Canadian Guidelines for POST-COVID-19 CONDITION — CAN-PCC

Knowledge Mobilization (KM) Framework

KM Outcomes

KM Activities

Co:Create Principles

Target Audience

Goals

Transparent

Inclusive

Resourced

Holistic

Positive

Equal

Sustainable

Iterative

Healthcare professionals

Member of the public

Decision maker

Inform decision-making

Generate awareness

Share knowledge

Recommendations

Process Outcomes: (Increase reach, usefulness, and use)

Application Activities

Diffusion Activities

Dissemination Activities

Clinical & Population Health Outcomes

Knowledge to action

Resources

Knowledge to action

Knowledge Funnel

Knowledge Inquiry
Knowledge Synthesis
Knowledge Products

Action Cycle

1. Identify the problem
2. Adapt knowledge to the local context
3. Assess barriers and facilitators to knowledge use
4. Select, tailor, and implement interventions
5. Monitor knowledge use
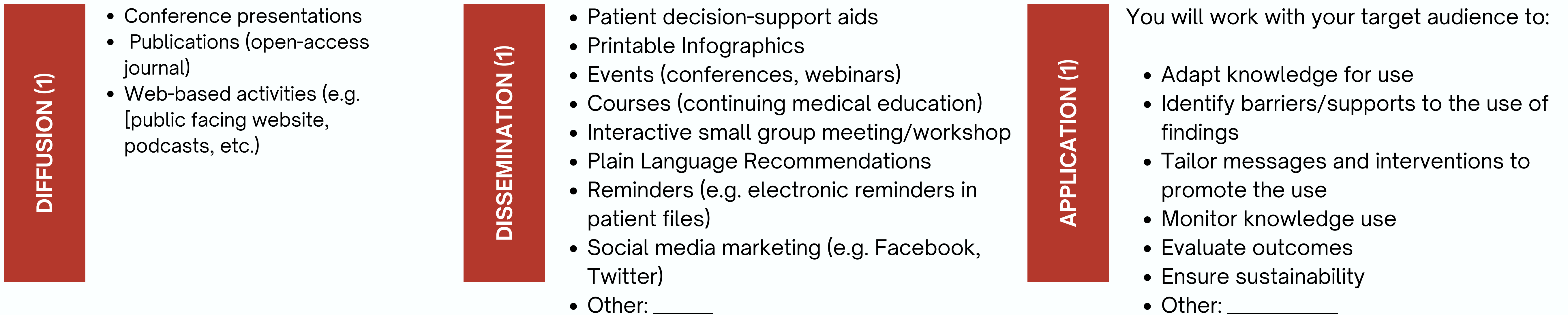6. Evaluate outcomes
7. Sustain knowledge use

References:
(1) Government of Canada CI of HR. Guide to Knowledge Translation Planning at CIHR: Integrated and End-of-Grant Approaches - CIHR [Internet]. 2012 [cited 2023 Jul 6]. Available from: https://cihr-irsc.gc.ca/e/45321.html

(2) Graham ID, Logan J, Harrison MB, Straus SE, Tetroe J, Caswell W, et al. Lost in knowledge translation: Time for a map? Journal of Continuing Education in the Health Professions. 2006 Winter;26(1):13

(3) SickKids. Knowledge Translation Planning Template. March 2023

(3) eCOVID-19 RecMap Collaborators. The eCOVID-19 RecMap Framework. 2020.

Knowledge Mobilization (KM) Framework

GOAL (1)

- increase knowledge/awareness
- inform decision-making
- inform future research
- inform/change attitudes
- inform/change behaviour
- inform/change policy
- inform/change practice
- inform/change technology
- other: _____

TARGET AUDIENCE

- Healthcare professionals
- Decision makers
- Members of the public
  - Other: _____

ACTIVITIES

DIFFUSION (1)

- Conference presentations
- Publications (open-access journal)
- Web-based activities (e.g. [public facing website, podcasts, etc.)

DISSEMINATION (1)

- Patient decision-support aids
- Printable Infographics
- Events (conferences, webinars)
- Courses (continuing medical education)
- Interactive small group meeting/workshop
- Plain Language Recommendations
- Reminders (e.g. electronic reminders in patient files)
- Social media marketing (e.g. Facebook, Twitter)
- Other: _____

APPLICATION (1)

You will work with your target audience to:

- Adapt knowledge for use
- Identify barriers/supports to the use of findings
- Tailor messages and interventions to promote the use
- Monitor knowledge use
- Evaluate outcomes
- Ensure sustainability
- Other: _____

OUTCOMES

Process Outcomes

- Increased reach (# requested, distributed, downloaded)
- Increased use (# of people that intend to use, # of people using to improve practice)
- Increased usefulness (# satisfied, # gained knowledge)
- Increased partnerships (# of products created with partners, # of collaborations))
- Increased knowledge, attitude, and/or system change
- Other: _____

Health Outcomes

- Examples may include but are not limited to:
  - Number of PCC symptoms (e.g. cough, chest pain, wheezing, smell, taste, headache, depression, anxiety)
  - COVID-19 vaccine uptake
  - Fewer long-term health impacts
  - Increased shared decision-making

Resources

Personnel
- Graphic designer
- Knowledge broker
- KT specialist
- Public relations/marketing specialist
- Writer/editor/copy editor
- Consumables
- Other: _____

Materials
- Media development and releases
- Production/printing
- Travel costs
- Web-related costs (website development/maintenance)
- Workshops/meetings/networking costs
- Other: _____