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Title
Co-Creation of Knowledge Mobilization Strategies: Findings from a Collaborative Symposium

Priority 1 (Research Category)
Research Capacity Building

Presenters
Amanda Terry, PhD, Kathryn Nicholson, PhD, Judith Brown, PhD, Maria Mathews, PhD, Matthew Menear, PhD, Lorraine Bayliss, MEd, Masters of Education University of Toronto, Vivian Ramsden, PhD, RN, MCFP (Hon.), Annie LeBlanc, PhD, Mylaine Breton, PhD, Rachelle Ashcroft, PhD, Andrew Pinto, MD, CCFP, FRCPC, MSc, CCFP, FRCPC, Rebecca Ganann, PhD, RN, Martin Fortin, MD, MSc, CCFP, Catherine Donnelly, Graham Reid, PhD, Marie-Eve Poitras, PhD, MSc, RN, Maxime Sasseville, PhD, RN, Moira Stewart, PhD, BSc, Erin Wilson, PhD, Bridget Ryan, PhD, MSc

Abstract
Context: Effectively mobilizing the uptake of research findings requires useful strategies as well as building capacity in primary health care (PHC) research communities for these activities. In Canada, a unique program exists - Transdisciplinary Understanding and Training on Research-Primary Heath Care (TUTOR-PHC) that develops capacity for interdisciplinary PHC research. To celebrate the 20th anniversary of TUTOR-PHC, we held a Knowledge Mobilization Symposium.

Objective: To describe the results of a Symposium to co-create capacity for interdisciplinary PHC research knowledge mobilization.

Study Design and Analysis: The Symposium included keynote speakers, poster sessions, and two forums with small group activities and discussion. Forum 1 focused on how to effectively and actively mobilize the uptake of research findings into policy and practice. Forum 2 focused on identifying key components of accessible research syntheses in graphic form and impact narratives. A thematic analysis of the summaries from the forums was conducted.

Setting or Dataset: Canada

Population Studied: Sixty-three participants from all TUTOR-PHC cohorts as well as mentors, patient-partners, and knowledge users.
Results: Symposium participants came from across Canada, Australia, New Zealand, UK, France, and India. Forum 1 focused on effective uptake of research findings - themes common across small discussion groups included: the importance of creating meaningful engagement at the outset of the research with key partners, building sustainable long-term relationships based on trust and humility, and creating a safe space for everyone (researchers, patient partners and policy-makers) to have an equal voice. Forum 2 focused on identifying important components of research syntheses in graphic form and impact narratives. All discussion groups noted the challenges in developing creative and engaging syntheses and narratives. A range of strategies from bar graphs to video games, billboards and podcasts were identified. While infographics were recognized as a common strategy, it was important to tailor them to the intended target audience.

Conclusions: Evaluation results demonstrate that the Symposium achieved its objectives. Knowledge mobilization is a key component of the research process that requires careful thought and planning.