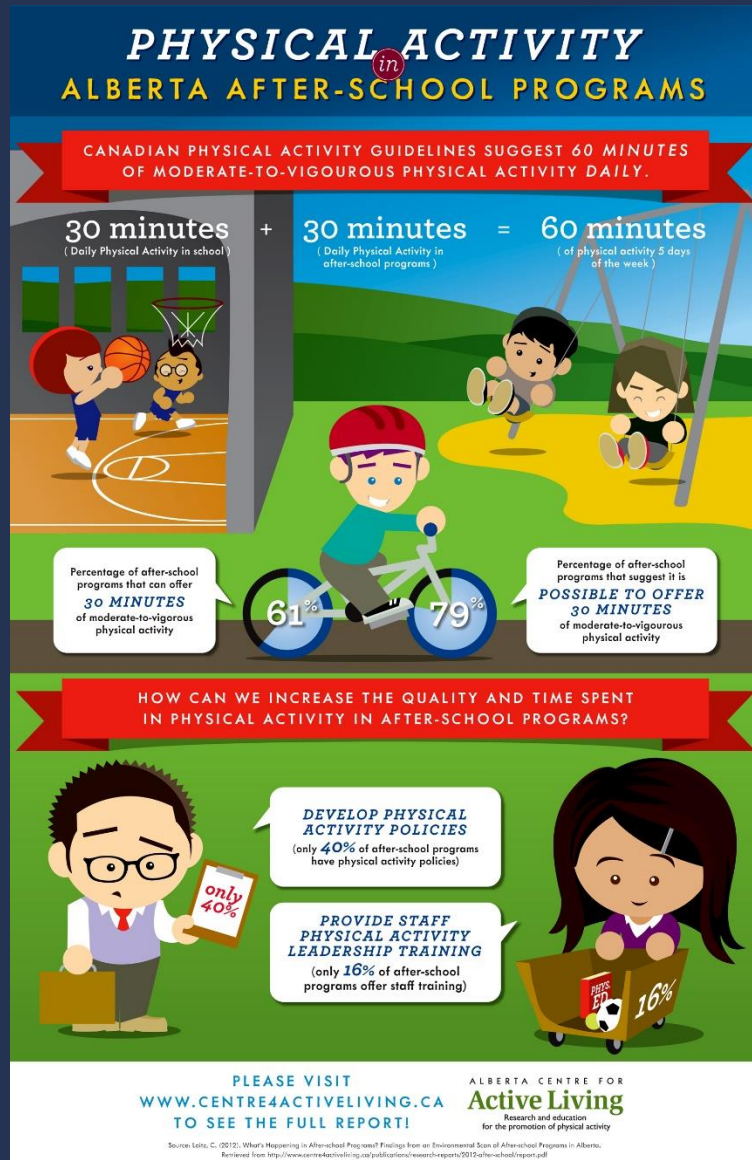


Knowledge Mobilization: Using Infographics to Share your Findings



Christina Loitz, PhD
Knowledge Translation Specialist
Alberta Centre for Active Living

Overview

- 1) Alberta Centre for Active Living
- 2) Knowledge Translation / Mobilization
- 2) How to develop a KT Plan
- 4) Questions / Discussion



Our Mission

To work with practitioners,
organizations and
communities to
**improve health and
quality of life**
for all people through
physical activity.



UNIVERSITY OF
ALBERTA

Alberta
Government

Centre Knowledge Mobilization Products

PHYSICAL ACTIVITY IN ALBERTA 2013

59% OF ALBERTANS GET ENOUGH PHYSICAL ACTIVITY.

94% OF ALBERTANS BELIEVE PHYSICAL ACTIVITY WILL REDUCE THEIR CHANCES OF GETTING A SERIOUS HEALTH PROBLEM.

Albertans that are confident in being physically active when life becomes demanding were 3.4 times more likely to be active than those that are not.

Albertans that had access to places where they could be active were 2.7 times more likely to be physically active.

Research UPDATE

How Effective are Web-Based Programs in Increasing Physical Activity?

Key Points:

- Web-based programs can be effective in increasing physical activity.
- Web-based programs can be used to reach a wide range of people.
- Web-based programs can be used to provide ongoing support and encouragement.

WellSpring

Preparing Older Adults for Physical Demands of Travel Adventures

Recognizing Personal Fitness Levels

Physical Activity Counselling: Using the Physical Activity Toolkit

Christina Lutz, PhD, CSEP-CEP, Knowledge Translation Specialist

What's Happening in After-school Programs?

Findings from an Environmental Scan of After-school Programs in Alberta

2013 Physical Activity Forum

Physical Activity to Promote Brain Health

The Alberta Centre for Active Living is proud to present an important half-day Physical Activity Forum in Edmonton and Calgary in May 2013.

This presentation will focus on the major findings to date in the area of exercise neuroscience. Dr. Teresa Liu-Ambrose will help audiences, including practitioners and others, to gain an appreciation of the important role of exercise in promoting brain health, as people age.

Click on the Edmonton or Calgary links below to get event details and register online.

Edmonton: May 14th, 2013 or Calgary: May 15th, 2013

ALBERTANS ARE LESS ACTIVE AS THEY BECOME OLDER.

7% OF ADULTS 18 TO 24 YEARS OLD ARE PHYSICALLY ACTIVE.

35% OF ADULTS 65 YEARS AND OLDER ARE PHYSICALLY ACTIVE.

ALBERTANS WITH LOWER HOUSEHOLD INCOMES ARE LESS PHYSICALLY ACTIVE.

55%, **58%**, **59%**, **61%**, **67%**, **70%**

Taking the first step: deciding to be physically active

Your reasons to be more active

People decide to become more physically active for many reasons. Each person's reasons are different.

Staying the same (just being physically active)	Being more physically active
When can the good things about not changing your level of physical activity?	If you become more active, what benefits might you get?
If you aren't active, what effort would that take on your behalf and what benefit to the world?	If you stay physically active what benefits might you experience in the future?

A word cloud on a black background with a white border. The word "knowledge" is the largest and most prominent, rendered in a light blue, lowercase, sans-serif font. Surrounding it are several other words in different sizes and colors (white and green). The words include "mobilization" (white, top left), "technology" (green, top left), "implementation" (green, top left), "management" (white, top left), "dissemination" (white, bottom left), "transfer" (green, top right), "commercialization" (white, top right), "translation" (white, top right), and "brokering" (white, top right).

knowledge

mobilization

technology

implementation

management

dissemination

transfer

commercialization

translation

brokering

**Knowledge
mobilization**

Getting the right information to the right people at the right time

**Knowledge
translation**

Exchange, synthesis and ethically-sound application of knowledge

Complex system of interactions among researcher and users

**knowledge
exchange
translation**

Collaborative problem solving between researchers and decision makers that happen through linkages and exchange

**Knowledge
brokering**

Links researchers, practitioners and decision makers together facilitating interactions to improve understand of each others goals and professional culture

Barwick, Bovaird & McMillen (2010)



Communication



Push Out

- Channel is outward



Lacks Evaluation

- Little or no focus on methods to evaluate whether communication goals were achieved
- No impact assessment



Few Formats

- Typically verbal or written messages accompanied by imagery or voice



No focus on

- no focus on what people do with information
- no focus on the use of the information

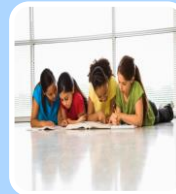


Knowledge Translation/ Mobilization



Bi-directional Communication

- Communication is bi-directional
- Push / Pull / Exchange



Evaluation

- Focus on methods to evaluate KT goals
- Impact assessment



Different Formats

- Articles, presentations, infographics, systematic reviews, videos, reports, etc.



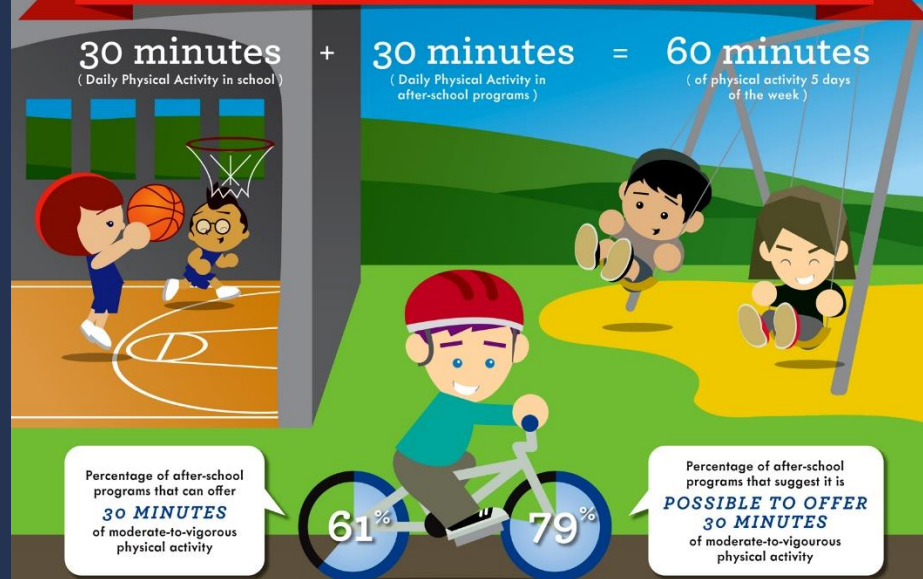
Focus on

- focus on how people use information
- focus on how knowledge is communicated

PHYSICAL ACTIVITY

ALBERTA AFTER-SCHOOL PROGRAMS

CANADIAN PHYSICAL ACTIVITY GUIDELINES SUGGEST 60 MINUTES OF MODERATE-TO-VIGOROUS PHYSICAL ACTIVITY DAILY.



HOW CAN WE INCREASE THE QUALITY AND TIME SPENT IN PHYSICAL ACTIVITY IN AFTER-SCHOOL PROGRAMS?



PLEASE VISIT
WWW.CENTRE4ACTIVELIVING.CA
TO SEE THE FULL REPORT!

ALBERTA CENTRE FOR
Active Living
Research and education
for the promotion of physical activity

Source: Leitz, C. (2012). What's Happening in After-school Programs? Findings from an Environmental Scan of After-school Programs in Alberta. Retrieved from <http://www.centre4activeliving.ca/publications/research-reports/2012-after-school-report.pdf>

Developing a KM Plan

- *Identify partners and experts (team)*
- *Knowledge users*
- KT objectives
- Main messages
- Impact assessment

(Barwick, 2013; PHAC, 2012)





Identify Partners and Experts

- Project Team
- Project Advisors
- Roles:
 - Development
 - Implementation
 - Evaluation

PA in ASP Project

Advisory Group

Director, Recreation Service Branch, Alberta Tourism, Parks and Recreation

Physical Activity, Alberta Tourism, Parks and Recreation

Sport Development, Alberta Tourism, Parks and Recreation

Director, Ever Active Schools

Regional Services Coordinator, Boys and Girls Clubs Canada

Regional Director, Western Region, Boys and Girls Clubs Canada

VP Children and Youth Strategy, YMCA Calgary

Chair of Children and Youth Committee for ARPA and Coordinator, Calgary

AfterSchool program, City of Calgary

Executive Director, SHAPE: Safe Healthy Active People Everywhere, Alberta Walk to School Programs

Alberta Native Friendship Centres Association

Research Team

Knowledge Translation and Physical Activity

Children's Physical Activity

Senior Physical Activity and Sedentary Behaviour



Knowledge Users

Who will you Reach?

- Researchers
- Health practitioners
- Service providers
- General public
- Decision-makers
- Policy makers
- Research funders

(Barwick, 2013; PHAC, 2012)

KM Objectives

- 
- A close-up photograph of a soccer ball hitting a goal net. The ball is black and white, and the net is a dark, diamond-patterned mesh. The background is a clear blue sky. The image is positioned on the left side of the slide, partially overlapping the green header.
- Generate:
 - Awareness
 - Interest
 - Practice change
 - Behaviour change
 - Policy action
 - Impart
 - Knowledge
 - Research
 - Inform product

(Barwick, 2013)



Main messages

Type:

- *Credible facts and data*

Only 5% of children are meeting current physical activity recommendations (CHMS, 2007-2009).

- *Findings or conclusions*

After-school programs are an opportune place to provide children physical activity opportunities.

- *A body of evidence expressed as an actionable idea*

To improve the health of children, parents can register their child in ASPs with minimal sedentary time and a range of physical activity opportunities.

(PHAC, 2012)



Developing the message

Sticky Messages:

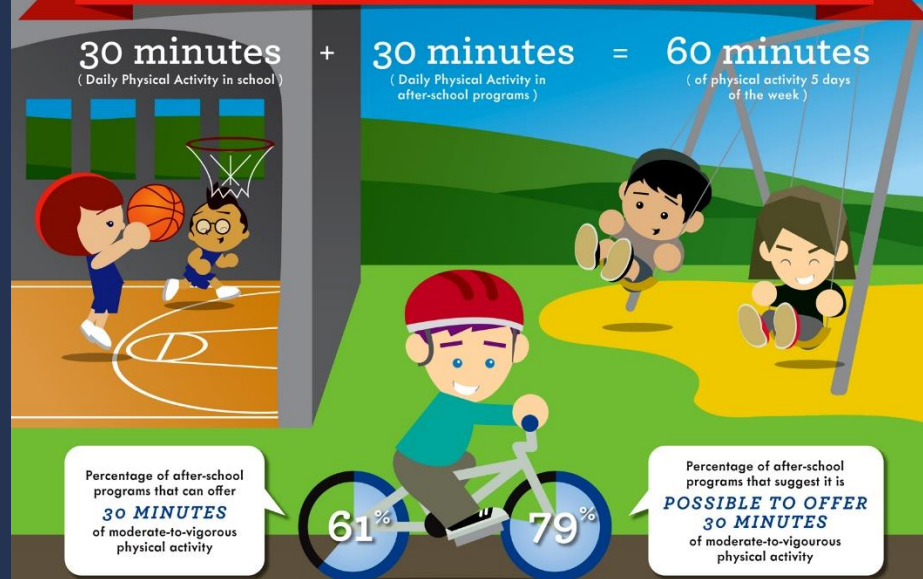
- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Stories

(Heath & Heath, 2007; PHAC, 2012)

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Knowledge mobilization format

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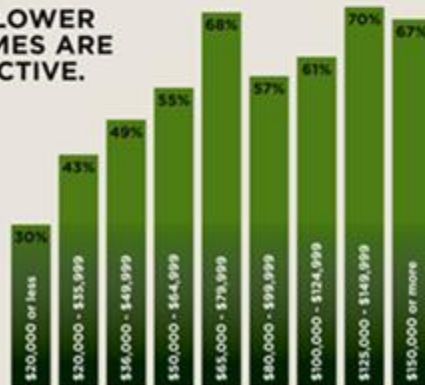


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Is an infographic the best format to communicate your message to your target audience?

- Webinar
- Press release
- Fact sheet
- Peer reviewed publications
- Conferences –poster or presentation
- Briefing notes
- One-page summary
- Full report
- Educational tools

A black silhouette of a person wearing a cap and holding a clipboard, standing against a light blue background. The person is facing right, and their shadow is cast onto the green header bar.

Knowledge mobilization delivery

Dissemination:

- Mail out (email)
- Website
- Social media
- Journals

Exchange:

- Interactive forms of sharing
- Workshop
- Training session

(PHAC, 2012)

Impact - Assess



1. How to monitor or evaluate impact?
 - Questionnaires
 - Website visits
 - Interviews
2. Have you reached your audience?
3. Have you met your objectives?

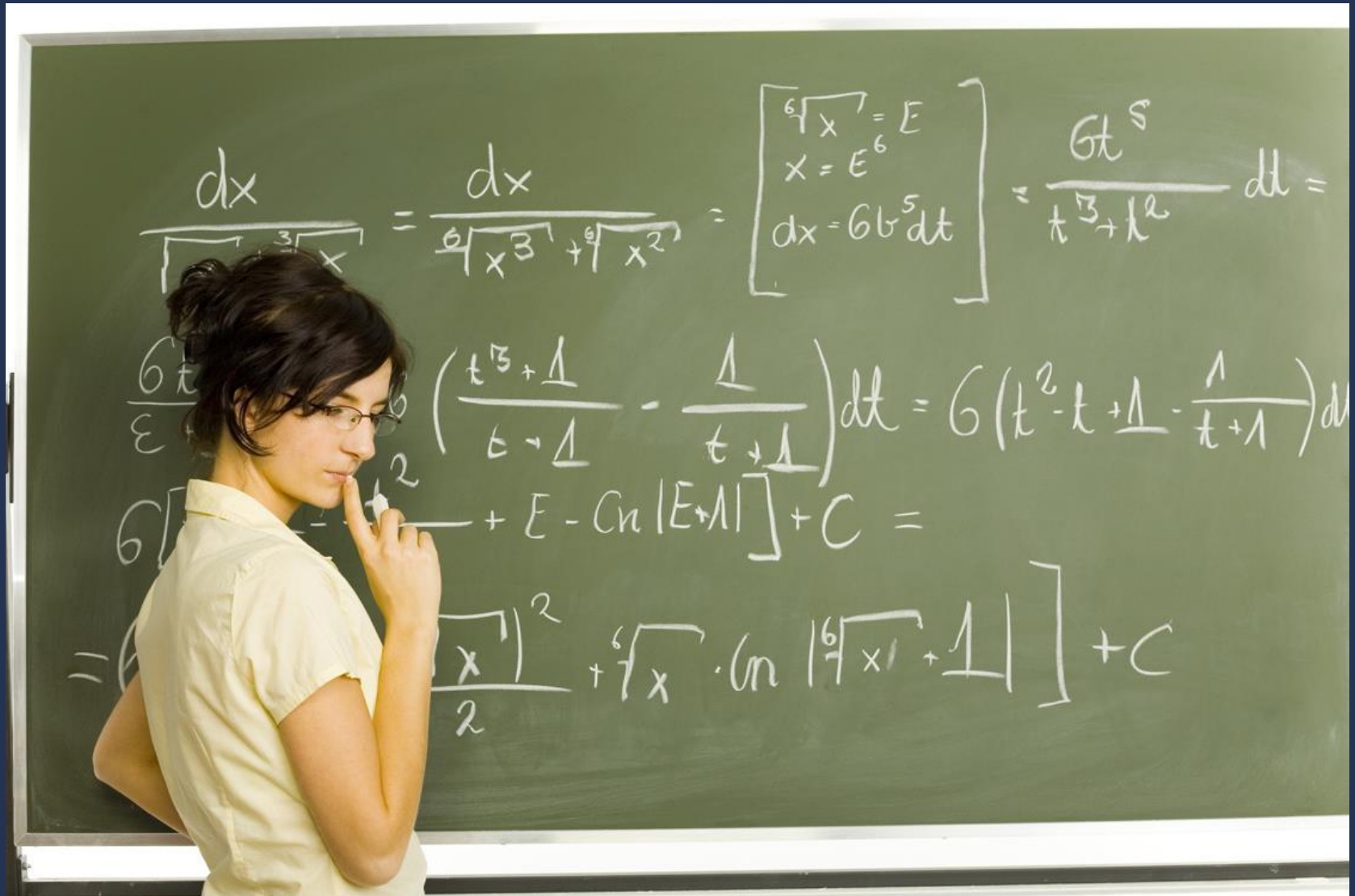
(PHAC, 2012)

Summary



- Identify Partners and Experts (advisory board/ team)
- Knowledge Users
- KM objectives
- Consider the type of info when developing the messages
- Sticky messages
- Format of KM
- Delivery of KM products/ activities
- Impact assessment

Questions / Comments



Thank you!



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www.centre4activeliving.ca