

Knowledge Translation and Exchange Plan Guide

This Knowledge Translation and Exchange (KTE)¹ Plan Guide is designed to support you to complete the KTE Plan Worksheet. It provides prompts and suggestions as well as links to additional resources.



WHAT is the main message you want to share?

1. What main point do you want your audience to remember and/or act on?
2. What problem are you trying to address?
3. What practice are you trying to improve?

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

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 action for each audience.



WHY are you sharing this message?

1. Why does this message need to be shared?
2. Why does the problem addressed by your investigation 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 investigation, clarify the need by looking to the literature and to your partners to understand the current problem.



WHO are your project partners?

1. Who should you partner with?
2. Have you involved all partners needed to achieve your stated goals?

Engaging project partners throughout the KTE process will increase the credibility and impact of your KTE activities. To learn more, view the [IAP2 Spectrum of Engagement](#)²

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, direct care staff, and/or operational leadership.



WHO are your target audiences?

1. Who are you trying to reach?
2. Who will be impacted by the project?
3. What is important to know about each audience?
4. How do you involve your partners?

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.

1. Why aren't people already doing the desired action?
2. What barriers stand in your audience's way?
3. What facilitators could make the desired action easier?
4. How can your team incorporate as many people from intersecting categories to assess the barriers and facilitation?

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

Assessing barriers and facilitators is an essential step to take prior to choosing your KTE interventions.



HOW will you share your main message?

1. How will you share this knowledge?
2. How will you adapt this knowledge to the local context?
3. What implementation strategies will be most effective at addressing the barriers and facilitators?
4. Do the strategies fit the context and needs?

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

One way to select interventions is to map barriers and facilitators to a theory such as the COM-B,³ which posits that behaviour change requires Capability, Opportunity, and Motivation.

If you're seeking to raise awareness, choose dissemination activities. If you want to create change, choose implementation activities. Resources such as ERIC⁴ can be used to help find effective implementation strategies.



PLAN for implementation

1. What opportunities already exist for sharing this knowledge?
2. Are there any other timeline pressures that might get in the way?
3. 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.



EVALUATE: How will you know if you're successful?

1. What will be different after your KTE plan is implemented?
2. What indicators will you use to measure whether you've reached your audience and achieved your goals?
3. How will you plan for the change to be sustainable?

One simple evaluation framework is RE-AIM,⁵ 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 changes.



Knowledge Translation and Exchange Plan Guide Additional Resources

Endnotes:

1. KTE makes the connection between knowledge and action. It's about understanding challenges that need to be addressed, learning about the best available solutions, and sharing that knowledge in ways that persuade and support people and groups to take action and change.
2. IAP2 Spectrum of Engagement: [https://iap2canada.ca/Resources/Documents/0702-Foundations-Spectrum-MW-rev2%20\(1\).pdf](https://iap2canada.ca/Resources/Documents/0702-Foundations-Spectrum-MW-rev2%20(1).pdf)
3. COM-B: <https://implementationscience.biomedcentral.com/articles/10.1186/s13012-018-0821-y>
4. ERIC: <http://implementationscience.biomedcentral.com/articles/10.1186/s13012-015-0209-1>.
5. RE-AIM: <https://re-aim.org/wp-content/uploads/2021/10/planning-tool.pdf>

The information and prompts provided in the Knowledge Translation and Exchange (KTE) Plan Worksheet and Guide were created through reference to the following sources:

Health Canada (2017). *Knowledge Translation Planner* ISBN:978-0-660-09253-97
<https://www.canada.ca/content/dam/hc-sc/documents/corporate/about-health-canada/reports-publications/grants-contributions/KT%20Planner-EN-2017-10-16.pdf>

International Institute for Primary Care - Ethiopia (2020). *Intersectionality & Knowledge Translation (KT) Guide for Common Approaches to Assessing Barriers & Facilitators to Knowledge Use*.
https://knowledgegetranslation.net/wpcontent/uploads/2020/08/Intersectionality_KT_Guide_for_Common_Approaches_Tool_20200317_FD-1.pdf

Kitson, A.L. (2009). The need for systems change: Reflections on knowledge translation and organizational change. *Journal of Advanced Nursing* 65(1), 217–228.
doi: 10.1111/j.1365-2648.2008.04864.x

The Canadian Institutes of Health Research website provides information on knowledge translation, the Knowledge to Action Model and other resources:
<http://www.cihr-irsc.gc.ca/e/29418.html#1>

*To learn more about Knowledge Translation and Exchange at
BC Mental Health and Substance Use Services, visit:
<http://www.bcmhsus.ca/our-research/knowledge-translation-exchange>*

