**Knowledge Translation (KT) Planning Primer – SAMPLE WORKSHEET**

Complete a separate worksheet for each target audience

**Sunshine House Recreation Project – SAMPLE KT Plan**

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|  | **Who will you reach ?** |
| **WHO** | Program participants: Clients (adult men and women, most are Aboriginal) of Sunshine House and Mount Carmel Clinic programs who use solvents and have limited access to recreational programs and services. A program participant (peer) sits on the project steering committee and is part of the sub-committee for developing a project report. His role is to provide input, advise on the project and connect with community members, participants to pass on feedack to the steering committee. |
|  | **What are your KT objectives ?** |
| **WHY** | To demonstrate the value of the program and strengthen the role of participants in terms of directing and advising on the project in the future. |
|  | **What is the message ?** |
| **WHAT** | - describe what happened in the program : # of people participating; types of activities  - 3 most siginificant impacts participants reported as a result of this program  - 3 key recommendations for related or future programming |

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| **HOW** | **Choose the format** |
| 1 page double-sided summary using lots of graphics and art work  Video clips uploaded to you-tube/vimeo and shared through social media |
| **Choose the delivery** |
| Summary sheet will be distributed at Sunshine House, Mount Carmel Clinic and Main Street Project  Discussions will be held with clients at Sunday Brunch – Sunshine House  Video will be shared on MCC website, Sunshine House facebook page and other related websites, social media  Nuit Blanche – Sunshine House will be a host site with screening of a documentary about the project |
| **Identify the opportunities** |
| Drop-in at Sunshine House, Nuit Blanche  Invite participants to a feast to talk about the project, the evaluation and what they’d like to see happen next.  Invite participants to volunteer for future projects, steering committee, present at conferences |
| **Know the barriers** |
| Language and literacy skills may be limited for some. Keep it simple and brief. Use lots of visuals.  Some may object to video being screened, shown or posted online. Ensure permission is sought from all those affected. |
| **Assess your resources** |
| Partnership with filmmaker will support video production, editing and distribution  Enlist design help from artists (clients and volunteers) in project to help produce the one-page summary. |

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| **IMPACT** | **Assess the impact** |
| Incorporate opportunities for feedback at viewing/documentary release  Add evaluation update as standing agenda item to Sunshine House Board meetings  In 6 months facilitate a discussion with small group of key stakeholders to discuss overall impact of the program and ways in which evaluation can be used |
| **Revise the product** |
| Maintain project website – track # of hits and # of new posts over time  Review website at least every 6 months with Sunshine House Board to ensure it’s current and still relevant |

Completed by : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Public Health Agency of Canada – Regional Knowledge Development & Exchange Analysts Network, January 16, 2012

For further information or to report use of this tool, please contact Laura Donatelli at [laura.donatelli@phac-aspc.gc.ca](mailto:laura.donatelli@phac-aspc.gc.ca).

# Elements of Plain Language

* Uses the active voice
* Has a logical organisation
* Uses common, everyday words
* Includes “You” and other pronouns
* Short sentences
* Lists and tables
* Easy-to-read design

# A Few Common Research Phrases... and their translations:

|  |  |
| --- | --- |
| What was stated | What it really means |
| It has long been known | I didn’t look up the original reference |
| A definite trend is evident | The data are practically meaningless |
| Three of the samples were chosen for detailed study | The other results didn’t make sense |
| Typical results are shown | This is the prettiest graph |
| A careful analysis of obtained data | Three pages of notes were obliterated when I knocked over a glass of beer |
| In my experience | Once |
| In case after case | Twice |
| It is believed that | I think |
| It is generally believed that | A couple of others think so too |
| It is clear that much additional work will be required before a complete understanding of this phenomenon occurs | I don’t understand |