Mobilizing your Knowledge: Turning Insight into Impact

Planning knowledge sharing for impactful workforce development programs

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MAGNET

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Could you please introduce yourself, tell us what your role is, and where are you joining us from today.

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Housekeeping

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What brought you here today? What are the goals you hope to achieve with your projects/programs, and how this webinar can be relevant to helping you achieve them?

What do we aim to achieve from today's session?

➢ Introduce knowledge mobilization

➢ Highlight the importance of knowledge mobilization in the context of workforce development

➢ Share some best practices and tools in knowledge mobilization

➢ Present tools for planning the knowledge mobilization activities

Description

General Supervisor, Transit System, Engineering & Maintenance

Job Number : 33378

Listen to this brief interview with Craig McKeown, Director, Engineering & Maintenance, as he describes what it takes to be successful in this role.

Keeping the City of Edmonton's Light Rail Transit on Track!

Visualize yourself working for one of the most critical departments of the City of Edmonton's Transit Services Branch. This multidisciplinary specialized workforce is comprised of professional/vehicle Engineers, Technicians, Supervisors, Administrative and Trades staff. All of which are committed to ensuring safe reliable and quality services for the Citizens of Edmonton and inspiring staff to live and breathe a "love of the rail" culture.

Podcasts are the new recruitment tool

- One in three applicants for an entry-level job at city of Edmonton is unqualified.

- Realizing that 50% of applicants came through a mobile device, the city decided to incorporate podcasts into the job posting to give candidates a quick and easy way to digest information about the job—without requiring a lot of reading.

- Candidates have responded with enthusiasm—each recording is downloaded between 150 and 1,000 times.

- While the total number of applications has gone down, the quality of candidates has gone up.

Tiktoking about Gender-Affirming Medicine

- A recent research paper by school of social work at York University highlights TikTok's potential for community-engaged digital knowledge mobilization with equity-seeking groups.

- Trans and nonbinary (trans) communities is a population that experiences barriers to health care and is engaged in significant peer-to-peer health information sharing on the web.

- The study focused on disseminating research topics using 13 TikTok videos each less than 52 seconds long and targeting healthcare providers as well as trans people seeking and receiving hormones surgeries.

- At the time of writing (2021), these videos were cumulatively viewed >378,301 times and shared >1313 times.

im going to explain why understanding the experiences of people who detransition is so imp for trans people & for improving access to gender-affirming care

9813

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@prof.kinnon · 2-20

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What do the two approaches mentioned in the previous stories have in common?

What do the two approaches mentioned in the previous stories have in common?

Knowledge-centric

User-centric

Responsive

The Knot of Not Knowing: Why people are not taking action?

Are Adults Making Use of Career Services in Canada?

- Adults in Canada (19%) use career services less than adults in other OECD countries (38%)

- Awareness and access are the top barriers

- Gender and level of education are variables affecting use of career services by job-seekers

Giving people the information and coaching they need to take the next step in their career can help bridge critical gaps in Canada's labour market.

This process is a form of knowledge mobilization

What is knowledge mobilization?

What is Knowledge Mobilization?

- Knowledge mobilization is a means rather than an end. The goal is not to only distribute the knowledge, but to **share it in such a way that it is easily accessible, useful and used**.

- Knowledge mobilization is about **understanding the world of the potential user** to create knowledge products and activities that **makes engagement and application more likely.** Do a thorough analysis of the users context, interests, needs, and their trusted sources.

- Knowledge mobilization is about **building relationships**, and **co-creating questions and seeking answers with others**.

What is Knowledge Mobilization?

Partnership

Dialogue

Communication Products

Reports

Policy Briefs

Meetings

Webinars/ Workshops

KMb is not only about communication products (Although great communication products may well be needed!).

Instead, KMb involves an orientation towards knowledge use that should underlie all knowledge-activities, from the kinds of questions that are asked, to how you develop the knowledge and share it.

KMb is about turning knowledge into action through relationships.

What role knowledge mobilization does or can play in my work?

Different types of organizations will have different interests in knowledge mobilization.

IMPLEMENTATION-FOCUS   **KNOWLEDGE-FOCUS**

Smaller and/or newer service-delivery organizations may not have a specialized focus on knowledge production or mobilization

Many organizations are both implementing programs and generating/mobilizing knowledge (i.e. training organizations, community service groups, etc)

Some organizations have a high focus on knowledge production and usage (for example: research organizations, universities).

Knowledge Mobilization Process

STAKEHOLDER ENGAGEMENT

Creation | **Dissemination** | **Uptake** | **Implementation**

IMPACT

Knowledge Mobilization Process

Creation

Identifying the key message/information to be shared and the intended action/impact behind that message:

- Research
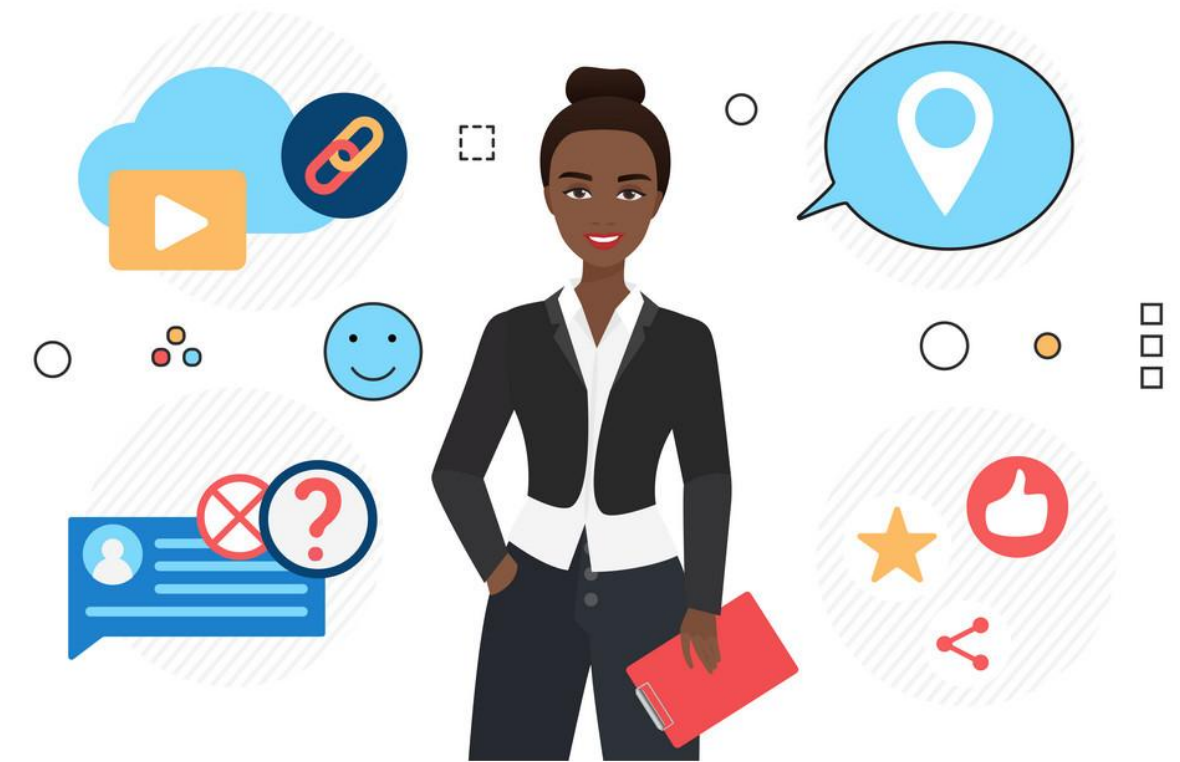- New Practice
- Project Findings
- Advocacy Cause
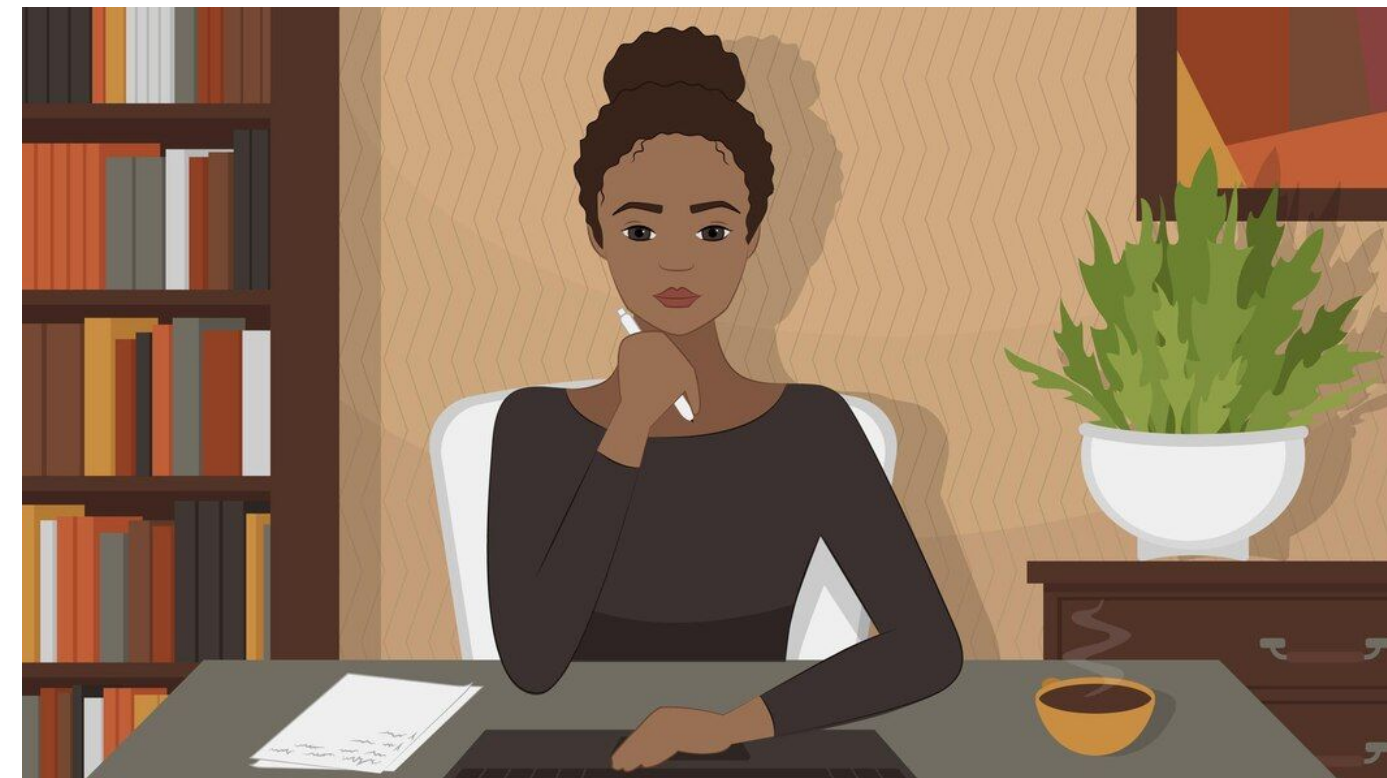
Knowledge Mobilization Process

Dissemination

Transferring the information to the targeted stakeholders/ knowledge-users through (knowledge products):

- Social Media campaigns

- Videos

- Infographics

- Policy Briefs

- Toolkits and guides

Knowledge Mobilization Process

Uptake

Following up on knowledge transfer to ensure meaningful understanding and undertaking of required action through:

- Workshops/Webinars
- Focus Groups
- Meetings

Knowledge Mobilization Process

Implementation
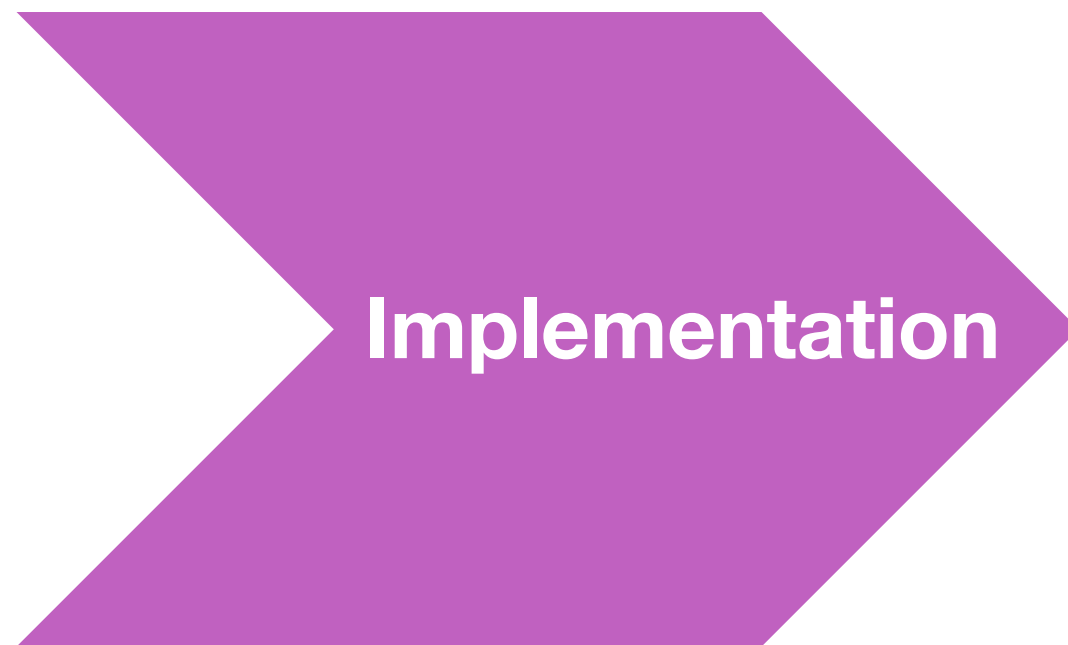
Ensuring the knowledge is properly incorporated/ adopted by the stakeholders in the policies, practices and services for broader impact

Knowledge Mobilization Process

STAKEHOLDER ENGAGEMENT

Creation → Dissemination → Uptake → Implementation → IMPACT

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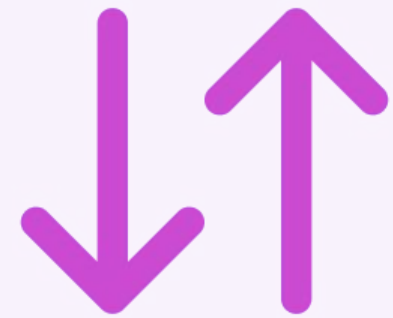
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In which stage of knowledge mobilization do you believe your organization is most engaged with stakeholders. Rank those stages from most to least engagement effort?

ⓘ Start presenting to display the poll results on this slide.

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Where do you think knowledge mobilization is most applicable and valuable to your work?

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What tools do you need in your knowledge mobilization journey?

1- Crafting Compelling Messages

Consider a 3-step structure for planning and crafting compelling key messages:

1. UNDERSTAND: make the audience *understand quickly and precisely*

2. MOVE: make the audience *feel something* about the presented information

3. ACT: make the audience feel they can *take some actions*

Clear Writing: Write for the Reader

6-Step Process

| Think | → | Plan | → | Write |

| Design | → | Test | → | Revise |
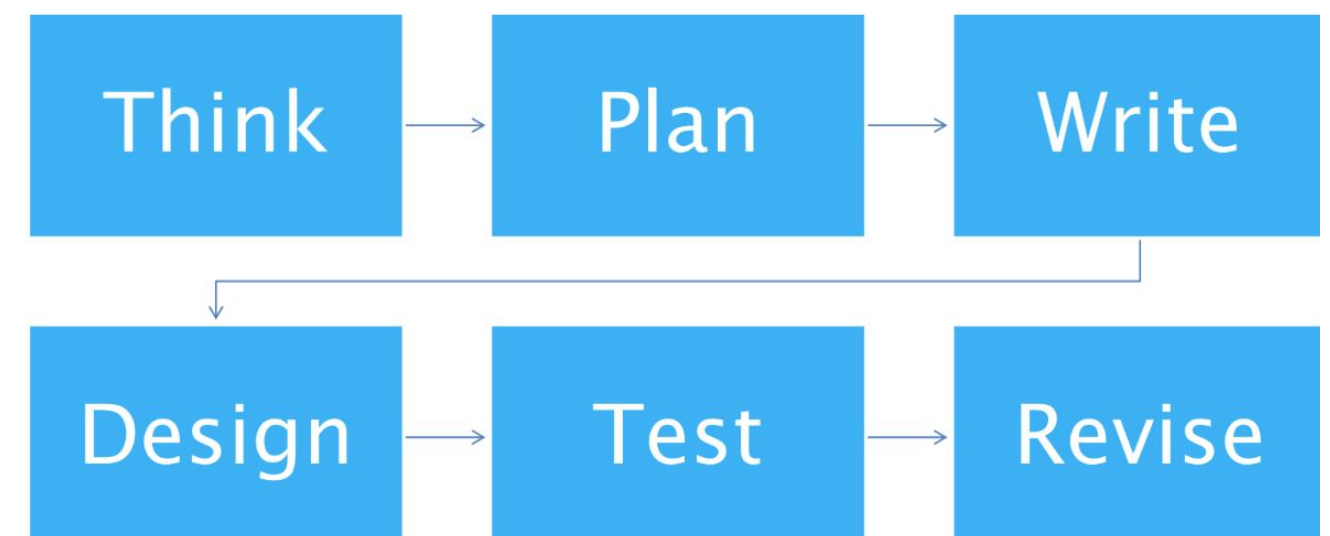
2- Creating Infographics

INFOGRAPHIC DESIGN FOR KNOWLEDGE MOBILIZATION

There are many essential skills within knowledge mobilization (KMb). This module fits within communication skills, specifically focusing on creating visuals and infographics.

By the end of this module you will...

1. Learn the role of infographics in research and evidence mobilization,
2. Become familiar with basic design principles for infographics,
3. Understand how to summarize research evidence for lay audiences, and
4. Create your own infographic.

View Module

RELATED RESOURCES

- Storytelling – Humanize the numbers
- A start-to-finish guide to building and navigating partnerships
- Accessible & Inclusive Event Planning for Knowledge Mobilization

3- Writing Policy Briefs

How to write a policy brief

This is a training tool developed by IDRC

Recommended Structure:

1. Title

2. Summary

3. Recommendations (relevant, feasible, realistic)

4. Introduction

5. Main text

6. Policy Implications: What could happen, advantages and disadvantages

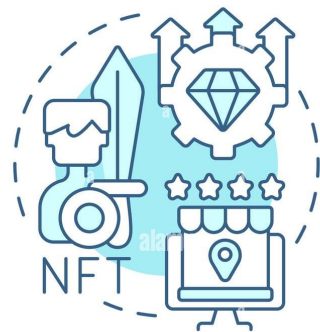7. Conclusions & next steps (clear and precise)

4- **Using art-based approaches for public engagement**

Visual Arts: Photography, videos, digital media, drawing, painting, sculptures

Performing Arts: Theater, Storytelling through audio dramas, and other expressive art forms such as dance and music

Games: Video games and street-based games

Immersive Art Installations: pop-up installations in festivals
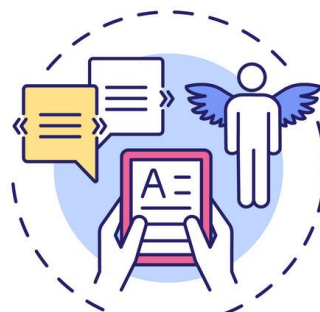
Other approaches: Comic books, storybooks, poetry

4- **Using art-based approaches for public engagement**

FRAMING COMMUNITY

A COMMUNITY ENGAGED ART WORKBOOK
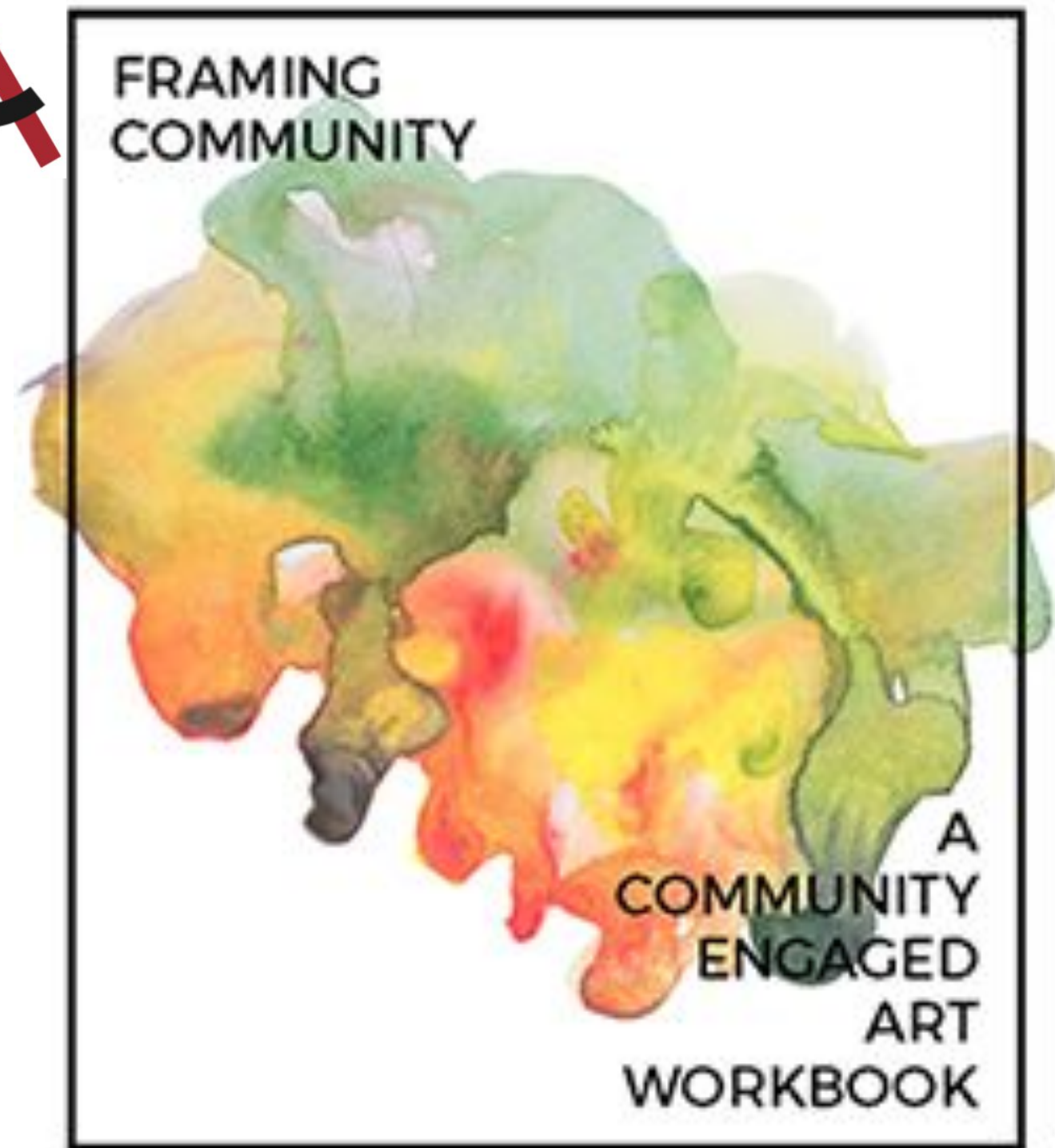
Museums

The community museum offers a diverse array of exhibitions, workshops, educational programs, digital projects, and community events that explore perspectives in labour history, social justice, and contemporary labour issues. WAHC also has a permanent collection of artifacts that relate to labour history and workers' experiences.

Films: using storytelling for social justice

Creators co-hosted non-profit organized ROMA screenings and discussion forums for US & Mexico Congress members, the ILO, domestic-workers and employers reaching thousands from the target audiences. In May 2019, Mexican Congress passed CACEH's legislation which ensures 2.4MM domestic-workers have written contracts and benefits including paid-time off.

5 - Revising Knowledge Activity

Dissemination Essentials Checklist

Includes:

- Plain language checklist 1-page overview

- Full checklist and guide

- Webinars

- Guide to choosing images

Facilitating knowledge uptake

➢ Briefing meetings

➢ Roadshows (touring community locations for small-scale, intimate events)

➢ Workshops

➢ Focus groups

➢ Conference exhibiting (not presenting but exhibiting)

6 - Guide to Accessible and Inclusive Event Planning

ACCESSIBLE & INCLUSIVE EVENT PLANNING FOR KNOWLEDGE MOBILIZATION

The purpose of this module is to provide individuals and organizations with practical tips, resources, and the skills needed to host an accessible and inclusive event.

Throughout this module you will gain a better understanding in the following areas:

- The importance of event planning for knowledge mobilization
- The definition of an accessible and inclusive event
- The rationale behind planning an accessible and inclusive event
- The stages of planning an accessible and inclusive event
    1. Stage 1: Planning the event
    2. Stage 2: Hosting the event
    3. Stage 3: Evaluating the event
- Additional things to consider when planning an event in the Canadian context
- Considering accessibility when having a virtual event

RELATED RESOURCES

- Storytelling – Humanize the numbers
- A start-to-finish guide to building and navigating partnerships
- Infographic Design for Knowledge Mobilization
- Knowledge Engagement Impact Assessment Toolkit
- A quick start guide for new knowledge mobilizers

View Module

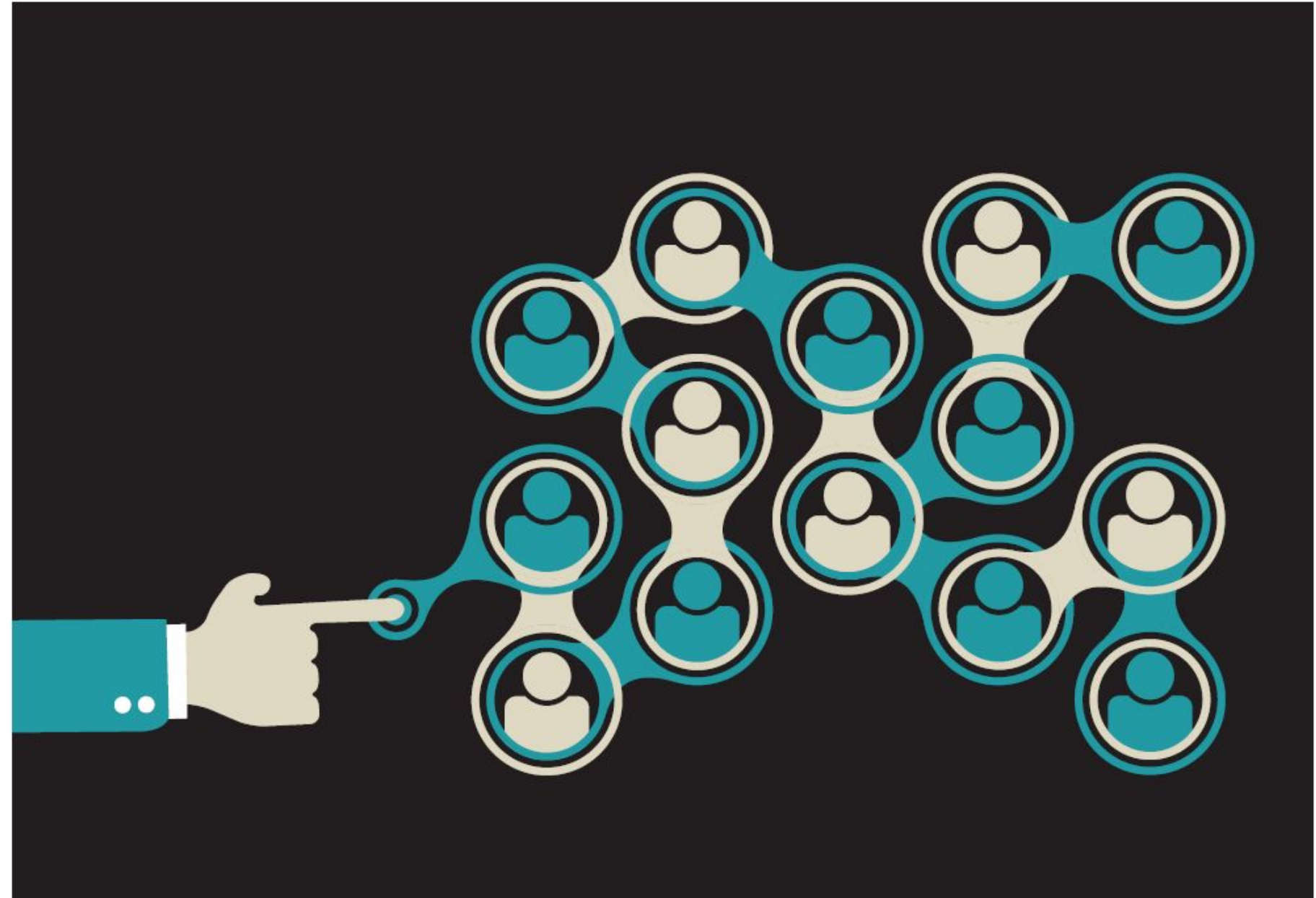< Infographic Design for Knowledge Mobilization

Presenting and conversing bilingually >

How do you strategize your knowledge mobilization activity?

KT - KNOWLEDGE TRANSLATION - GUIDES

Dissemination Guide of Guides

By: Anneliese Poetz, David Phipps, Stacie Ross
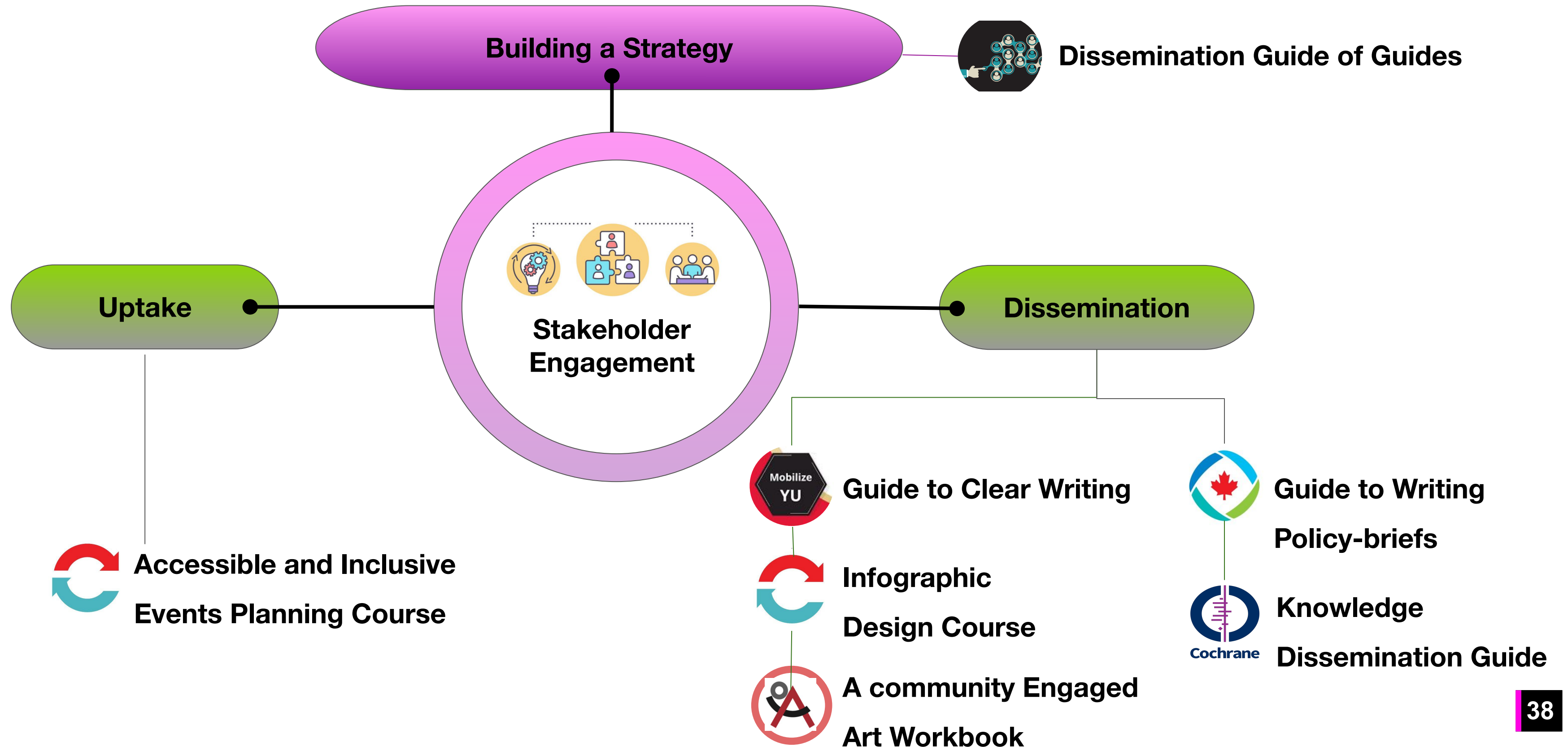
Guide of Guides - Sections	Sub-sections
Goals	• Short term • Long term
Stakeholders	• Who • How to connect • What are their needs/channels
Your key messages	
Activities	• Expertise • Budget • Responsibility
Facilitators	
Barriers	
Evaluation	• Evaluate against goals

Key Points To Remember

▶ Knowledge mobilization is a process: Creation, Dissemination, Uptake,and Implementation

▶ Ensuring stakeholder engagement across the different stages of knowledge mobilization is key to achieving desired impact

▶ To be effective, knowledge sharing should: 1) be done in a way that is accessible and useful, 2) focus on understanding the context of the potential user, 3) center around building relationships

Knowledge Mobilization Toolkit

Building a Strategy

Dissemination Guide of Guides

Stakeholder Engagement

Uptake

Dissemination

Accessible and Inclusive Events Planning Course

Guide to Clear Writing

Infographic Design Course

A community Engaged Art Workbook

Guide to Writing Policy-briefs

Knowledge Dissemination Guide

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What was your most valuable takeaway from today's webinar?

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Connect With Us!

info@researchimpact.ca

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