

Gaining Perspective: The Evolution of Knowledge Translation



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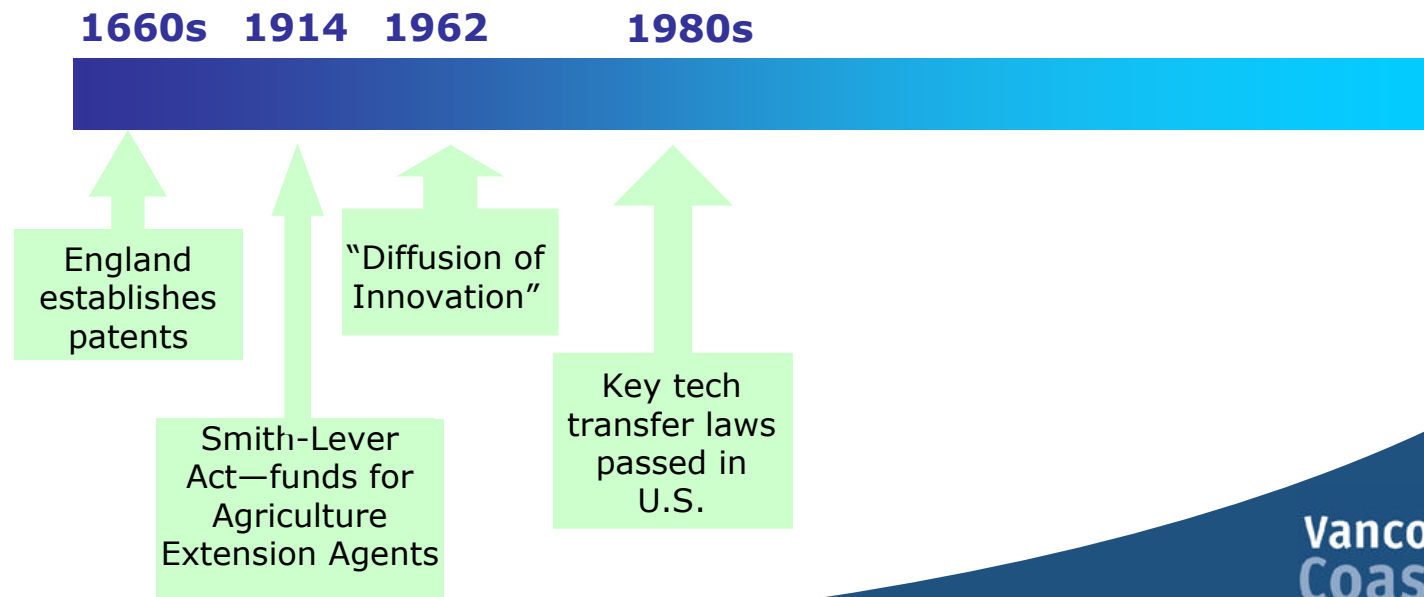
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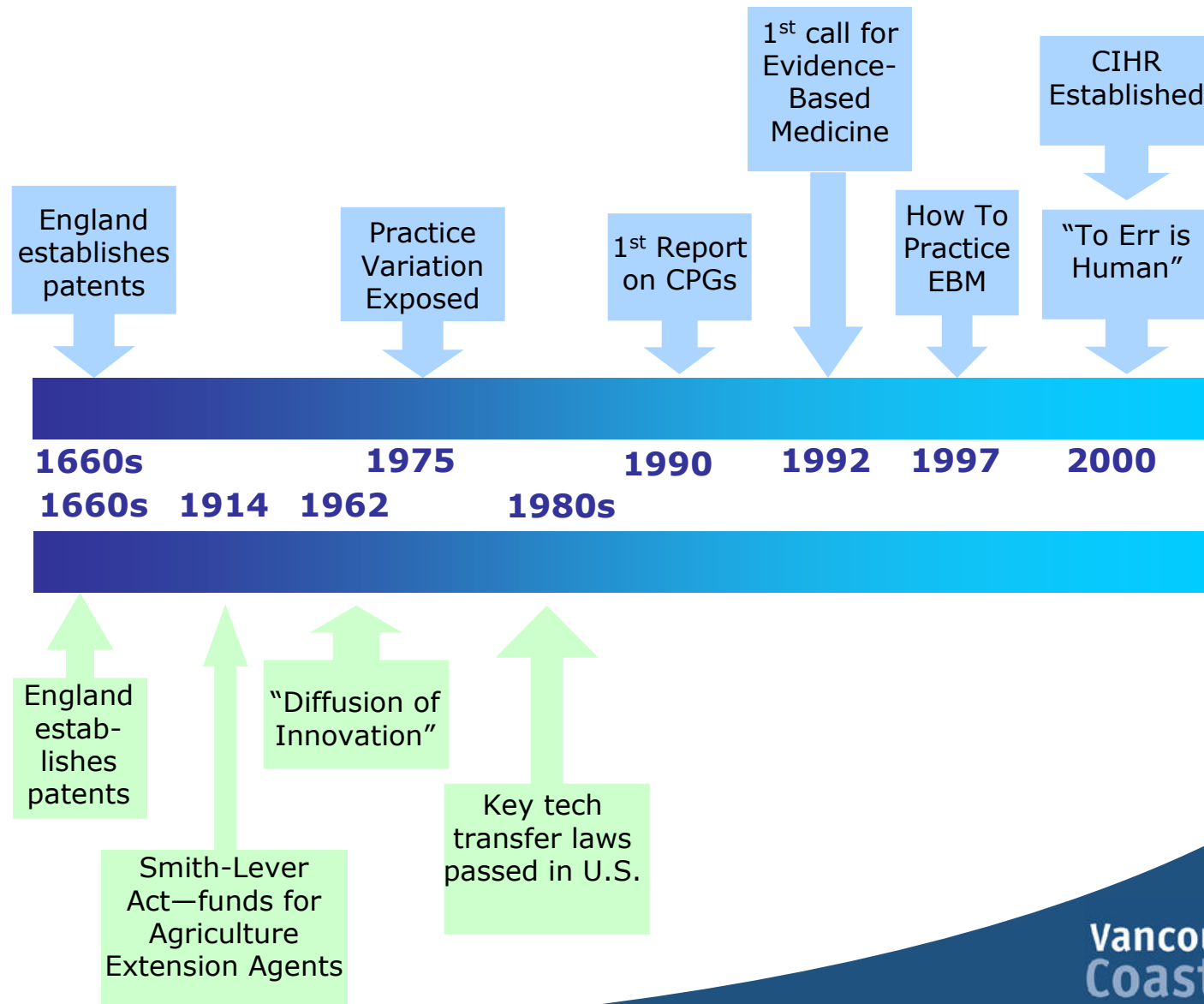
Outline

- **Why are we talking about this now?**
- **What are we talking about?**
- **Are we asking too much of researchers?**

KT has a long history. . .



KT has a long history



Knowledge Translation is (a bit) like a Pineapple



What is it?

- Knowledge diffusion
- Knowledge management
- Knowledge translation
- Knowledge transfer
- Knowledge exchange
- Knowledge implementation
- Knowledge mobilization

. . . Yikes!

Knowledge Translation as defined by Andre Picard

**“It’s just
communication.”**

Knowledge Translation as Defined by CIHR

“... the exchange, synthesis and ethically-sound application of knowledge – within a complex system of interactions among researchers and users – to accelerate the capture of the benefits of research for Canadians through improved health, more effective services and products, and a strengthened health care system.”

Knowledge has many uses, and KT is more than Research to Practice

- Knowledge can lead to action
- Knowledge can prevent someone from taking inadvisable action
- Knowledge can increase one's level of knowledge, understanding or change attitudes

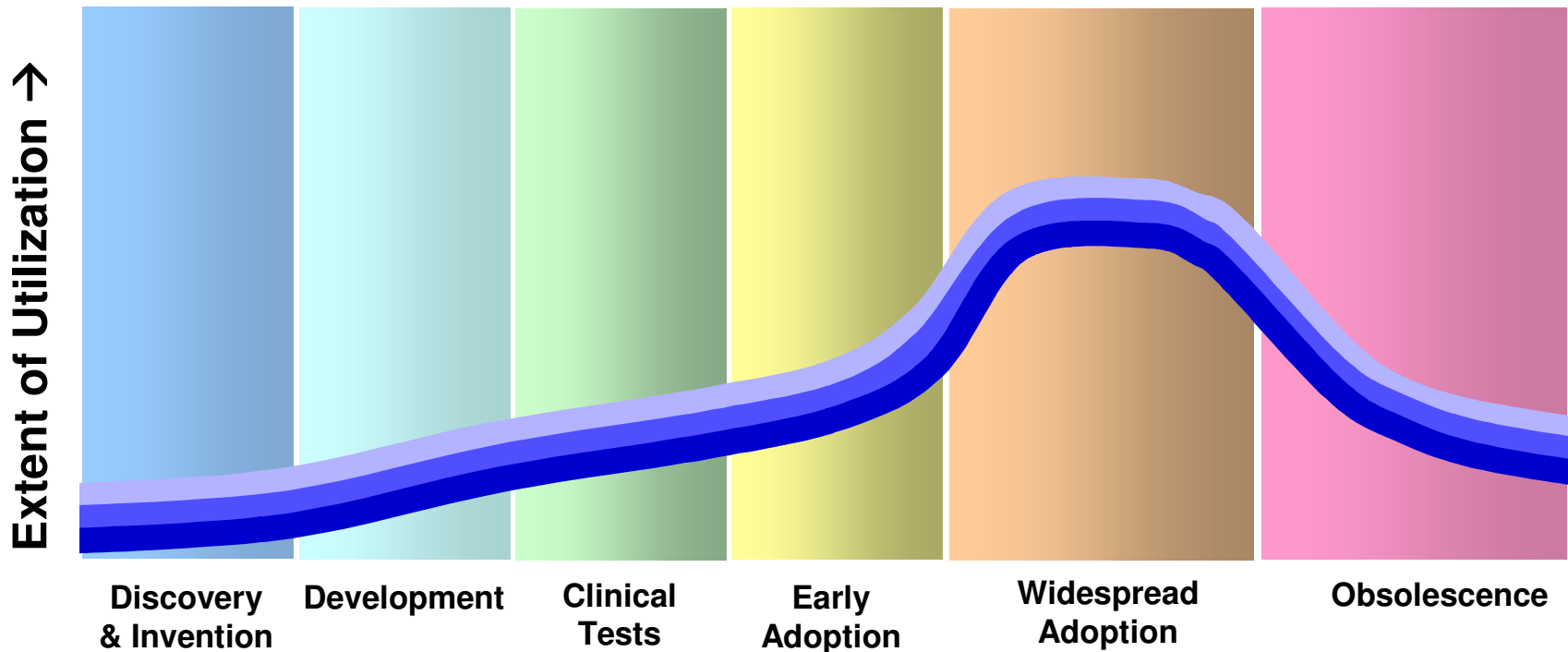
Some of the KT Greats

- **David Suzuki** (Pushed us to become green)
- **Donald Berwick** (Quality health care)
- **Ed Wagner** (Chronic disease management)
- **Max Cyander** (From research to product)
- **AIDS Advocacy Groups** (Drug policy; research priorities)
- **Breast Cancer Advocacy Groups** (Research priorities; patient empowerment)
- **Pharmaceutical Companies** (Health law; treatment patterns)
- **Institute of Medicine (U.S.)**
- **Andre Picard** (Public perception of health care)
- **Katie Couric** (The “Couric Effect”)

Elements of KT that are not usually captured...

- Using research knowledge & analytic expertise to define appropriate indicators or benchmarks for programs, services, or new technologies
- Using research knowledge & expertise to evaluate the impact of new initiatives
- Using research knowledge & analytic expertise to evaluate the costs and benefits of starting an initiative or investing in a new technology in the first place

What should we expect of researchers?



Health Technology Life Cycle

For Effective KT:

1. Start at the research planning stage
2. Enter the world of those you want to affect
 - Include interested & affected parties
 - Use their language & terms of reference
 - Prioritize your messages: Pick the top 3
 - Use their communication channels
3. Communicate at early, middle, and final phases


Knowledge Flows Through Established Channels

Influence

Trust

Trust

History

An aerial photograph showing a wide, winding river with several meanders and oxbow-like curves. The river is a deep blue color, contrasting with the surrounding dense green forest. The land is a mix of dark green trees and lighter green grassy areas. The perspective is from a high angle, looking down on the landscape.

Without understanding the levers of organizational change, knowledge translation is unlikely to result in practice change.