



Ontario Centre of Excellence
for Child and Youth
Mental Health

Centre d'excellence de l'Ontario
en santé mentale des
enfants et des adolescents

Bringing People and Knowledge Together to Strengthen Care.
Rassembler les gens et les connaissances pour renforcer les soins.

Doing more with what you know

A knowledge mobilization toolkit

www.kmbtoolkit.ca / www.troussemdc.ca

Our work at the Centre



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About the Centre

We bring people and knowledge together to strengthen the quality and effectiveness of mental health services for children, youth and their families and caregivers.

Three strategic goals:

Learning

Foster a culture of organizational learning to support agencies in using evidence to improve client outcomes.

Collaboration

Build and develop collaborative partnerships to sustain capacity within mental health services.

Leadership

Be a true learning organization and lead by example.



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The learning journey



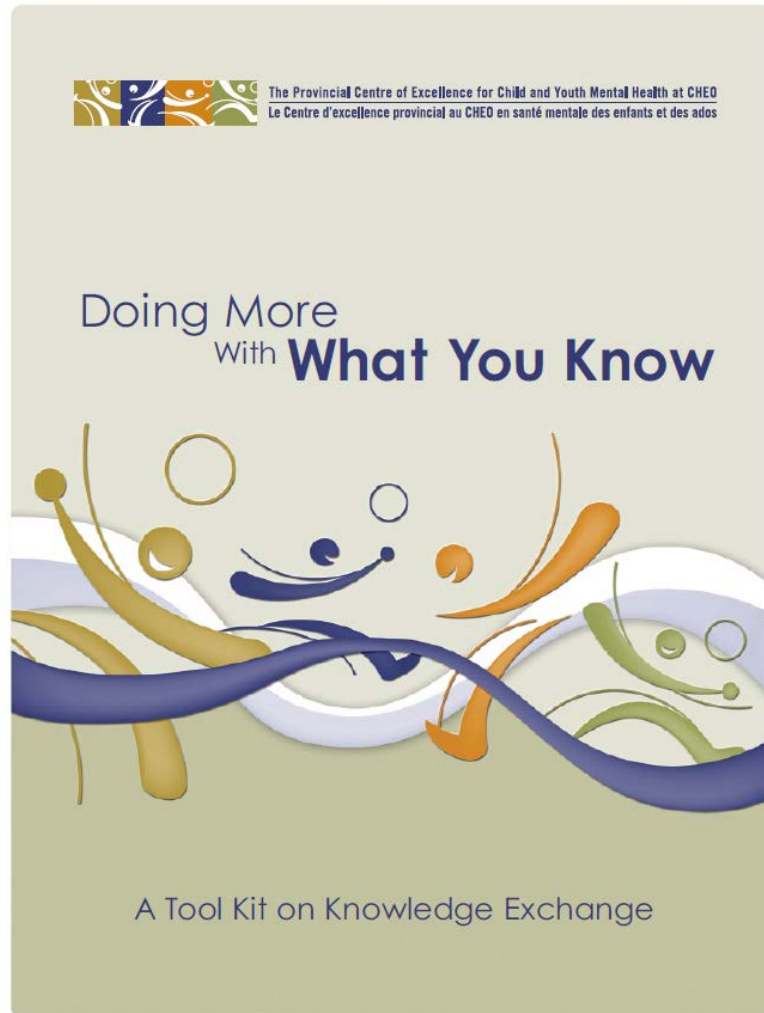
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The KMb toolkit



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Time for a facelift...





Welcome to the Knowledge Mobilization (Kmb) Toolkit

Child and youth mental health is continually changing, and the evidence-base is always growing. Our *Knowledge Mobilization toolkit: Doing more with what you know* will help you mobilize valuable knowledge and information in your community. It's designed to inform and equip you with the knowledge and tools you need to mobilize knowledge, and ultimately improve outcomes for children, youth and families. You'll also find inspiring stories from the field.



What is knowledge mobilization (Kmb)?

Not sure about the terminology? What is knowledge mobilization and why should you bother? Start here!

[Get me started!](#)



I'm ready to use the toolkit

Do you have a grasp on Kmb? Are you ready to start? This section will help you put your Kmb plan together.

[Let's do it!](#)



What are others doing?

Looking for inspiration? Do you want to connect with others who are doing Kmb? [Read more.](#)

[Inspire me!](#)

What's in a name?



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KNOWLEDGE NINJA



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I'm ready to use the toolkit

Planning

Where to start? This section will help you to determine goals and considerations for your knowledge mobilization plan.

Doing

How can you put your plan into action? This section includes ways to mobilize knowledge and key considerations.

Evaluating

How do you evaluate your knowledge mobilization efforts? This section also includes tools and resources on evaluation.

Download the knowledge mobilization plan to get you on your way to mobilizing knowledge! The form will help you to *plan*, *do* and *evaluate* your KMb efforts.



TIP: Be sure to save the form to your desktop and open it in Adobe Reader so you don't lose your work.



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WHAT



What knowledge do you want to mobilize? What are the main messages that you want to share?

WHY



Why are these messages meaningful? Why should others see or use this product?



Why are you doing this? What impact are you trying to have with your KMB efforts?

- change attitudes
- change behaviour or practice
- engage stakeholders
- fulfill funding requirements
- generate interest or awareness
- influence policy action
- share knowledge, experience or tools
- validate, legitimize or defend a position
- other:



WHO
COLLABORATE



Who are your project partners? Who else is involved in mobilizing this knowledge and evidence?

- caregivers and families
- children and youth
- community partners
- decision-makers
- general public
- government partners
- researchers
- service providers
- volunteers
- other:

Knowledge mobilization plan



HOW



How will you get your message(s) across? What strategies do you think will help you to reach your intended knowledge users best? Keep in mind that these are just ideas. Get creative!



PRODUCTS

- blog
- case study
- e-newsletter
- educational material
- fact sheet
- FAQ
- handbook
- journal article
- magazine article
- newspaper article
- podcast
- PowerPoint presentation
- press release
- promotional material
- reference list
- report
- research summary
- success story
- toolkit
- video
- webinar
- website content
- wiki
- other:

EVENTS

- annual meeting
- awards ceremony
- conference
- debate
- forum
- interactive workshop
- lunch and learn
- media event (e.g. TV or radio segment)
- panel
- presentation
- symposium
- training session
- other:

NETWORKS

- chat room
- community of practice
- discussion board
- listserv
- online forum
- social media
- other:



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Appendix A: KMB plan outline

INSTRUCTIONS: Use this table to plan out more complex knowledge mobilization efforts with more than one target audience.

GOAL:

Audience <i>Who are you trying to reach? Is there a tailored message for this audience?</i>	Strategy <i>How will you get your message(s) across? What strategies will work best for this audience? Consider how each strategy links to your overall goal.</i>	Target <i>How many conferences and workshops do you want to deliver? How many users do you want to reach?</i>	Budget and resources <i>E.g. honoraria, information technology, materials, meeting expenses, personnel or human resources, timing, travel, volunteers, etc.</i>	Timeline <i>When do you anticipate executing your strategies?</i>	Evaluation <i>What impact are you trying to achieve? How will you know if you have achieved your goals?</i>

developing



What are others doing?

Looking for some inspiration? Do you want to connect with others involved with [knowledge mobilization \(KMb\)](#) efforts? Child and youth mental health agencies in Ontario have always mobilized knowledge. They probably didn't call it knowledge mobilization, but that doesn't matter. What matters is that we can learn from one another about unique, relevant examples of KMb in real life, with real impact. Check out the stories below to learn from the experiences of others doing KMb.



Together to live: Mobilizing around youth suicide

As you've seen throughout the site, there are many ways to approach knowledge mobilization (KMb). Below is an example of how the Centre is mobilizing ...

[Read more ›](#)



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Search stories

SEARCH



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Want to share your KMb story with us?

Share your KMb story

**WANTED:
KMb
stories**



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[Feedback](#)

Contact us

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