

# 2015 Faculty of Medicine Grant Writing Workshop: Knowledge Translation and Exchange

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UNIVERSITY OF  
**TORONTO**

# The Changing Landscape of Knowledge Translation

**Early 2000s** – no formal knowledge translation procedure for grant applicants (*publish in peer review journal*)

**Mid 2000s** – knowledge translation gains traction (*making research matter outside scientific community, beyond the conference*)

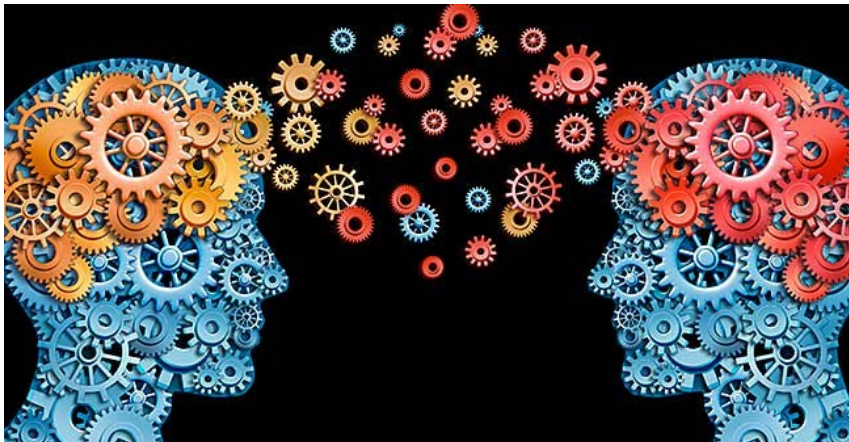
**Today** – requirements and expectations in regards to end of grant KT and integrated KT (*integrating end users, creative KT strategies*)



# What is Knowledge Translation?

- A dynamic and iterative process
- Includes the synthesis, dissemination, exchange and ethically sound application of knowledge
- To improve the health of Canadians, provide more effective health services and products and strengthen the health care system

(CIHR, 2012)



# Two Categories of KT

**End of Grant KT** – requires applicants to submit a plan for how they will translate their findings when research is completed

**Integrated KT** – knowledge users are members of the research team and participate in many stages of the research process

# End of Grant Knowledge Translation

**Goals** – need to be clear, well-justified, appropriate for end user

**Audience** – consider all potentially relevant audiences, well defined, demonstrated understanding of target audience

**Strategies** – key message clearly defined, considers context, consider barriers and facilitators to uptake

**Expertise** – ability of team, necessary knowledge users engaged, collaboration

**Resources** – allocated in budget

(Guide to Knowledge Translation Planning at CIHR: Integrated and End-of-Grant Approaches, 2012)

# End of Grant KT – Example from Early Biomedical Research

**Goals** – Improve the understanding of adverse events associated with neuroleptic therapy in order to prevent costly adverse drug events

**Audience** – Scientists and academics

**Strategies** – None defined in grant. In practice, several papers, presentations and media interviews on study results were done

**Expertise** – Scientists and Analysts named in grant are experts in their areas

**Resources/Budget** – publication expenses; dissemination of research findings at scientific meetings; 2-day investigator workshop

# Introducing Women's Xchange...

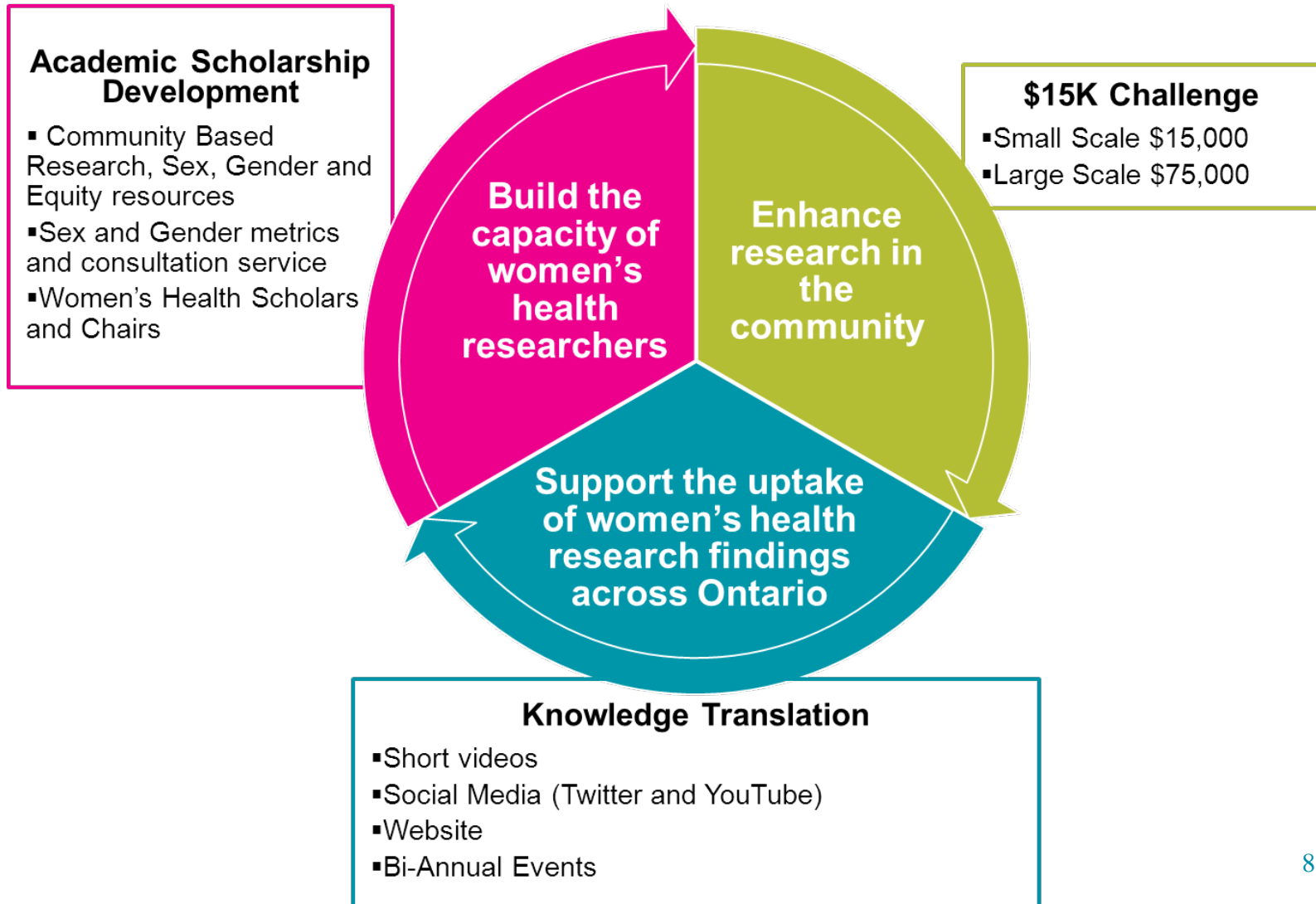
**A women's health research knowledge translation and exchange centre**

**Aimed at enhancing the health of women and all Ontarians**

**Supporting women's health research in academic and community settings and disseminating findings across the province**



# Women's Xchange Activities





# End of Grant KT and Women's Xchange

**Goals:** Increase knowledge and awareness of women's health research findings across Ontario

**Audience:** Women's health researchers (community and academic), general public, policy makers, health care practitioners

**Strategies:** 3 minute videos, disseminated via YouTube and Twitter, Women's Xchange website, Bi-annual events, Presentations to stakeholders

**Expertise:** Experienced academics, KT specialist, input from policy makers and knowledge users

**Resources/Budget:** Communication materials, event costs, website maintenance, \$15K Challenge teams required to budget for KT activities

# End of Grant KT: \$15K Challenge and Videos

**The \$15K Challenge: Funding for community organizations to conduct research at the local level with a goal of influencing practice and policy, directly impacting women's health**

- Recipients are creating short videos about their research (under 3 min)
- From iPhone camera to professionally created
- Complements traditional reporting requirements



# End of Grant KT: Additional Strategies from \$15K Challenge Recipients



Tamil Health Association:  
Healthy Food Program



Smart Shopping Booklet,  
Healthy Eating Cookbook,  
radio interviews in Tamil  
community



Strategies to Reduce the  
Health Risks of Women  
Working at Toronto Nail  
Salons



Initiated the formation of a  
Nail Technician Association  
and a Healthy Nail Salon  
Collaborative with salon  
workers, researchers,  
advocates and policy  
makers



Sexual Assault and Mass  
Gatherings – Prevalence  
and Associated Risk  
Factors



Over 30 media interviews  
(radio, television and print)  
and presentations to key  
stakeholder groups

# End of Grant KT: Women's Xchange Website



HOME

ABOUT US

RESEARCHERS

\$15K CHALLENGE

CONTACT US

**Women's Xchange** is advancing a gender-sensitive approach to improve health and quality of life for women and all Ontarians.

## About Us

Women's Xchange is a women's health knowledge translation and exchange centre, based at Women's College Hospital in Toronto designed to promote the development of women's health research across the province. Women's Xchange is advancing a gender-sensitive approach to improve health and quality of life for women and all Ontarians. [Read more >](#)

## Researchers

In Ontario, research in women's health is taking place across the province; from the academic setting to the local community, from the laboratory to the community health centre. By working together to advance health research for women, we can improve the health and wellbeing of all women in Ontario and beyond. [Read more >](#)

## \$15K Challenge

We are excited to announce a new initiative in women's health to support grassroots projects across the province. The \$15K Challenge will award \$15,000 or more to various organizations who can help advance the health of women and girls. Want to know more? [Read more >](#)

Missed our event on September 16th? View the full webcast recording.

[View Webcast](#)

# Women's Xchange Fall Event: Innovative Knowledge Translation

## *Bringing Research to Life Using Innovative Multimedia Approaches*

- Building capacity in researchers to adopt innovative knowledge translation strategies
- Mike Evans – Social Media
- Vrenia Ivonoffski – Theatre
- Liam O'Rinn – Film
- Nancy Viva Davis Halifax – Photography



PRESENTS

## Bringing Research to Life Using Innovative Multimedia Approaches

Learn how to disseminate your research findings to a wide audience using video, theatre and photography.

Friday, November 14 | 2 - 5 p.m.

University Club, 380 University Ave. Toronto, Ontario



### FEATURING:

**MIKE EVANS:** Disruption, Peer to Peer Healthcare, Creativity and YouTube: How to Fail Well in Patient Engagement

**VRENIA IVONOFFSKI:** Creative Chaos: The Art of Transforming Research into Theatre

**LIAM O'RINN:** Video 101 – The Basics

**NANCY VIVA DAVIS:** Photographic Practice and Knowledge/Strategies  
A Q&A and networking session will follow the presentations.

For more information and to register please visit [womensxchange.eventbrite.ca](http://womensxchange.eventbrite.ca).

Refreshments and appetizers will be served. Admission is free but seating is limited.

# Integrated Knowledge Translation

**Research Question** – respond to an important need identified by knowledge users

**Research Approach** – appropriate, rigorous, methods answer research question, how end users are involved

**Feasibility** – researcher/knowledge user team qualified, committed to support application of findings, budget and timeline appropriate

**Outcomes** – impactful, transferable, detailed end of grant KT strategy, reasonable evaluation plan

(Guide to Knowledge Translation Planning at CIHR: Integrated and End-of-Grant Approaches, 2012)

# Women's Xchange: Integrated KT through the \$15K Challenge

- All projects are based on a locally-identified issue, must be important to end user
- End users involved in research → results more easily transferable to end users
  - Community organizations
  - Policy makers (MOHLTC)



# Integrated KT and Sex and Gender

- To include end users in research and knowledge translation strategies, men **and** women need to be considered

*“Projects are expected to integrate gender and sex into their approach, when appropriate, to maximize the utility of project outputs”*

*(CIHR Interpretation Guidelines,  
Knowledge Synthesis Grant Competition, 2013)*



# Evaluating KT in Grants: CIHR

- 1) Traditional Operating Grant
- 2) New CIHR Format
  - 5 point scale; Poor to Outstanding
  - Sample KT Strategies: Collaborations, Consultations, Policy Briefs, Media Interviews, Social Media, Videos...

(CIHR Interpretation Guidelines, Knowledge Synthesis Grant Competition)

For general information on knowledge translation, visit CIHR's website:

<http://www.cihr-irsc.gc.ca/e/45321.html>



For examples of non-traditional knowledge translation, visit the Women's Xchange Website:  
<http://womensxchange.ca>

