

KTT Plan Checklist

For the Ontario Agri-Food Innovation Alliance Research Funding Program

This checklist is a tool to help you create your knowledge translation and transfer (KTT) plan.

The content is based on KTT planning templates and recommended practices from the Ontario Agri-Food Innovation Alliance funding program reviewers. These guidelines and suggestions will help ensure your proposed research project covers key aspects of KTT planning.

For more KTT planning support, see the resources and examples on the Alliance website:

www.uoguelph.ca/alliance/accelerating-research-impact/knowledge-translation-and-transfer

→ Knowledge Translation and Transfer (KTT) refers to the many activities and strategies for building awareness of research findings or moving research knowledge into use.

The goal of KTT work is to create a two-way connection between researchers and research users to increase and enable dissemination, uptake and application of research.



KTT Audiences and Benefits

Start your KTT plan by identifying the people and groups who could use and benefit from your research findings. Get to know these user audiences*. Tailor your KTT approaches to your audiences' needs and preferences. Consider how your KTT products and experiences will add value or benefit your audiences, and how they could use or apply your findings.

*User audiences, stakeholders, and partners refer to the people or groups who would benefit from learning about, using and/or applying your research knowledge.

Who are the user audiences/ stakeholders/ partners for your KTT?

- ☐ Have you identified user audiences who can benefit from or make use of your research?
- ☐ Did you consider multiple user audiences? New or emerging audiences?
- ☐ Did you consider people or groups who can act as “influencers” (those who may enable or amplify dissemination or eventual use of the research findings)?
- ☐ Are your user audiences specific/particular people or groups rather than broad categories?
- ☐ Have you explained why your KTT plan targets the appropriate audiences, with the right specificity, to help enhance use and impact of your research knowledge?

What do you know about your audiences?

- ☐ Do you understand how/where/when your user audiences prefer to access information?
- ☐ Are your audiences members of associations, partnerships or networks that you can leverage through your KTT activities?
- ☐ Do these audiences have any information access or engagement barriers? (e.g., download speeds, location, times of year, etc.)

How would your audiences benefit from your KTT/ use research findings?

- ☐ Have you explained how your audiences will benefit from the research findings and/or make use of the research? For example: new knowledge, tools, connections; help change behaviour, practice, program, policy; enable advocacy, interest, commercialization; increase revenue, reduce costs, avoid risk; etc.



KTT Activities and Products

Once you understand your audiences, then describe your KTT approach. Consider what KTT activities will most likely create the desired benefits for your audiences. Try to engage audiences at many points in the research project. Work to tailor messages and products to specific audiences, and leverage existing networks and information channels.

What are your KTT methods to inform and engage your audiences?

- ☐ Are you using a variety of KTT methods to reach your audiences?
- ☐ Do these methods include active learning or engagement for audiences (e.g., workshop), as well as more passive dissemination (e.g., reports, presentations)?
- ☐ Do you have KTT activities that engage outside the academic community? (e.g., beyond conferences, journal publications)?
- ☐ Are your KTT activities well planned with a strong rationale? (preference for a few well-thought out, targeted activities over many poorly thought out activities)
- ☐ Is KTT occurring early and often during the project, vs. only focused at the end?
- ☐ Have you considered developing specific messages about your research findings targeted towards specific audiences?

How and when will you get your message(s) across?

- ☐ Will you be regularly communicating with team members and project partners?
- ☐ Have you planned to inform or engage your research user audiences on a regular basis?
- ☐ Are you making use of existing communication networks and methods or partner resources (e.g., existing social media, websites, newsletters, meetings, etc.)?

How and when are user audiences involved in your project?

- ☐ Have you planned ways to involve your user audiences in your research?
- ☐ Are user audiences or partners involved in the planning and execution of KTT strategies?

Are your KTT activities likely to reach your audiences?

- ☐ Are your KTT activities likely to reach the intended audience?

- ☐ Do your KTT approaches (social media/ venues/ information products/ publications) meet your audience needs and preferences?
- ☐ Does your KTT plan address product and event accessibility (e.g., see <https://www.uoguelph.ca/diversity-human-rights/accessibility-aoda-resources>)



KTT Capacity and Feasibility

After defining who you want to reach, and how you will reach them, make sure you have a robust process to support your KTT work. Double check that you have enough resources to support KTT coordination, leadership, and planned activities and engagement. Also look at the size and scope of your team's network, and whether you will have help connecting with your audiences.

Does your project team have KTT leadership and coordination?

- ☐ Do you have a specific person on your team to manage and coordinate KTT activities? Does that person have the right capacity and expertise for the project?
- ☐ Have you considered using an advisory/steering group for early engagement during your research project?
- ☐ Will your project team regularly meet to implement, revisit and refine your KTT plan?

Are your planned KTT activities feasible, given your research project team capacity, expertise, network, and budget?

- ☐ Where possible, are your planned KTT activities, events, and products highly specific and detailed?
- ☐ Does your project team have enough time to carry out the proposed KTT activities during the project, as well as the research activities?
- ☐ Does your KTT plan include flexibility or a contingency plan to address emerging barriers, needs, or opportunities?
- ☐ Have you budgeted for KTT activities and related costs (e.g., design, print, website hosting, meeting space, technology, open access publication, professional support)?
- ☐ Does your KTT plan address post-project sustainability and access? How will you transition or archive knowledge products? Maintain relationships with key user audiences?

Does your project team have a broad enough KTT network?

- ☐ Are you aware of your teams' capacity to assist with KTT activities and relationships with user audiences/stakeholders?
- ☐ Are project team member's communication channels and networks being used to their full potential?

- ☐ If applicable, is your project connected with/does your team include OMAFRA or other Ministry staff (e.g., included in advisory group, research team, collaborating partners)?
- ☐ Do you have letters of support from specific user audiences? If possible, include in the letter how they will assist in your KTT activities and use your research findings, and why those findings are of benefit to them.



KTT Monitoring and Reporting

Finally, make sure your KTT plan is embedded in the project plan. Include KTT items in your milestones and deliverables. Create a strategy for keeping track of your KTT activities for project reporting.

When and how will you report on your project KTT?

- ☐ Do your project milestones include KTT related items?
- ☐ Are your project deliverables tangible and aligned with KTT plan activities and products?
- ☐ Do you have a way of tracking and capturing your KTT activities?