Locally Driven Collaborative Projects (LDCP) Program

Knowledge Exchange & Dissemination Plan
Guidance for Completing LDCP Project Charter, Section 3.0

To support the impact of the project teams' work, teams are asked to think about their knowledge exchange (KE) plan during the submission process. One of the main purposes of KE is to address the gap between knowledge and practice. A KE plan helps to bridge that gap by focusing on how to best get evidence to the people who need it in ways that will be useful to them. The Project Charter offers a table to help project teams think through how to make project deliverables and activities relevant to stakeholders' unique needs. It aims to ensure that project outcomes are targeted and specific, and that your objectives align with what will most benefit your stakeholders so that your KE activities are meaningful and appropriate. Should a team be selected for funding, these plans can be refined as team members' work through their milestones. The sections below provide background information to help inform the completion of your KE plan in your Project Charter.

OBJECTIVES	STAKEHOLDERS	KE ACTIVITIES	BARRIERS & FACILITATORS	ENGAGEMENT
Thinking of your objectives for sharing information with stakeholders is an essential part of KE planning as it can shape the activities or deliverables we develop. Thinking about the information that will come out of your project, what are your KE objectives?	When identifying your stakeholder group or those you wish to reach with your information (i.e., your target audience/knowledge users), there is a wide range of options to consider. As a first step, it can be useful to brainstorm a list of all of your potential stakeholders. When we are identifying stakeholders, we want to be as specific as possible to ensure our activities are as tailored as possible.	Some KE activities or deliverables will resonate more effectively with different stakeholders. Consider what kinds of KE activities will meet your objectives and the identified needs of stakeholders. You should also consider who you may need to check with, or what evidence you have, to determine which activities are ideal. PHO also offers the opportunity for LDCP-funded project teams to use PHO dissemination channels to present their projects, while access to these venues is not guaranteed, LDCP staff can assist in facilitating participation	Considering barriers and facilitators to KE is an important step to take in developing a KE plan. Barriers might include things that get in the way of knowledge users accessing needed information, tools and supports. Barriers might also be challenges that could make it difficult for the project team to accomplishing your goals. Facilitators, on the other hand, are the factors that will enable successful project outcomes.	To ensure your activities align with the project objectives in a way that is meaningful to stakeholders, you may wish to engage with your target audience/ knowledge users at different points throughout the project. There are opportunities to engage stakeholders from planning, to implementing, to final dissemination of your research results.

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Consider these options:
• Creating buy-in
• Increasing awareness
• Improving knowledge
• Disseminating tools
• Informing policy change
• Informing practice change
	To help determine this, you may ask:
	• Who do you need to influence in order to address the gap you have identified?
	• Who are the decision-makers you need to influence?
	• Who are interested parties that you want to keep apprised?
	• What are the needs of knowledge users?
	• How will you engage the stakeholders? What role will they play and at what stage of the project?
	• How will stakeholders use the info that comes from your project?
		Consider these options:
		• Methods to consult people or publications (e.g., needs assessment surveys/interviews/focus groups, literature review, environmental scans)
		• Products/deliverables to be produced (e.g., peer-reviewed publications, website content, fact sheets, workshops, infographics)
		• Interventions to be designed or implemented(e.g., coaching of best practices, communities of practice)
		• Communication channels to use (e.g., social media platforms, network meetings, listservs)
		• PHO dissemination channels:
		  o TOPHC (Workshop)
		  o PHO Event (PHO Rounds, Webinar) & PHO YouTube
		  o PHO Website
			When thinking about barriers and facilitators, you might ask:
			• What could hinder or help you in meeting the objectives?
			• What do you know about your stakeholders' needs, preferences, and challenges?
			• What resources are needed to meet your objectives and address any barriers to change?
			• For examples of barriers and facilitators, consider these options:
			  o Knowledge
			  o Attitudes
			  o Language
			  o Cultural competence
			  o Time
			  o Technology
			  o Tools
			  o Support
				Consider these options:
				• At what times during the project will you engage with your stakeholders?
				• Decisions about research question(s) and/or data collection methods
				• Data collection and analysis
				• Validation of findings
				• Dissemination of results

ADDITIONAL RESOURCES

- **National Collaborating Centre for Methods and Tool** (NCCMT) provides resources and expertise on knowledge exchange. (https://www.nccmt.ca/).

- **Beyond Scientific Publication: Strategies for Disseminating Research Findings (CARE).** This document provides descriptions and templates for disseminating results. There is a particular focus on sharing of results with participants of research. (https://ictr.wisc.edu/documents/beyond-scientific-publication-strategies-for-disseminating-research-findings/)

- **Lost in Translation: Time for a Map?** This paper provides a conceptual framework for integrating the concepts of knowledge creation and knowledge application (http://www.jcehp.com/vol26/2601graham2006.pdf)

- **Guide to Knowledge Translation Planning at CIHR: Integrated and End-of-Grant Approaches.** This document provides definitions of integrated and end-of-grant knowledge exchange, case studies that illustrate each approach, and project proposal worksheets with key questions to consider when developing a KE plan. (http://www.cihr-irsc.gc.ca/e/documents/kt_lm_ktplan-en.pdf)

- **Moving Into Action: We Know What Practices We Want To Change, Now What? An Implementation Guide for Health Care Practitioners.** Published by CIHR, this resource focuses on how to move research into action. Focusing on the implementation phase of the Knowledge to Action Cycle, the tool provides information and case examples about how to adapt knowledge to a local setting, identify barriers and facilitators to local implementation, and how to select and tailor implementation strategies. (http://www.cihr-irsc.gc.ca/e/documents/lm_moving_into_action-en.pdf)

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