**Knowledge Translation (KT) Planning Primer - WORKSHEET**

Complete a separate worksheet for each target audience

|  |  |
| --- | --- |
|  | **Who will you reach ?** |
| **WHO** |  |
|  | **What are your KT objectives ?** |
| **WHY** |  |
|  | **What is the message ?** |
| **WHAT** |  |

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|  |  |
| --- | --- |
| **HOW** | **Choose the format** |
|  |
| **Choose the delivery** |
|  |
| **Identify the opportunities** |
|  |
| **Know the barriers** |
|  |
| **Assess your resources** |
|  |

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|  |  |
| --- | --- |
| **IMPACT** | **Assess the impact** |
|  |
| **Revise the product** |
|  |

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.