

'MENU' OF KM STRATEGIES & PRODUCTS

This menu provides ideas for KM strategies and/or products that you can list in your KM plan. Please note it is possible to use most of these strategies for a variety of goals, but the checkmarks show which strategies typically work best for different goals.

KM STRATEGY/PRODUCT	BEST FOR WHAT KM GOAL(S)?				
	GENERATE AWARENESS, INTEREST, BUY-IN	SHARE KNOWLEDGE	INFORM DECISION MAKING	INFORM RESEARCH(ERS)	FACILITATE POLICY CHANGE
Educational guide, toolkit, or pamphlet <ul style="list-style-type: none"> • Practice guideline • Decision aid • "Bottom line recommendations" for healthcare providers • Content to inform course/certificate curriculum 	✓	✓	✓		
Video/video abstract (incl. recorded video, live demonstration, or animation)	✓	✓	✓		
Infographic(s)	✓	✓	✓		
Newsletter section (CPCoE or other newsletter)	✓	✓	✓	✓	
Website content (CPCoE or other website)	✓	✓	✓		✓
Journal publication	✓	✓	✓	✓	✓
Plain language/lay summary	✓	✓	✓		
Policy brief	✓	✓	✓		✓

KM STRATEGY/PRODUCT

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	GENERATE AWARENESS, INTEREST, BUY-IN	SHARE KNOWLEDGE	INFORM DECISION MAKING	INFORM RESEARCH(ERS)	FACILITATE POLICY CHANGE
Professional development or training session/program	✓	✓	✓		
Conference presentation	✓	✓	✓	✓	
(Other) presentations	✓	✓	✓	✓	
Workshop/Interactive small group	✓	✓	✓	✓	
Webinar, info session, or "expert talk"	✓	✓	✓	✓	
Social media (Facebook, Instagram, LinkedIn, including sponsored posts and influencers)	✓	✓	✓	✓	
Other media engagement (e.g., press release)	✓	✓	✓		
Podcast episode	✓	✓	✓		
Outreach visits (e.g., to clinics)	✓	✓	✓		
In-briefs <ul style="list-style-type: none"> An overview of a study or research activities provided online or through handouts. Highlights the main findings or can be used to draw attention to the research 	✓	✓	✓		
Arts-based (e.g., painting mural, etc.)	✓	✓	✓		
Spoken word poetry	✓	✓	✓		

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	GENERATE AWARENESS, INTEREST, BUY-IN	SHARE KNOWLEDGE	INFORM DECISION MAKING	INFORM RESEARCH(ERS)	FACILITATE POLICY CHANGE
Community of practice	✓	✓	✓		
Knowledge Broker	✓	✓	✓		✓
Networks, collaboration/partnership (including science collaboration)	✓	✓	✓		
Opinion leader(s) & champion(s)	✓	✓	✓		
Data visualization	✓	✓	✓		
Rapid response synthesis or recommendation					✓
Evidence brief or knowledge synthesis					✓
Stakeholder position paper					✓
Science policy fellowship/placement					✓
Audit & Feedback					
<ul style="list-style-type: none"> A summary of performance over a specific period of time – e.g., average number of diagnostic tests ordered) 			✓	✓	✓
Meeting Dialogue (stakeholder dialogue, deliberative dialogue)					✓
Other strategies not listed - please specify	✓	✓	✓	✓	✓

This resource was adapted from: Barwick, M. (2008). *Knowledge Translation Planning Template*. The Hospital for Sick Children.