Concepts in Knowledge Mobilization (KM)

What do we mean when we say...

Knowledge Users

- Individuals or groups who should hear about the research, especially those who may benefit from it
- Relevant knowledge users may include: Patients/Veterans and families; practitioners or service providers; the public; decision makers; policymakers; media; industry; researchers; and research funders

Main Messages

- A clear, concise, audience-focused set of statements (typically 1-2 sentences) that explains: what the research means; why it's important; and what action should be taken as a result
- May be written as the "Single Most Important Thing (SMIT)" and/or a "Bottom Line Actionable Message (BLAM)"
- Main messages express the central idea behind the KM products/outputs you will create
- Crafting main messages is an iterative process

KM Goals

- KM goals describe what you want to achieve for each knowledge user group
- Goals provide a reference point for evaluation
- Examples of KM goals: Generate awareness & interest; Share knowledge; Inform research; Inform decision making; Facilitate practice change; Facilitate policy change; facilitate public action or behaviour change

KM strategies

- Methods used to achieve KM goals
- You should research what the most effective strategies are for your particular goal(s) and/or knowledge users
- Or, click here for a 'menu' of KM strategies organized by KM goal