Knowledge Mobilization for Successful SSHRC Grants

Faculty of Education

Mariam Hayward
Knowledge Exchange and Impact Manager
Western Research

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“I think you should be more explicit here in step two.”
SSHRC’s Definition

- Activities related to the production and use of research results
- Co-creation and co-production
- Knowledge synthesis
- Dissemination
- Knowledge transfer
- Knowledge exchange
- Data in public domain
Western Research Definition

- Knowledge exchange aims to address the gap between what is known from research and implementation of this knowledge by key stakeholders (knowledge/end users)
- Varies over time, depends on the nature of the research and the research process
- It is a practice that takes into account various material processes and outputs to share knowledge
- Context is critical to achieving impact
<table>
<thead>
<tr>
<th>Integrated</th>
<th>End of Grant</th>
<th>Implementation Science</th>
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<tbody>
<tr>
<td>• Users engaged alongside researchers <em>throughout</em></td>
<td>• Dissemination</td>
<td>• Study of methods to promote the uptake of research</td>
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<tr>
<td>• “Gold standard”</td>
<td>• Plan to make users aware of research and share at the end</td>
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Participation and Engagement

Inform → Consult → Involve → Collaborate → Partner

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Importance of KMb

- Increases uptake and adoption resulting in increased impact and enhanced accessibility
- Facilitates connections among diverse stakeholders and supports collaboration
- Increases awareness of empirical evidence on a topic
- Change systems and behaviour
- Increases reach of research
SSHRC Programs

- Building Understanding
- Developing Talent
- Mobilizing Knowledge and People

Western Research
Talent Program

Goal of the Talent program is to support students and postdoctoral researchers.

Promotes learning of research and professional skills.

Training of HQP in the social sciences and humanities.

Mobilize social sciences and humanities knowledge.
Connection Program

- Support the building of reciprocal relationships
- Support the development of research networks and tools
- Make networks and tools more accessible
- Facilitate the multidirectional flow of knowledge
- Increase the accessibility and use of knowledge
Insight Programs

Goal of the Insight program is to build knowledge and understanding of people, societies, and the world

What we think, how we live, and how we interact with each other and the world around us

Increase our understanding and inform solutions to societal challenges
Insight Objectives

- Address societal challenges
- Build knowledge
- Support new approaches
- Mobilize research knowledge
- Provide high-quality research training

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Insight Program Opportunities

- Insight Development Grants
- Insight Grants
- Partnership Engage Grants
- Partnership Development Grants
- Partnership Grants
Insight Development Grants

• Intended to foster research in the early stages (e.g., case studies, pilot studies, analysis of existing research) to inform new research Qs, experimentation with new methods, theoretical approaches and/or ideas

• $7K to $75K for 1-2 years

• At least 50% of funds will be reserved for application from emerging scholars
IDG Evaluation

Challenge (50%)

Feasibility (20%)

Capability (30%)
Challenge – Aim & Importance

- For established scholars: relevance to the objectives of the funding opportunity
- Originality, significance and expected contribution
- Appropriateness of lit review, theoretical approach, and methods
- Quality of training and mentoring
- Impact potential within and beyond SSH
Feasibility - Plan

• Appropriateness of timeline and probability objectives will be met
• Expertise of applicant/team
• Budget, justification, other contributions
• Quality and appropriateness of KMb plans, including for effective dissemination, exchange and engagement with stakeholders within and beyond academia
Capability - Expertise

• Quality, quantity and significance of past experience and published and/or creative outputs
• Evidence of past KMb activities and impacts on professional practice, social services and policies
• Quality and quantity of past contributions to training and mentoring
KMb Throughout IDG Sections

- KMb plan (mandatory)
- Summary of Proposal
- Roles and Responsibilities
- Roles and Training of Students
- Expected Outcomes
- Budget & Justification

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KMb Plans

**WHAT?**
- Key messages, impact story
- Anticipated outputs and outcomes

**WHO?**
- Who is involved & who are you sharing with?
- Partners, researchers, HQP, end-users, target audiences

**HOW?**
- How will the knowledge be delivered?
- Different strategies for different audiences?

**WHEN?**
- When do you plan to share?

**WHY?**
- Why are you sharing – your goals?
- Why does this matter?
KMb Evaluation

• Evaluation frameworks such as RE-AIM (Glasgow, 1999)
  ▪ Reach
  ▪ Effectiveness
  ▪ Adoption
  ▪ Implementation
  ▪ Maintenance
KMb Evaluation

• **Process:** post activity interviews; knowledge assessment

• **Reach:** website traffic; YouTube views; downloads; # distributed/requested

• **Usefulness:** user satisfaction survey; changed views/perceptions; knowledge gained

• **Use:** measures of intended use; adaptations; observed changes

• **Collaboration:** growth in # of partners; social network growth; co-creation
KMb & Expected Outcomes

• Strong applications integrate KEx into the whole application – do not treat as an afterthought
• KEx and expected outcomes sections are linked – should refer to and highlight pieces from each other
• Integrate HQP, partners/end-users, outputs and outcomes, evaluation/metrics, impacts and EDI
Expected Outcomes

• What do you expect to inform/advance/learn from your proposed research?

• Some types of outcomes include:
  ➢ Academic Outcomes
  ➢ Societal Outcomes
  ➢ Health Outcomes
  ➢ Economic Outcomes
  ➢ Commercialization and Technology-related Outcomes
Expected Outcomes

- **Outputs** – short-term results and project products (e.g., publications, KMb event)
- **Outcomes** – activities undertaken as a result of new insights (e.g., enhanced curriculum, new collaborations)
- **Impacts** – long-term changes in attitudes, behaviour, beliefs, or policy
Where to Start?

www.uwo.ca/research/services/kex

Knowledge Exchange & EDI Tool

Intended to support the creation of knowledge mobilization and knowledge translation plans, with a focus on EDI initiatives

- Knowledge Exchange and EDI tool
- EDI Resource Guide: On-Campus and Off-Campus Organizations

Download Tool

Grant Writing and Knowledge Exchange

A series of grant-specific guides for annual external funding competitions.

- Knowledge Mobilization for Insight Grants Guide
- Knowledge Translation for CIHR Project Grants Guide

Download Tool

Book a Consultation

For more information about knowledge exchange and impact support, please contact Mariam Hayward, Knowledge Exchange and Impact Manager.
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<thead>
<tr>
<th>Project Scope Information</th>
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<tr>
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<td><strong>End User(s)</strong></td>
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<td>Training</td>
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<td><strong>Benefits: HQP</strong></td>
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<td>Research Activity</td>
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Writing Your KMb Plan

- Use story-telling principles
- Many ways to organize & write this narrative:
  - One narrative integrating all pieces
  - Separate paragraphs dedicated to each audience/end-user
  - Organize by KMb goals
  - Tables that outline your audience/end-user, your timeline and your KEx strategies
  - Use of a GANTT chart or timeline
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<th>Knowledge Exchange Activities</th>
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<td>Social media, Twitter, web-based information, blog, podcast, performance</td>
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<tr>
<td>Share knowledge (formally or informally)</td>
<td>Conference, plenary, public talk, radio/TV, expert opinion, blog, white papers, technical reports, podcast, performance</td>
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<tr>
<td>Inform research community/field</td>
<td>Conference, publication in journals, performance</td>
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<tr>
<td>Generate practice change</td>
<td>iKE, white papers, technical reports, practice guidelines, legislative change</td>
</tr>
<tr>
<td>Generate policy change</td>
<td>iKE, policy briefing note, expert opinion, white paper, review articles, systematic review</td>
</tr>
<tr>
<td>Generate public action (behaviour change)</td>
<td>iKE, PSA, public talk, TV, web-based information, infographic, brochure, intervention, performance</td>
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<tr>
<td>Technology transfer/commercialization</td>
<td>Foreground/background IP, patent</td>
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Additional Tips

• Link your plan to your expertise/experience to enhance your capability score
• Ensure alignment with your budget!
• Build in evaluation where feasible (e.g., # attendees, # downloads, social network growth, feedback, reported change etc.)
• Remember: where possible, multifaceted KT strategies are more effective than single strategies
KMb Plan Spotlight

How Social Media Public Discourse Portrays Drinking Under the Influence of Cannabis

Dr. Liliana Alvarez Jaramillo
KMb Plan

We will capitalize on our existing relationships with stakeholders to collectively create evidence informed and community relevant knowledge capital. Working with our youth collaborative board (YCB), our KMb plan includes two streams (scheduled dates in brackets):

1. Academic and community initiatives. We will develop: two publications in top-tier peer-reviewed journals focused on social determinants of youth development (Youth & Society, 10/22), and the impact of ICT (Information, Communication & Society, 05/2023) (free access preprints will be available in Western’s repository); two student-led presentations at interdisciplinary international (International Conference on Social Media & Society, 07/23) and national (Canadian Communication Association Conference, 06/23) conferences;
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Expected Outcomes

- Enhanced research collaboration
- Enhanced youth engagement/participatory
- Knowledge creation/intellectual and academic advances
- Societal impact (public discourse, informed youth, strengthen community collaboration)
Expected Outcomes

- Student training and skill development
- Enhanced quality of life/health outcomes
- Inform development of prevention efforts
- Support government to develop targeted education
Audiences

• Government/decision-makers (provincial and territorial)
• Media
• Not-for-profit and community organizations
• Postsecondary students
• Academic sector/researchers
• General Public
Checklist

• Plan needs to outline:
  ✓ Target audiences, partners and end-users
  ✓ Anticipated outputs and KEx goals
      Engagement strategies
  ✓ Timeframe for intended KEx activities
  ✓ Align strategies KEx goals & prior experience
  ✓ Address open access and data management
Checklist

• Strengthen your plan by:
  ✓ Disseminate in English and French, where possible (and other languages, as appropriate)
  ✓ Highlight vested commitment of stakeholders and areas of co-production
  ✓ Integrate and/or summarize outcomes and impacts
  ✓ Include evaluation of uptake and impact
Summary

• Knowledge exchange is….  
  – Not just dissemination and diffusion  
  – Most effective when research users/partners are engaged early in the process and throughout the process  
  – Strongly depends on context  
  – Will look different according to type, stage and expected findings (as well as cultures, norms and values)  
  – Stronger when integrated into the whole application!!
Mariam Hayward
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