Knowledge Mobilization:
Using Infographics to Share your Findings

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

**Exchange, synthesis and ethically-sound application of knowledge**

**Complex system of interactions** among researcher and users

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

**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

Barwick, Bovaird & McMillen (2010)
PHYSICAL ACTIVITY in ALBERTA AFTER-SCHOOL PROGRAMS

Canadian Physical Activity Guidelines suggest 60 minutes of moderate-to-vigorous physical activity daily.

30 minutes (Daily Physical Activity in school) + 30 minutes (Daily Physical Activity in after-school programs) = 60 minutes (at physical activity 5 days of the week)

- Percentage of after-school programs that can offer 30 minutes of moderate-to-vigorous physical activity:
  - 61%

- Percentage of after-school programs that suggest it is possible to offer 30 minutes of moderate-to-vigorous physical activity:
  - 79%

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

- Develop Physical Activity Policies (only 40% of after-school programs have physical activity policies)
- Provide Staff Physical Activity Leadership Training (only 16% of after-school programs offer staff training)

Please visit www.centre4activealiving.ca to see the full report!

Alberta Centre for Active Living
Research and Education for the promotion of physical activity

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
# 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  
Childrens’ Physical Activity  
Senior Physical Activity and Sedentary Behaviour
Who will you Reach?

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

(Barwick, 2013; PHAC, 2012)
KM Objectives

- 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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Percentage of after-school programs that suggest it is possible to offer 30 minutes of moderate-to-vigorous physical activity: 79%

How can we increase the quality and time spent in physical activity in after-school programs?

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

Exchange:
- Interactive forms of sharing
- Workshop
- Training session

(PHAC, 2012)
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)
• 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
dx = \frac{dx}{\sqrt{\frac{1}{x^3} + \frac{1}{x^2}}} = \left[ \frac{6t^5}{t^3 + 1} \right] dt = \frac{6t^5}{t^3 + 1} \, dt

6 \left( \frac{t^5 + 1}{t + 1} - \frac{1}{t + 1} \right) dt = 6 \left( t^2 - t + \frac{1}{t + 1} \right) dt

6 \left[ \ln |t + 1| \right] + C = 6 \ln |t + 1| + C

= 6 \left( \frac{1}{2} x^2 + \sqrt{x} \cdot \ln \left| \frac{\sqrt{x} + 1}{2} \right| + C \right)
Thank you!

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