

COMMUNICATIONS/KNOWLEDGE TRANSLATION RESEARCH SUPPORT SERVICES

The Communications and Knowledge Translation (KT) teams provide a wide range of communications and KT services to CHÉOS Investigators. Limited basic communications services are provided in-kind to CHÉOS Scientists, but additional specialized services can be requested and scoped, ideally as part of an initial grant application.

EXAMPLES OF PROVIDED BASIC COMMUNICATIONS SERVICES:

- **Guidance on communications / knowledge translation tactics and strategy**
- **Media relations**
- **Study promotion on various platforms and via dissemination to partners**
- **Basic recruitment materials**
- **Results dissemination to the public and specific key audiences**

DO YOU NEED KT OR COMMUNICATIONS? OR BOTH?

CHÉOS offers knowledge translation expertise on a fee-for-service basis and often researchers require a combination of KT and communications support to move knowledge into action.

The CIHR defines KT as “a dynamic and iterative process that includes synthesis, dissemination, exchange and ethically sound application of knowledge to improve the health of Canadians, provide more effective health services and products and strengthen the health care system”. Further, the CIHR Act says KT encompasses all of the steps between the creation of new knowledge and its application. This includes knowledge dissemination, communications, technology transfer, two-way exchange between researchers and those who apply knowledge, implementation research, development of consensus guidelines, and more.

KT can be done through various methods, often through traditional communications activities such as web stories, media outreach, and social media posts.

EXAMPLES OF KT ACTIVITIES AT CHÉOS

Investigators Roxana Geoffrion and Sarah Munro created whiteboard videos and a dedicated website to inform women and maternity providers about how to best care for the pelvic floor in pregnancy.

Investigator Amy Salmon mobilized knowledge from the Building Bridges study by bringing together a diverse group of researchers, front-line service providers, community leaders, policy makers and advocates to generate policy-relevant, evidence-based resources supporting the anti-violence sector in meeting the safety and health needs of women.

Investigators Karin Humphries and Annalijn Conklin created a **booklet** summarizing a one-year project around Indigenous women’s heart health involving stakeholder consultations with elders from local Indigenous communities.

Some additional resources to help you assess KT knowledge and needs:

[MSFHR KT Pathways tool](#) | [CIHR Guide to KT planning](#) | [SickKids KT Planning Template](#)

To help determine your KT/communications needs and identify what additional CHÉOS services you might require, please answer the questions below.

1. WHAT ARE YOUR GOALS FOR YOUR KT/COMMUNICATIONS PLAN?

- a. Raising awareness
- b. Disseminating information
- c. Promoting action
- d. Changing behaviour

2. WHO IS YOUR AUDIENCE?

- a. Public
- b. Patients
- c. Clinicians
- d. Policy-makers / government

3. WHAT ARE THE GOALS SPECIFIC TO EACH AUDIENCE?

4. WHAT STRATEGIES ARE YOU CONSIDERING TO MEET YOUR KT/COMMUNICATIONS GOALS AND TO SHARE YOUR DATA AND RESULTS? SOME POTENTIAL AVENUES FOR COMMUNICATIONS AND KT INCLUDE:

- a. Advanced media relations; including press kit with press release / fact sheet, training
- b. Briefing document for policymakers
- c. Results report for the public or other knowledge user audience
- d. Infographics to illustrate results
- e. Social media strategy; including custom graphic cards and content creation
- f. Presentation with custom slide template
- g. E-newsletters
- h. Promotional video(s)

5. DOES YOUR STUDY REQUIRE COMMUNICATIONS TOOLS TO ASSIST IN RECRUITMENT OF PARTICIPANTS? THIS COULD INCLUDE:

- a. Recruitment posters
- b. Social media cards and postings
- c. Explainer video
- d. Website (see next question)

6. ARE YOU INTERESTED IN CREATING A WEBSITE FOR YOUR STUDY, POTENTIALLY FOR RECRUITMENT PURPOSES OR DISSEMINATION OF DATA AND RESULTS?

(Minimum cost for a standalone website is approximately \$3000, plus ongoing monthly costs for web hosting.) If yes, what are your primary goals for your website? Do you have someone on your study team who will be available to update it when necessary?

7. DO YOU NEED ASSISTANCE WITH A KT PLAN FOR YOUR GRANT APPLICATION?

The Communications and KT teams are available to discuss your specific needs and provide feedback and guidance for the grant application process.

Book a free one-hour consultation with our communications/KT experts today!

For more information about our services go to www.cheos.ubc.ca/services/