Knowledge Mobilization - The Basics

Key Considerations

Jayne Morrish

Plain Language Communication

Plain language communication

- "Plain language is communication that an audience can understand the first time they read or hear it. It is clear and concise, and uses short sentences and simple words. It keeps to the facts and is easy to read and understand. Plain language is simple and direct but not simplistic or patronizing" - Wicklund and Ramos, 2009, p. 178)

- Avoids unnecessary jargon

- Uses a language level appropriate for audience

- **"Sticks" with audience**

- Key for media engagement

- Making knowledge more universally

understood

Why?

- Knowledge translation/mobilization

- Accessibility - for public and other academics
  - CBC - Say what? More jargon in a paper means fewer scientists will read it, study finds". https://www.cbc.ca/radio/asithappens/as-it-happens-tuesday-edition-1.5985611/say-what-more-jargon-in-a-paper-means-fewer-scientists-will-read-it-study-finds-1.5985613

- Sharing implications of research / work
  - Impact beyond key scholarly community
  - Makes research accessible and understandable

- "Plain language communication helps to produce meaning in a variety of contexts and across sectors" - Garwood, 2014

How to start

- Think about your knowledge users
  - What is their "language"
  - What do they care about / what is their need
 - Do not waiver from this understanding

Strategies

- Use plain language dictionaries

- Introductions are your friend – state your purpose & why this information is important

- Use a structure that makes sense

- Use relevant examples and/or anecdotes

- Short sentences & paragraphs

- Active voice

- Cut out jargon

Find your sticky side

SUCCESS Principals

- **S**implicity

- **U**nexpected

- **C**oncrete

- **C**redible

- **E**motional & **S**tories
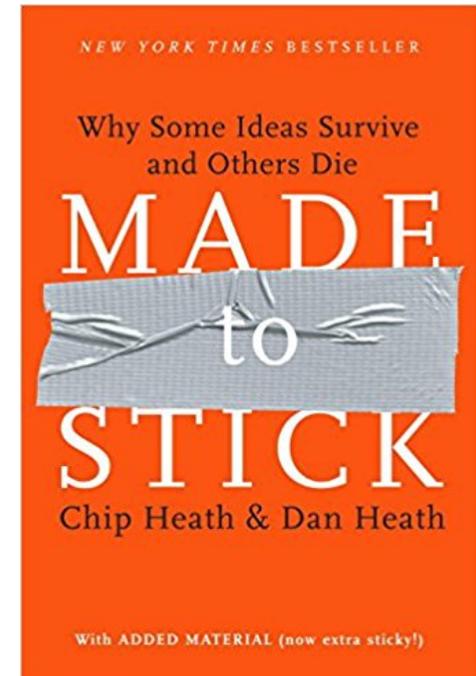
Heath, C., & Heath, D. (2007). *Made to stick: Why some ideas survive and others die*. Random House LLC.

Simple messaging

If you say three things, you don't say anything

- Chip Heath & Dan Heath, 2008

- Short and simple key messages

- What is your Single Most Important Thing (SMIT)?

- Distil the essence of your work

Heath, C., & Heath, D. (2007). *Made to stick: Why some ideas survive and others die*. Random House LLC.

Unexpected

Made ya look!

- Grab people's attention

- Ask them questions they were not expecting

- Make them think about things in a new way

Heath, C., & Heath, D. (2007). *Made to stick: Why some ideas survive and others die*. Random House LLC.

Concrete

Language is often abstract, but life is not

- Avoid the abstract

  - Tangible aspects need to be used

  - Abstract examples are not easily understood or remembered

- Make sure an idea can be grasped & understood immediately

Heath, C., & Heath, D. (2007). *Made to stick: Why some ideas survive and others die*. Random House LLC.

HOW BIG ARE THE BIGGEST WAVES EVER SURFED?

151 ft Statue of Liberty (From toes to top of torch)

Ft
150

Now that a 100-foot wave has been surfed, the bar has been raised yet again for somebody to step up and set a new record. Until then, San Diego Surf School takes a look at some other feats of record height to get a better perspective on just how big the biggest waves ever surfed really were.

100 ft Biggest Wave Surfed (Current tow-in record)
Garrett McNamara | Jan 2013

78 ft Biggest Wave Surfed (Old tow-in record)
Garrett McNamara | Nov 2011

61 ft Biggest Wave Surfed (Current paddle-in record)
Shawn Dollar | May 2013

100

35 ft Highest Motorcycle Jump
Robbie Maddison | Jan 2009

23.5 ft Highest Skateboard Air
Danny Way | Jan 2004

50

23 ft Highest Snowboard Air on Superpipe
Shaun White | Jan 2010

8 ft Highest High Jump (Outdoor)
Javier Sotomayor | July 1993

0

San Diego Surf School

Brought to you by | sandiegosurfingschool.com | Designed by: Best Rank | Source: Guinness Book of World Records

https://www.dailyinfographic.com/the-biggest-waves-ever-surfed-infographic

Credible

The world is full of skeptics…

- People are conditioned to question messages

- Give an idea believability

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Emotional - Stories

Stories are just data with a soul

- Make it real for people

- Make it relevant

- Empower people through narrative

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BLAM!

So what's the bottom line here?

- Bottom Line Actionable Messages (BLAM)

- People need to know what to do

- Provide crystal clear direction

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Simple writer

http://xkcd.com/simplewriter/

A fun tool that identifies if you have used a word that is not among the 10,000 most common words in the English language

Hemingway Editor

- https://hemingwayapp.com

Plain language resources

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- Online plain language dictionaries

General recommendations for plain language communication

- Always think of your audience - plain language is not based on one single, static set of strategies
  - Should be based in how your audience communicates
  - Successful only to the degree to which your audience understands it

- Remember your goal

- Don't say too much

- Don't over complicate it
  - You are not going to be there to explain it to the audience
  - "Sticky" SUCCESS principals

- Text is ok - just make in short and understandable
  - Get a colleague from a different area to review

Evaluation

Evaluation?

- *Evaluation is the rigorous collection of valuable, reliable & useful information about a program or project for the purposes of one or more of the following; programs & organizational improvement, oversight & compliance, assessment of worth, & knowledge development* - adapted from Mark, Henry and Julnes (2000)

- Are your KMb efforts doing what you set out to do?

Evaluation?

- Conceptually similar to testing validity in statistics
  - Degree to which it measures what it is supposed to measure
  - KMb evaluation - degree to which your efforts had the impact that you intended

- Often the first thing to be forgotten/ ignored, but it is vitally important
  - Tells you what to keep doing, stop doing & where your had impact
  - Helpful for report & grant writing

- reach indicators *(# distributed, # requested, # downloads/hits, media exposure)*

- usefulness indicators *(read/browsed, satisfied with, usefulness of, gained knowledge, changed views)*

- use indicators *(# intend to use, # adapting the information, # using to inform policy/advocacy/ enhance programs, training, education or research, # using to improve practice or performance)*

- partnership/collaboration indicators *(# products/ services developed or disseminated with partners, # or type of capacity building efforts, social network growth, influences, collaborativeness)*

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- practice change indicators *(intent or commitment to change, observed change, reported change)*

- program or service indicators *(outcome data, documentation, feedback, process measures)*

- policy indicators *(documentation, feedback, process measures)*

- knowledge change *(quantitative & qualitative measures)*

- attitude change *(quantitative & qualitative measures)*

- systems change *(quantitative & qualitative measures)*

Barwick, M.A. (2008, 2013, 2019). Knowledge Translation Planning Template. Ontario: The Hospital for Sick Children. https://www.sickkids.ca/en/learning/continuing-professional-development/knowledge-translation-training/knowledge-translation-planning-template-form/

Evaluation resources

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Final points

- Use the term that you are most comfortable with

- Think of your "people"

- Engage, engage, engage
  - This will make the process easier, more authentic and more fun!
  - Lean into guidance from your audience

- Academic KMb is still KMb!

- Build your KMb/KT capacity

- It takes a village

- Have fun!

Your turn!

https://jamboard.google.com/d/
1NR8UquKVCAaTz1w0L7Z600qv7DiOCQR7YjgDT36
NUEw/edit?usp=sharing

Any final knowledge mobilization/ translation questions before we end?

https://www.menti.com/al1w9ahhihzy

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