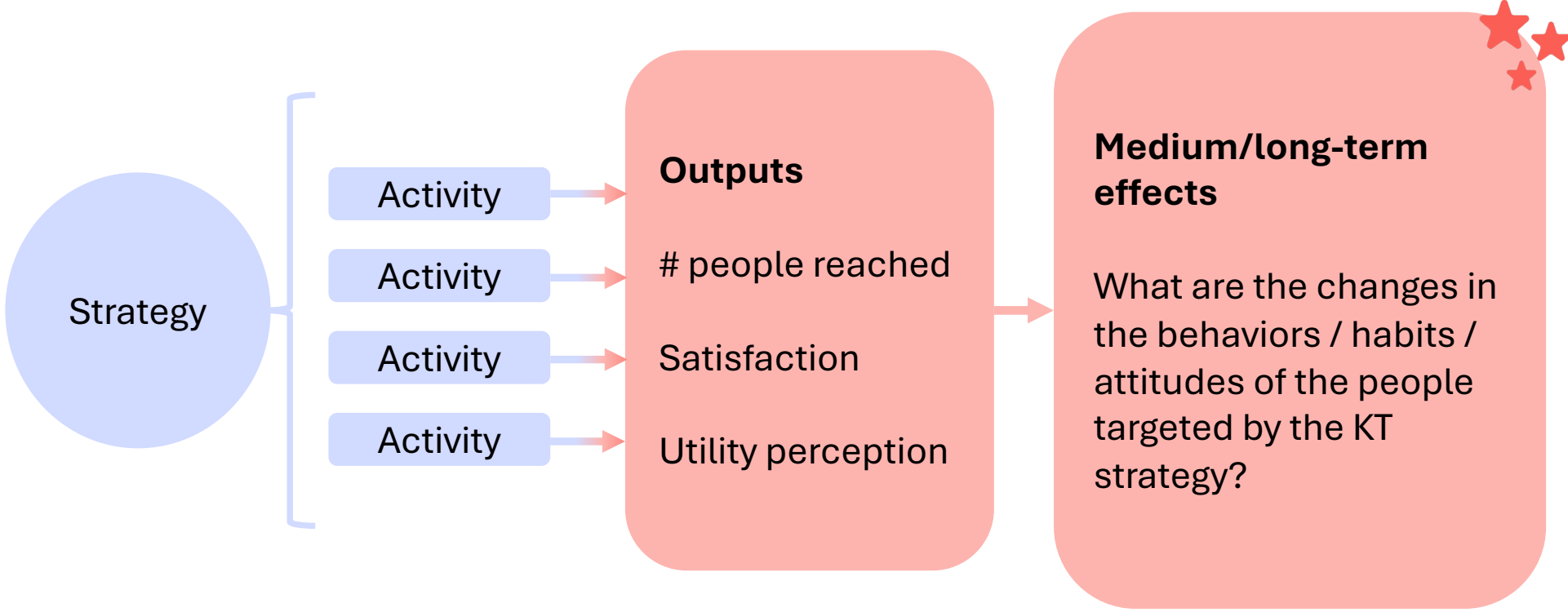
To ease the process, impact assessment should be planned as early as the development of KT strategies and activities, according to the KT objective.

To inform | To educate | To mobilize | To change practices

6

How to measure the impact of KT ?

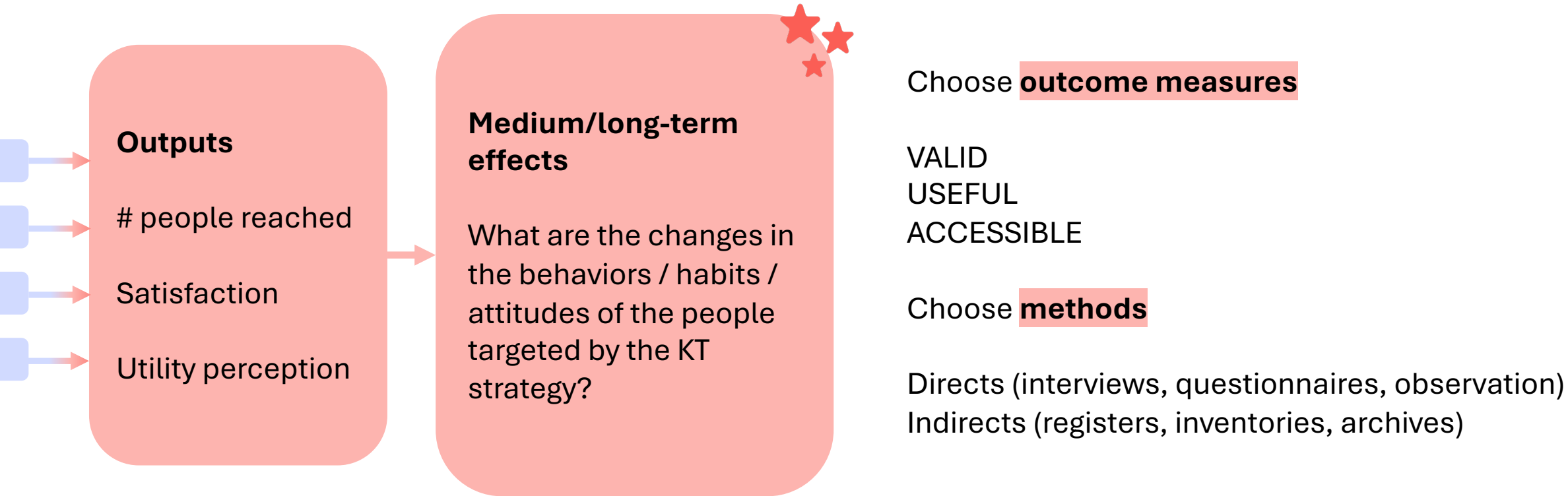
Building a logic model for the expected theoretical change



6

How to measure the impact of KT ?

Building a logic model for the expected theoretical change



In a nutshell,

Make a strategy

Make your content accessible

Make it attractive

Confirm that it works.

What if it doesn't work ?

Try again! *#iterative*

- 1 What ?
- 2 To who ?
- 3 Why ?
- 4 Who ?
- 5 How ?
- 6 Efficacy ?
- 7 When ?
- 8 How much ?