



Knowledge Translation and Transfer Plan

A Toolkit for Researchers to Accelerate their
Research into Action
July 2014

ACCELERATING RESEARCH INTO ACTION.

BUILDING YOUR KNOWLEDGE TRANSLATION AND TRANSFER PLAN

KTT stands for **K**nowledge **T**ranslation and **T**ransfer. At OMAFRA, it is defined as the: **transformation of knowledge into use through synthesis, exchange, dissemination, dialogue, collaboration and brokering among researchers and research users.**

The goal of KTT is to accelerate the transformation of knowledge from research into use.

This KTT Planning tool will help you do that.

Are you applying for a research project under one of OMAFRA's research programs? If so, you need to include a knowledge translation and transfer (KTT) plan in your application.

The following information will help you develop your knowledge translation and transfer plan:

WHY BUILD A KTT PLAN?

Knowledge translation and transfer (KTT) is a new focus of OMAFRA's research funding programs. A KTT plan is important to the OMAFRA research funding process for the following reasons.

KTT is a:

- technique used to accelerate research into use for the benefit of Ontario's agriculture, food and rural communities
- time tested method. Starting in the 19th and early 20th centuries, the concept of agricultural 'extension' successfully collected, preserved and distributed agricultural science knowledge. The international development field uses similar approaches.
- reflection of current priorities.
- tool to broaden the impact of research. It is a method that bridges gaps between research and each of:
 - programs
 - policy
 - commercialization

A KTT Plan will help you:

accelerate the transformation of knowledge from research into use.



HOW TO BUILD A SUCCESSFUL KTT PLAN

Deliberate planning is key to building a successful KTT plan. The plan should be flexible so it can evolve as the research progress evolves. The plan should also emphasize collaboration, partnership and networks. It should embrace all potential audiences and approaches of sharing knowledge. Involvement of the end user during the various research stages and the KTT process is important; the earlier the better.

Successful KTT plans also require dedicated resources. A knowledge broker (like OMAFRA staff) can help you share knowledge among researchers and users. In the most successful KTT plans, the culture around the research and its users is open, trusting, positive and sharing. There is opportunity for effective knowledge exchange between research users and researchers.



Aids to a Successful Plan

The following five questions will assist you in building a successful KTT plan.

1. **What?**
What knowledge (or message) about your research will you transfer to users?
2. **To whom?**
Who would benefit from the knowledge produced by your research?
3. **By whom?**
Who should transfer this knowledge to users?
4. **How?**
What processes will you use to transfer this knowledge to users?
5. **Impact?**
What is the expected impact of the your KTT efforts?



The above questions were adapted from work by John Lavis.

KTT is becoming an integral part of research funding programs. Many research funding organizations now request a form of knowledge translation and transfer plan and related budget to accompany research proposals for funding.

TEMPLATES FOR A KNOWLEDGE TRANSLATION AND TRANSFER (KTT) PLAN

Developing a plan is a great starting point for researchers interested in enhancing the knowledge translation and transfer (KTT) activities of their research.

Three key components of developing your KTT plan are:

- **Target audiences.** There could be more than one target audience and therefore different research needs and varied KTT methods.
- **Involvement of research users in the project.** The earlier the better.
- **KTT methods** (forms and types of communications venues, each adapted to a target audience need), including general timelines.

Additionally, your KTT plan can include a fourth component which explains **how the different research users will each benefit.**

Knowledge Translation and Transfer (KTT) Plan Template

Researchers are encouraged use the following template in preparing their comprehensive KTT plan.

Research User Groups/Target Audiences	Involvement of Research Users in Project
<p>The research is important to: _____</p> <p>Example: OMAFRA policy staff, X industry representatives and Y commodity group</p>	<p>The users of this research are involved in the implementation of the project _____</p> <p>Example: Industry X identified the need for project and are a part of the broader research team</p>
1	1.
2.	2.
3.	3.
4.	4.

If you need to add more rows to the KTT planning table.



KTT Methods (forms and types of communications venues), including general timelines	Explain how Users will Benefit from the Research*
<p>The research users will be communicated via the following ways: _____</p> <p>Example: Annually, late winter, throughout project and for 1 year following project completion -- information exchange meetings, workshops, presentation and Q&A, trade publications, and participation in theme-based research highlight days, etc.</p>	<p>The users benefit from this part of the research in this way: _____</p> <p>Example: The research may result in the production of a new variety of soybeans that are more resistant to pests. The increased resistance to pests would enable soybean growers to increase their crop yields and their economic return on investment.</p>
1.	1.
2.	2.
3.	3.
4.	4.

*The fourth column (Explain how Users will Benefit from the Research) is a KTT Plan requirement for OMAFRA's administered research funding programs.



Knowledge Translation and Transfer (KTT) isn't "let to happen" ... it is "made to happen" through a "KTT Plan".

BEST PRACTICES

The following best practices were compiled from a review of current literature about the use of research knowledge:

- Research user groups are identified, defined and involved in the research process:
- KTT begins at the research planning stage.
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- Understanding your research audiences (users):
 - Who are they?
 - What are their interests and needs?
 - What terms/concepts/language do they understand?
 - Key messages - If you could only make three points about your research to your audience, what would they be?
 - What communication form is best for your audience? (i.e. face to face, social media, policy meetings or journal articles)
- Linkages, associations, partnerships and networks between researchers and research users are defined and active to allow access to knowledge and knowledge flow.
- Researchers and research users work in close proximity and / or together on collaborative teams throughout the research process.
- Resources are allocated to KTT and research institutions, knowledge brokers, and knowledge translation and transfer institutions have the internal capacity and infrastructure to support and engage KTT.
- The KTT plan is implemented through timely, user-targeted transfer activities.
- There are incentives, recognition and rewards for KTT.



KTT PLAN CHECKLIST

Use the information below to help you create your knowledge translation and transfer plan

Research Focus:

- Which of the three streams applies to your research: program, policy and/or commercialization?
- Program: Will the user(s) of your research use the research to change a practice or implement a program?
- Policy: Will your research user(s) use the research to develop or modify policy?
- Commercialization: Is your research contributing to a product for the marketplace? Do you see intellectual property (IP) potential? Do you have industry involvement / sponsorship?

Research User Group/Target Audiences:

- Have you identified the potential groups/industry partners who will likely benefit from your research (research user group(s))? Who will you target?
- Do you know what each user group's needs are? Can your research meet the specific needs of the user group(s)? (demand driven)
- Have you planned ways to involve the research users in your research?
- Are your users members of associations, partnerships or networks that your research can link to?
- How will the research be used by the target audience(s)?
- Do you have letters of support from specific users/user groups? If possible, include in the letter how they will assist in the research's impact and/or dissemination.

KTT Methods - Information Sharing Activities:

- Have you described ways to involve your research user groups in your research?
- Have you planned to inform the user groups on a regular basis?
- Do your KTT activities include venues/information products/ publications that the research user(s) will likely attend/apply/read?
- Do you have a budget for KTT activities?

KTT Methods - Collaboration (Beyond the Potential Target Research User):

- In your research team, do you work together with researchers from other universities and research institutions? Which ones?
- Do you have an advisory/steering group in place? How often does/will the advisory group meet?
- Are you collaborating with or does your research team or advisory group include an OMAFRA staff representative (if applicable)?
- How do you plan to link with groups outside of your research team, advisors and users to share, discuss, exchange knowledge?

KTT Plan Budget: Have you thought about making a budget for your KTT?



Knowledge Translation and Transfer Tools

Some KTT Ideas

In the past when people thought about sharing research findings they most often considered doing this in peer reviewed journals and conferences, industry /stakeholder meetings and publications. There are, in fact, many different ways to do knowledge translation and transfer (KTT). These KTT activities are categorized into four areas:

- 1) Events, 2) Publications, 3) Meta Tools and 4) Sustainability

These come from the book Knowledge Mobilization in the Social Sciences and Humanities: Moving From Research to Action which was created in cooperation with The Social Sciences and Humanities Research Council of Canada. (www.mountainquestinstitute.com/knowledge_mobilization.htm)

Please use this list to help generate ideas for your KTT plan and how you can reach your different potential research users.

Events		
<ul style="list-style-type: none"> • Advisory board • Book launch/signing • Colloquium • Community meeting • Consortium • Conference • Contest • Demonstration • Exhibit • Festival • Focus Group • Forum • Informal event 	<ul style="list-style-type: none"> • Knowledge exchange panel • Knowledge fair • Media panel • Meeting • Performance • Professional association • Professional development day • Retreat • Roundtable • Seminar • Speaker series • Stand-down • Strategy session 	<ul style="list-style-type: none"> • Symposium • Storytelling • Tours • Town hall • Training • Training literacy • Workshops <ul style="list-style-type: none"> – Capacity building – Community leaders – Educators – Knowledge transfer – Multiple solutions

Publications		
<ul style="list-style-type: none"> • Publication • Background papers • Bibliography • Book review • Brief • Brochure • Case study • Editorial • Editorial board • Fact sheet • Flyer • Guidelines • Road map 	<ul style="list-style-type: none"> • Handbook • Icebreaker • Information packet • Interpretative materials • Manuals • One-pager • Policy update • Presentations • Cartooning • Presentation handout • Press release • Public service announcement 	<ul style="list-style-type: none"> • Publishing program <ul style="list-style-type: none"> – Community experiences – Fiction – Magazine – Memoir • Poetry • Popular press books • Quizzes • Research papers • Resource toolkit • Synthesis paper • Systematic review

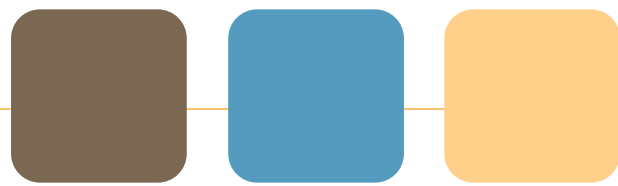


Meta tools - These tools are developed so that they can be flexible and have the ability to respond in many different situations. They are scalable, repeatable and robust.

<ul style="list-style-type: none"> • Generic <ul style="list-style-type: none"> – Academic research papers – Environmental scan – Journaling – Knowledge Mobilization handbook – Needs assessment studies – Synthesis – Template • Exploring <ul style="list-style-type: none"> – Design experiments – Experimental projects – Incubator – Match making 	<ul style="list-style-type: none"> • Developing reference materials <ul style="list-style-type: none"> – Acronym list – Bibliography – Catalogue – Glossary – Lexicon – Thesaurus – Value-chain • Consulting approaches <ul style="list-style-type: none"> – Community – Consultations – Network – Specialized expertise 	<ul style="list-style-type: none"> • Media <ul style="list-style-type: none"> – Documentary – DVD – Film festival – Graphics – Movie – Radio program – Story pitches – Television show – Theatre – Training video – Video series
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Sustainability - These tools enable KITT to be sustainable through a network of open, connected networks, knowledge flow, building trusted relationships and shared understanding.

<ul style="list-style-type: none"> • Advisory Board • Champion Network • Communication forum • Community map • Web conference • Content management system • Database • Decision support system • Directory • Discussion forum • Discovery tools • Distance learning studio • Expert network • Gaming • Global dialogue • Hot links • Hyperlinks • Intranet • Knowledge networks • Learning trajectory • Linking • Marketing platform 	<ul style="list-style-type: none"> • Portal • Reading tools • Server • Simulations • User accounts • Virtual learning commons • Living repositories <ul style="list-style-type: none"> – Annals – Art Gallery – Bulletin boards – Clearinghouse – Compendium – Events on-line – Exhibits – Interactive Q&A – Library – Publications on-line – Preservation systems – Project journal on-line – Research inventory – Web-page – Virtual resource room 	<ul style="list-style-type: none"> – Web site – Wiki • Media and Web <ul style="list-style-type: none"> – Blog – Chat room – Commentary – Community Bulletins – Distribution list – E-Mail/E-newsletter – Knowledge streaming – Knowledge Translation Rounds – Newsletter summaries – Podcasts – Research progress reports – Streaming – Telecommuting – Teleconferencing – Video conferencing – Web-casting – Web magazine – Wikipedia – You-tube
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Additional Resources

Are you interested in examples of how others are doing KTT? Are you looking for ideas in preparing your KTT plan when applying for OMAFRA-funded research? Below you will find tools, techniques and useful links with KTT work from other organizations (just of few of many). They include toolkits, website resources and more:

Tools and Techniques— From Across the Different Sectors

- Knowledge Translation Toolkit– Bridging the Know-Do Gap: A Resource for Researchers, (ed) Gavin Bennett and Nasreen Jessani, Sage India, IDRC/2011-05-13 <http://www.idrc.ca/en/themes/evaluation/pages/idrcbookdetails.aspx?publicationid=851> (international development)
- Canadian Water Network Advice from Research Users on Facilitating Research Partnerships <http://www.cwn-rce.ca/assets/resources/pdf/Advice-from-research-users-on-facilitating-research-partnerships.pdf> (natural resources and the environment)
- From Research to Practice: A Knowledge Transfer Planning Guide - Institute for Work and Health (PDF 190kb) <http://www.iwh.on.ca/from-research-to-practice-health-care>
- Canadian Institutes of Health Research (CIHR) Knowledge Translation and Commercialization Publications <http://www.cihr-irsc.gc.ca/e/39128.html> (health care). This includes learning modules, evaluation information, casebooks and other resources.
- Sick Kids Foundation Knowledge Translation Training and Tools. <http://www.melaniebarwick.com/training.php> (health care).
- Research to Action—<http://www.researchtoaction.org/>
- Knowledge Broker Forum <http://www.knowledgebrokersforum.org/home>
- Health Evidence Tools- <http://www.healthevidence.org/practice-tools.aspx>
- Knowledge Synthesis, Transfer and Exchange in Agri-Food Public Health: A Handbook for Science-to-Policy Professionals http://www.uoguelph.ca/omafra_partnership/ktt/en/worktogether/Handbook.asp
- And more... http://www.uoguelph.ca/omafra_partnership/ktt/en/researchintoaction/clearlanguageresources.asp

Next Steps in the Ongoing development of this KTT Plan

As the field of knowledge translation and transfer (aka knowledge translation and exchange, knowledge mobilization, knowledge management, Knowledge Star, etc.) expands and develops new tools and processes emerge to assist practitioners in KTT implementation. This KTT Toolkit represents a starting point for researchers to include KTT in their research projects.

Acknowledgement

This KTT Planning Toolkit has been built using the insights gained from a review of the literature and practical tools of others in this emerging knowledge into action discipline (the world of knowledge mobilization, agriculture extension, knowledge translation and exchange, knowledge translation, knowledge brokering, etc.). We would like to acknowledge the work of many people, from many different practitioners, researchers and institutes including Canadian Institutes of Health Research, McMaster University, Environment Canada, Laval, University of Guelph, York University and the long, established field of agriculture extension (Donald J. Blackburn) and many more.



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