

# Knowledge Translation and Exchange Plan Guide

This Knowledge Translation and Exchange (KTE) Plan Guide is designed to support you to complete the KTE Plan Worksheet through providing prompts and suggestions of areas to consider.



## WHAT is the main message you want to share?

**What main point do you want your audience to remember and/or act on?**

**What problem are you trying to address?**

**What practice are you trying to improve?**

Memorable messages are simple, relevant, concrete, and based on actionable evidence.

When stating your main message, consider framing it as WHO needs to do WHAT differently.

Remember, you may have multiple main messages for the same (or different) audiences! If you have multiple target audiences, you will want to complete individual plans to guide specific actions for each audience.

## WHY are you sharing this message?



**Why does this message need to be shared?**

**Why does the problem addressed by your research matter?**

The most common reasons to share knowledge are to raise awareness and/or to promote action. Other possible reasons include informing future research, changing attitudes or behaviour, and changing policies, practices or technologies.

Whatever the reason for sharing, your rationale should be clear, concrete, and well-justified. In addition to your own research, clarify the need by looking to the literature and to your partners to understand the current problem.



## WHO are your project partners?

**Who should you partner with?**

**Have you involved all partners needed to achieve your stated goals?**

Engaging stakeholders throughout the KTE process will increase the credibility and impact of your KTE activities. To learn more, view the [IAP2 Spectrum of Engagement](#).

Different partners bring different contributions. For example, some partners may help to craft the message, while others might connect with the audience.

Possible partners include people with lived/living experience, family members, policy makers, researchers, frontline staff, and/or operational leadership.

## WHO are your target audiences?



**Who are you trying to reach?**

**Who will be impacted by the project?**

**What is important to know about each audience?**

**Have you involved them?**

At its core, KTE is about relationships. To reach your KTE goals, you will need to engage specific groups, either to raise awareness or to persuade them to adopt new behaviours.

Your plan should demonstrate an understanding of the audience, including their current understanding of the topic and their needs/preferences for using knowledge.



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## IDENTIFY barriers and facilitators to change.

## HOW will you share your main message?



**Why aren't people already doing the desired activity?**

**What barriers stand in your audience's way?**

**What facilitators could make the desired change easier?**

Barriers are anything that impedes people, organizations or systems from making a change. Facilitators, on the other hand, encourage or make change easier.

Assessing barriers and facilitators is an essential step to take prior to choosing interventions. One way to assess barriers and facilitators is to use the Theoretical Domains Framework.

**How will you share this knowledge?**

**Do the strategies fit the context and needs?**

It is always best to use multiple interventions, rather than relying on one approach. Be creative!

One way to select interventions is to map the barriers and facilitators identified in the previous step to a theory such as the COM-B, which posits that behaviour change requires Capability, Opportunity, and Motivation.

When choosing strategies, consider your goal. If you're seeking to raise awareness, choose dissemination activities. If you want to create change, choose implementation activities.



## WHEN will you implement your plan?

## EVALUATE: how will you know if you're successful?



**What opportunities already exist for sharing this knowledge?**

**Are there any other timeline pressures that might get in the way?**

**What resources will you need?**

You may have ambitious KTE activities planned, but are they practical? Consider budget constraints, additional resources (e.g. IT, communications, graphic design), and team capacity.

Where possible, build off existing opportunities such as bulletins, newsletters, upcoming events, existing committees or team meetings.

**What will be different after your KTE plan is implemented?**

**What indicators will you use to measure whether you've reached your audience and achieved your goals?**

One simple evaluation framework is RE-AIM, which employs indicators related to reach, effectiveness, adoption, implementation, and maintenance.

Also consider how you will seek feedback from your audiences and what changes may occur as a result. Allow the evaluation process to influence your activities.