

# The F-words in Childhood Disability: Embracing Opportunities for Knowledge Translation

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## Background

- In 2012, *CanChild* researchers published: “The ‘F-words’ in childhood disability: I swear this is how we should think!”
- Building on the WHO’s International Classification of Functioning, Disability and Health (ICF) framework, the article featured key strengths-based ICF themes – Function, Family, Fitness, Fun, Friends, and Future.

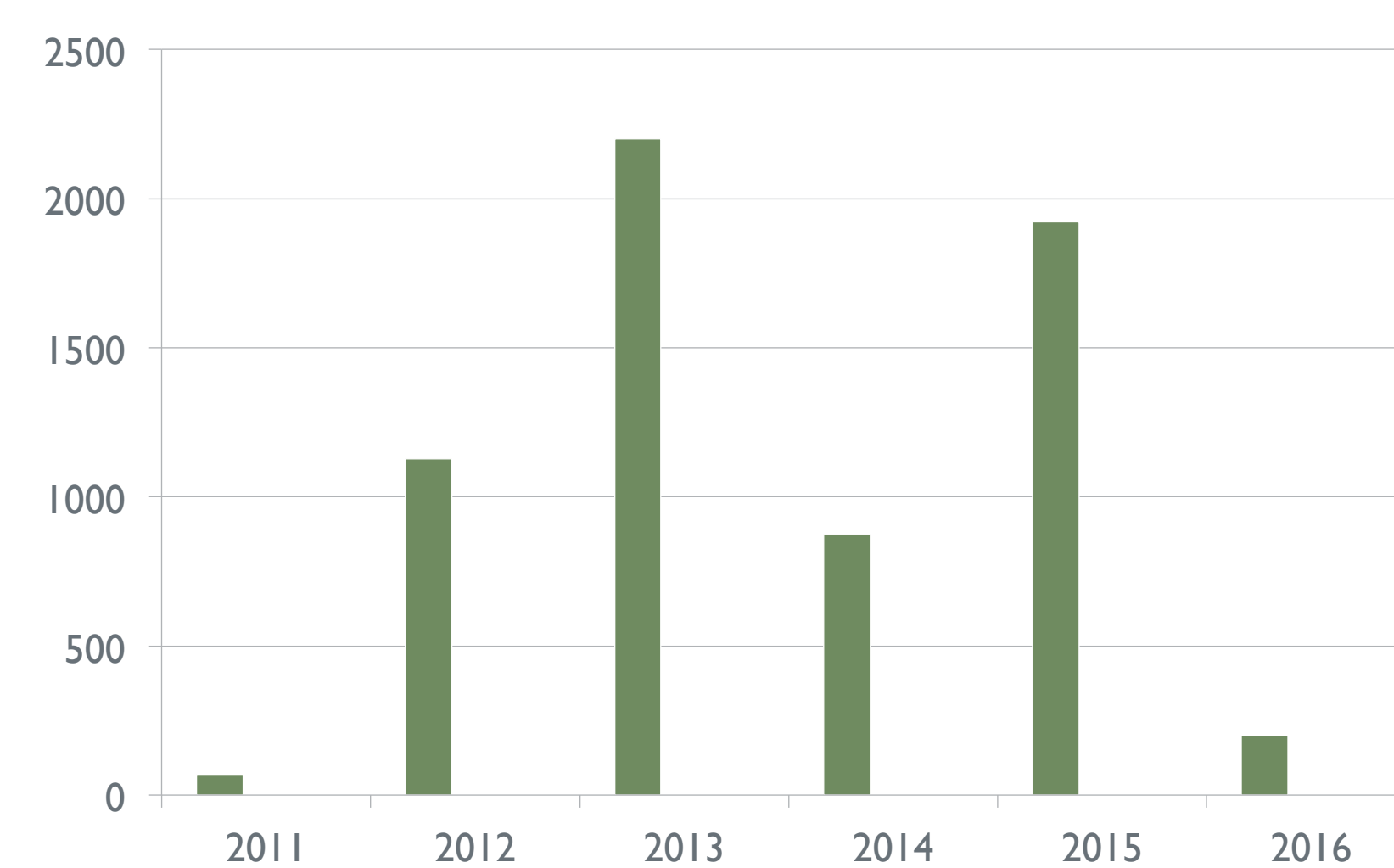
## Objectives

- This poster reports how the Diffusion of Innovation (DOI) theory has been used in the knowledge translation (KT) journey we have been on to move the F-words ideas into practice.

## DOI Theory

- Aims to explain **how** and **why** an innovation (or an idea) is adopted.
- It identifies four key factors that influence the adoption process: time, social networks, communication channels and the innovation itself.

## Results



Article downloaded **6,395 times** (September 2011 – January 2016)

### Video Evaluation (137 respondents):

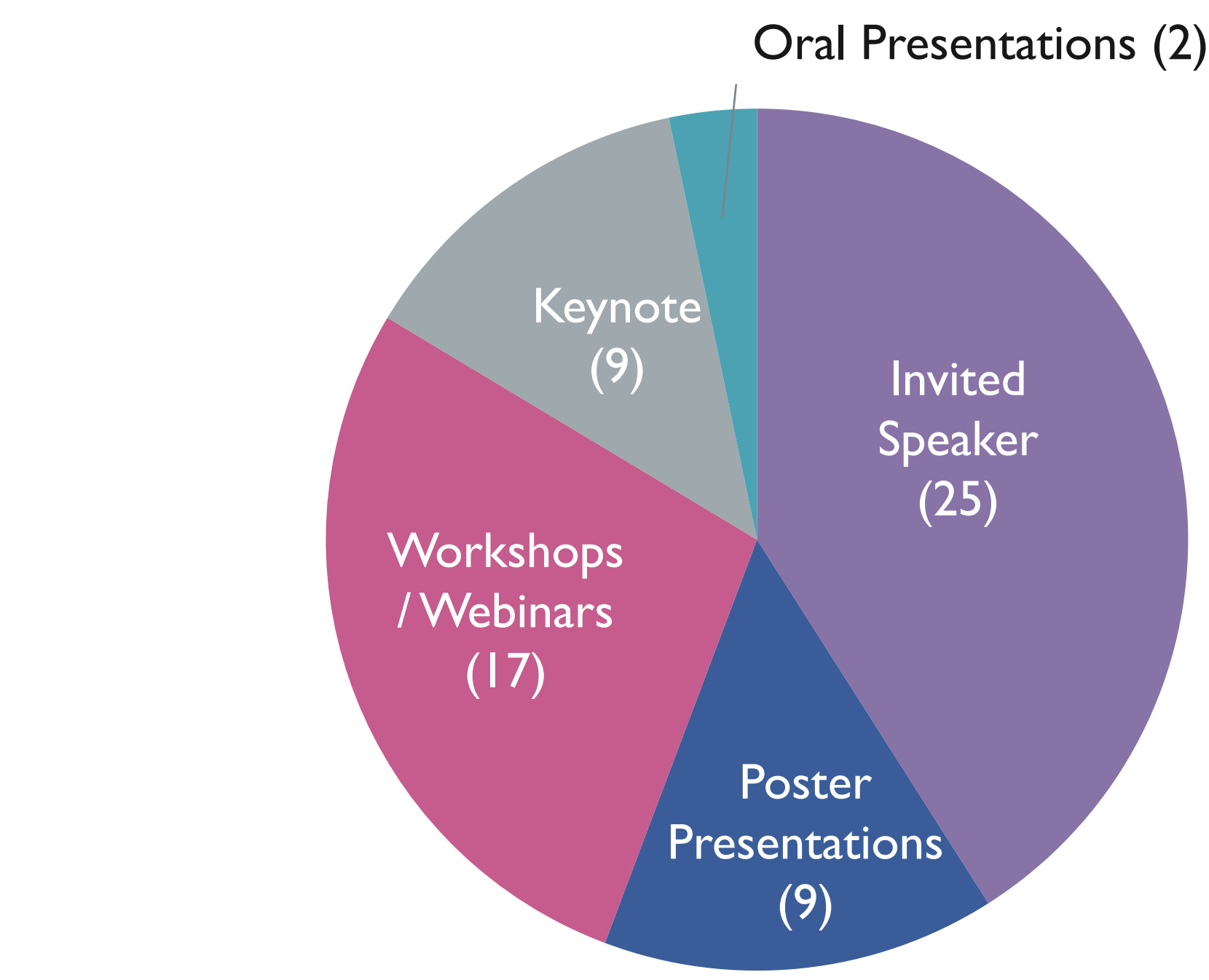
- 55% had not previously heard of the ‘F-words’
- 88% indicated they would share the video
- 93% wanted to learn more about the ‘F-words’
- 98% ‘extremely liked’/‘liked’ the ideas

Video views **> 2,000 times**

## Discussion

The DOI theory lists five key characteristics of an innovation: relative advantage, compatibility, complexity, triability, and observability. We agree that each factor is important for innovation uptake.

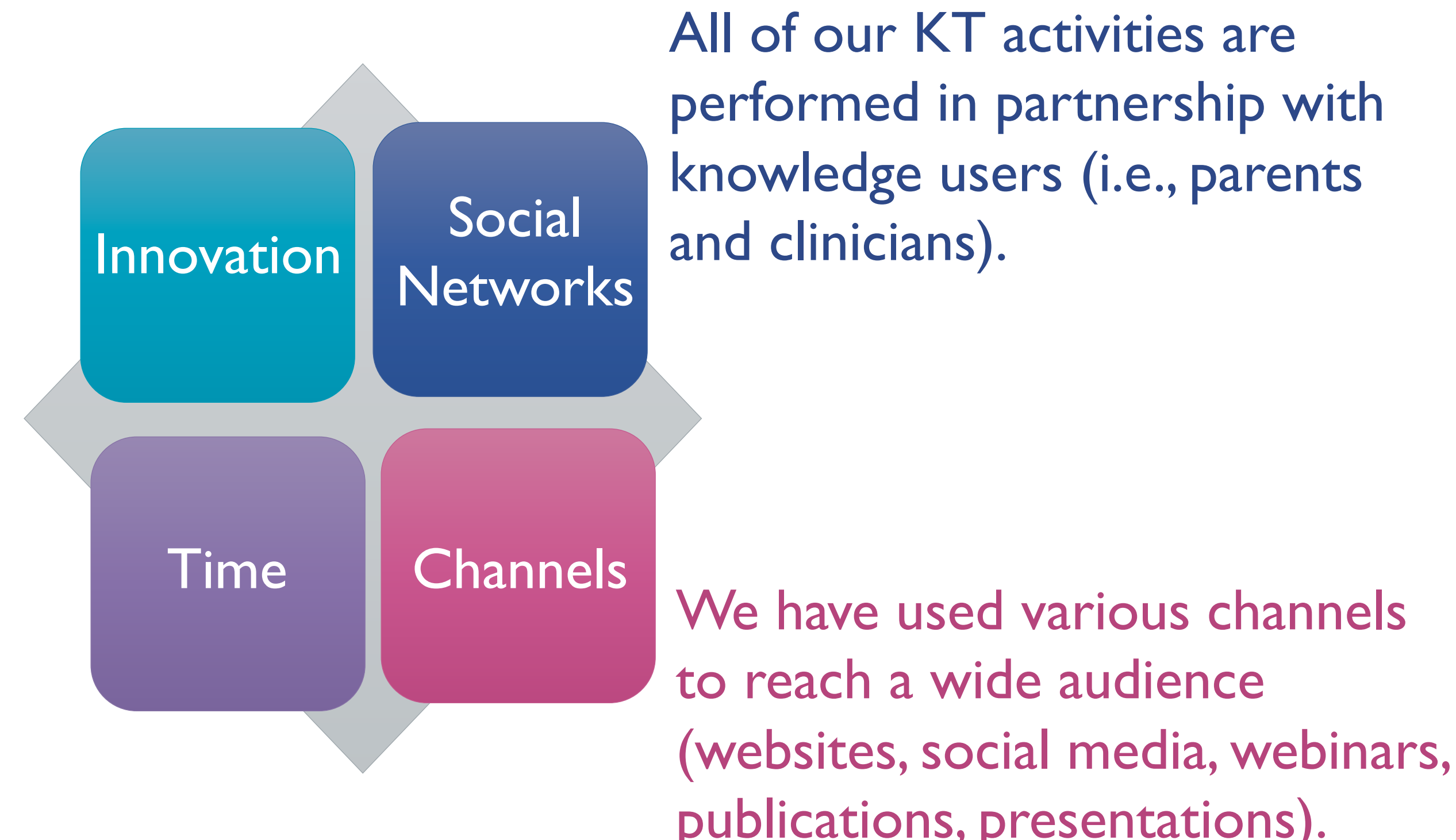
Knowledge translation is a process that takes time and commitment. Be patient and persistent.



Presented **> 60 times** (including 34 local, 7 national, and 21 international presentations)



Multiple Facebook posts, tweets, articles in newsletters, and online blogs... **#CanChild**



## Conclusions

- Partnership is a key component to effective knowledge translation.
- It is important to take the time to build partnerships and foster opportunities for engagement.
- Moving forward we hope to continue to foster our current relationships and build new opportunities for knowledge brokering.
- Our next step is to evaluate the impact of an online F-words Knowledge Hub for families and service providers.

## Acknowledgements

- Thank you to all the families and researchers, health care professionals, and organizations that are helping to spread awareness on the F-words in Childhood Disability..

## For more information:

- Please visit *CanChild's* F-words in Childhood Disability Knowledge Hub:



<https://www.canchild.ca/en/research-in-practice/f-words-in-childhood-disability>