

Question to Consider (1)	Key Concepts	Practical Tips
1. To whom should the message be delivered?	<ul style="list-style-type: none"> - Identify your target group(s). - Learn about their needs, beliefs, current practices, and readiness for change. (7,8) - Engage your target group in the knowledge transfer process. 	<ul style="list-style-type: none"> - Take time to figure out who will benefit from hearing your message and who will be able to put the message into action. - Involve your target group from the beginning of the knowledge transfer process. Often their needs will differ from what you consider to be a priority. You can... <ul style="list-style-type: none"> - Ask representatives of the target group to identify the most relevant aspects of the knowledge you wish to transfer - Ask them to identify if there are established ways of communicating within their group (e.g., some consumer organizations have newsletters that are well-distributed and read by their members).(7) -Have members of your target group review draft versions of your knowledge transfer material.(7) Be prepared to revise your material based on their feedback.
2. What message do you want to transfer?	<ul style="list-style-type: none"> - Develop a message that is: <ul style="list-style-type: none"> - clear and compelling - evidence-based - relevant to your target group (7) - action-oriented 	<ul style="list-style-type: none"> - Involving your target audience when developing your knowledge transfer strategy will help ensure the relevance and clarity of your message - For all target groups, use language that is easy to understand. Avoid technical terms, jargon, and acronyms. - Within your message, identify specific things that your target group can do to put your ideas into practice and the potential implications for making these changes. (8) - In situations where you would like to influence changes in practice, it can be useful to emphasize the ways in which your message is compatible with your target group's beliefs and then show how modifications to practice would preserve these beliefs, but improve their outcomes. When your message is counter to your target group's beliefs, it is particularly important to demonstrate how the changes will benefit them or be an advantage over current practice.
3. By whom should the message be delivered?	<ul style="list-style-type: none"> - The organization or person delivering the message should be considered to be credible by the target group. (1) - The messenger should also be recognized as having expertise in the area. (7) 	<ul style="list-style-type: none"> - If your target group is not familiar with you or your organization, develop a partnership with someone whom they consider to be credible. (7) - Work with the credible individual or organization to facilitate communication with your target group. For example, parents of children who have had a brain injury may not be familiar with your research team; however, they will likely recognize the Brain Injury Association in your region. These parents may pay more attention to messages communicated by this credible association and at the same time will become familiar with your research team.

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4. How should the message be delivered?	<ul style="list-style-type: none"> - Use the evidence about knowledge transfer to determine the best techniques to meet your desired outcome. - Use an approach that meets the needs of your target group (e.g., format, level of information, accessibility). (7) - Ensure that the knowledge transfer techniques you select are feasible within your budget, time, and personnel constraints. 	<ul style="list-style-type: none"> - Grimshaw and colleagues (5) provide an overview of systematic reviews of interventions that are aimed at changing the behavior of service providers. Their findings suggest that you: <ul style="list-style-type: none"> - Use passive dissemination (such as distribution of educational material) when you want to increase your target group's awareness and knowledge. - Use active, interpersonal approaches (such as educational outreach, an approach in which a trained individual provides information to service providers at their workplace (4) when you want to influence changes in practice. - Incorporate more than one technique into your knowledge transfer strategy. If you do so, consider the rationale for each technique rather than just including everything with the hope that something will work. - Some research teams prepare separate reports for different target groups. At <i>CanChild</i>, we typically develop only one version of a report. We use language that is easy to understand and share specific recommendations for each target group (e.g., parents and service providers). In this way, each target group is informed about how the research relates to them and to other groups with whom they work. - Ensure that your target group can easily access your message.(7) For example, posting information on a website will only be useful for those who have Internet access.
5. With what effect?	<ul style="list-style-type: none"> - Identify the desired impact of your message. (1,4) - Set specific objectives for each target audience. (1,7) - Evaluate the impact of your message and knowledge transfer strategies. (1,7) 	<ul style="list-style-type: none"> - Determine what you expect to change as a result of your knowledge transfer activities. For example, are you aiming to: <ul style="list-style-type: none"> - Increase awareness of your research findings? - Increase awareness of current issues on a topic? - Increases knowledge in a particular area? - Change service providers' beliefs or behaviors? - Influence a program or policy? - For further discussion of issues related to measuring the impact of health research, including reference to measurement tools, refer to two articles by Lavis and colleagues. (9,10)