# ACT Canada Support for Promoting Innovative Knowledge Mobilization of Clinical Trial Findings

Presented by ACT's Knowledge Mobilization Committee:

Alex Lithopoulos, Alyssa Matheson, David Campbell,
Justin Presseau, Ipsita Banerjee and Selina Allu

Feb 6, 2025

ACT AEC Accelerating Clinical Trials / Accélérer les Essais Cliniques

CIHR IRSC Canadian Institutes of Health Research / Instituts de recherche en santé du Canada

# Our goal today…

1. ACT KM Committee - planned activities
2. Learn about an exciting funding opportunity (KM Award)
3. Understand what Knowledge Mobilization is and why you should care
4. Start thinking about innovative KM strategies and news ways to share research results
5. Q&A
6. Future Webinars… what to look forward to

# The ACT KM Committee

- Who we are?
- What are we tasked with?
- What are our planned activities?

# The ACT KM Committee

Justin Presseau
Co-Chair

David Campbell
Co-Chair

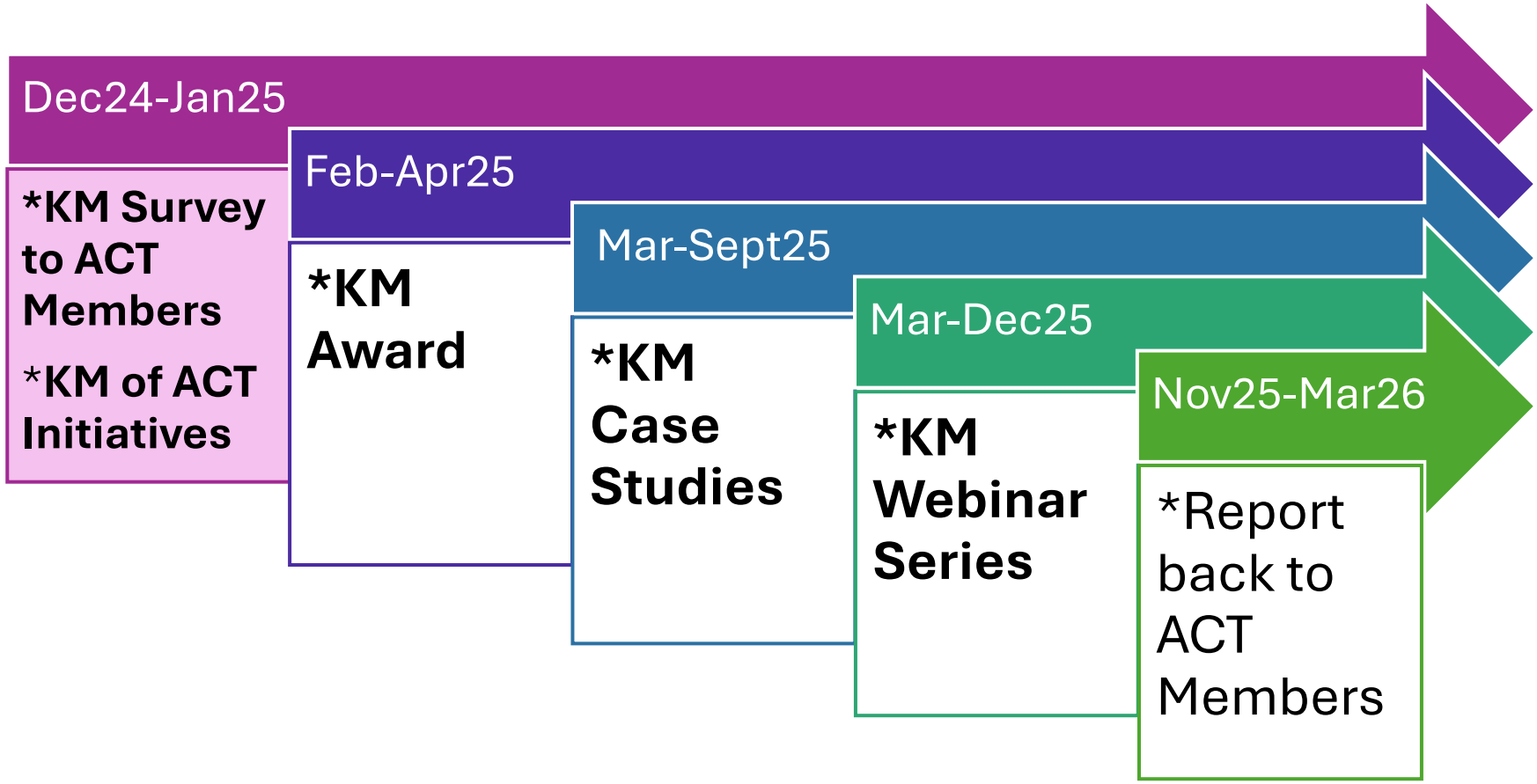
Alex Lithopoulos
Knowledge Broker

Selina Allu
Knowledge Broker

Ipsita Banerjee
Project Manager

Alyssa Matheson
Communications Officer

# ACT Knowledge Mobilization (KM) Committee: Planned activities (2025-2026)



# The Funding Opportunity

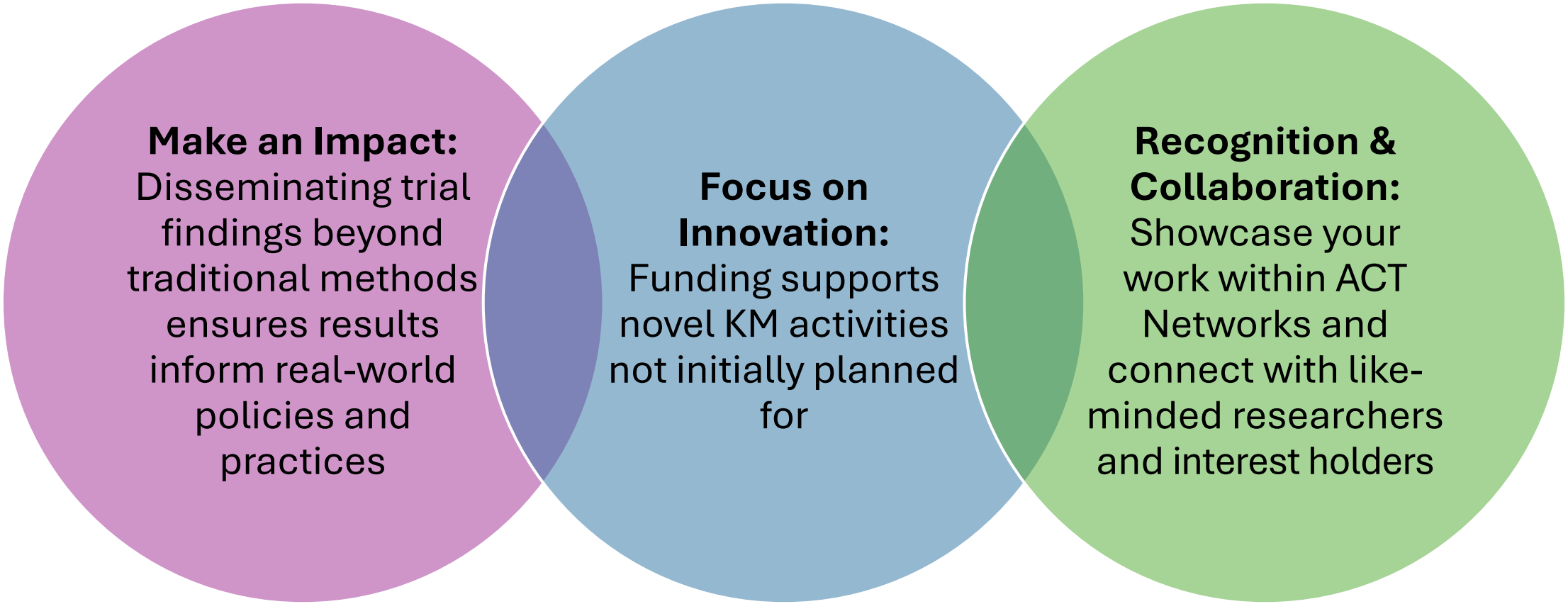
**Call for Proposals: Knowledge Mobilization Awards for Randomized Controlled Trials (RCTs)**

**Purpose:** Support innovative knowledge mobilization (KM) strategies to maximize the impact of RCT findings on policy and practice.

**Funding:** $40,000 total; maximum $10,000 per award.

**Deadline:** Monday, March 24, 2025, at 12 pm ET.

# Why Apply?


**Make an Impact:** Disseminating trial findings beyond traditional methods ensures results inform real-world policies and practices
**Focus on Innovation:** Funding supports novel KM activities not initially planned for
**Recognition & Collaboration:** Showcase your work within ACT Networks and connect with like-minded researchers and interest holders

# Eligibility Criteria

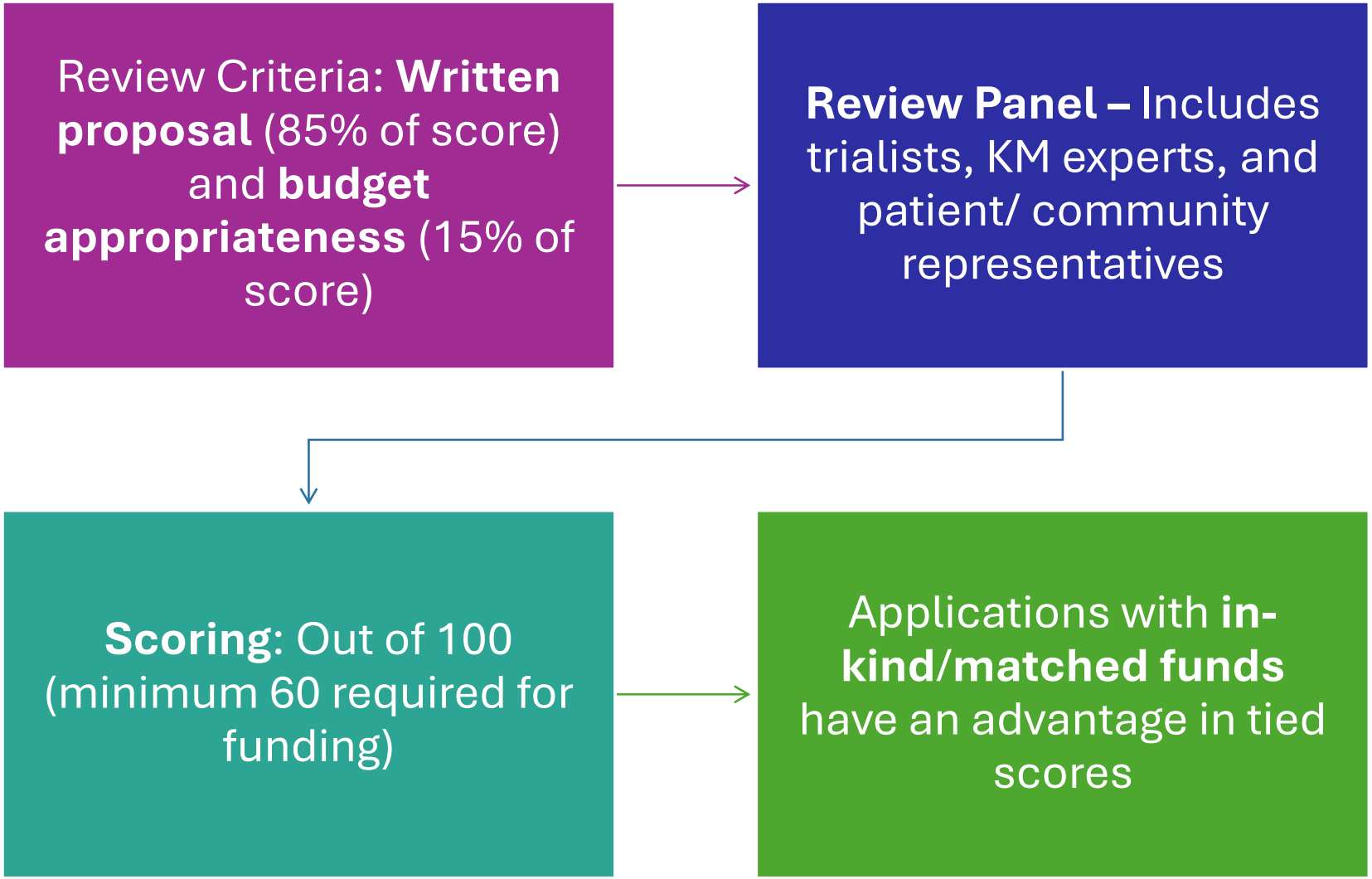
- **RCTs Only:** Must be completed or planned for completion by August 31, 2025.
- **Principal Investigator:** Canadian researcher, member of an ACT Network.
- **Endorsement:** Proposal must be endorsed by one of the 34 ACT Networks (no letter required).
- **Budget:** Must be CIHR-eligible, with institutional confirmation.
- **ACT Partnership Acknowledgement:** Required in presentations and publications.

# Key Components of the Application

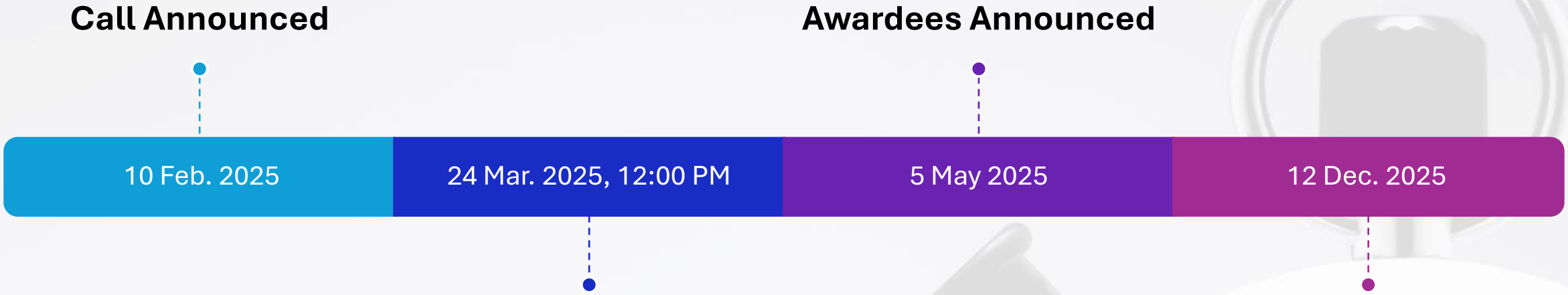
**Submit a single PDF (max 5 pages in English or 6 in French):**

1. **Trial Summary** (1 page): Title, ACT eligibility confirmation, trial details, and completion status.
2. **Written Proposal** (2 pages): KM gaps addressed, potential policy/practice impact (30%). Engagement plan, including PWLLE and EDIA considerations (40%). Team expertise, roles, and collaborative approach (15%). Feasibility of completion by December 2025 (15%).
3. **Budget Justification** (1 page): Plan for KM activities and PWLLE engagement. CIHR-eligible confirmation.
4. **Optional** (1 page): References, figures, or tables.

# Adjudication Process



# Timelines


Call Announced
Awardees Announced
10 Feb. 2025
24 Mar. 2025, 12:00 PM
5 May 2025
12 Dec. 2025
Submission Deadline:
**March 24, 2025, 12 pm ET**
Completion Deadline for KM Activities

# How to Apply

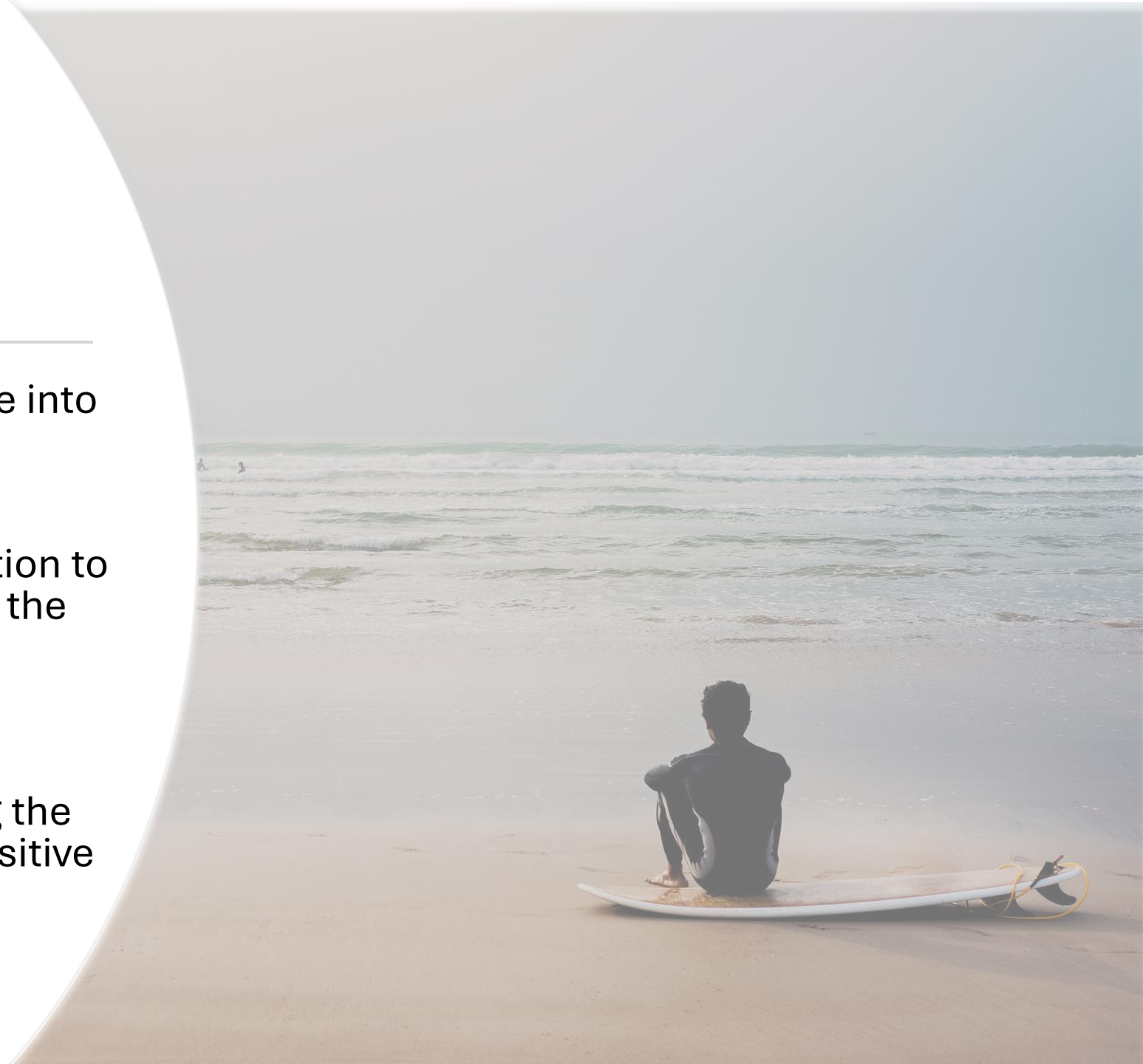
1. Submit your combined PDF via the **online portal**
2. Ensure ACT Network endorsement (one Network per application)
3. Follow formatting guidelines (12-point font, single-spaced, 2 cm margins)
4. Reach out if you do not receive acknowledgment of submission within 24 hours

# What is Knowledge Mobilization (KM)?

KM is the process of moving evidence into practice to maximize impact.

KM is about getting the right information to the right people in the right format at the right time.

It can involve building awareness, disseminating findings, and enabling the use of research findings to create positive impacts and benefits.



# Mobilizing Results from Clinical Trials

Knowledge generated from trials needs to be shared in usable formats for a range of audiences that can benefit from that knowledge.

Mobilizing results requires tailoring  findings to meet the needs and preferences of diverse audiences.

| 01 | 02 | 03 | 04 | 05 |
| --- | --- | --- | --- | --- |
| WHAT do you want to share? | WHOM do you want to share the results with? | HOW will you share that message, or in what format? | Does it meet the needs and preferences of your audience? | What do you want them to do with that information? (SO WHAT)? |

# Innovative options for sharing results

# Intended or Target Audience?

- Healthcare practitioners
- Patients and family members
- Researchers
- Decision makers
- The public

# Beyond the Traditional: crafting tailored KM strategies to share RCT results

**Option 1:** Identify your **target audience**, then develop your KM strategy/product.

**Option 2:** Identify the **goal of your message**, and then develop your KM strategy/ product

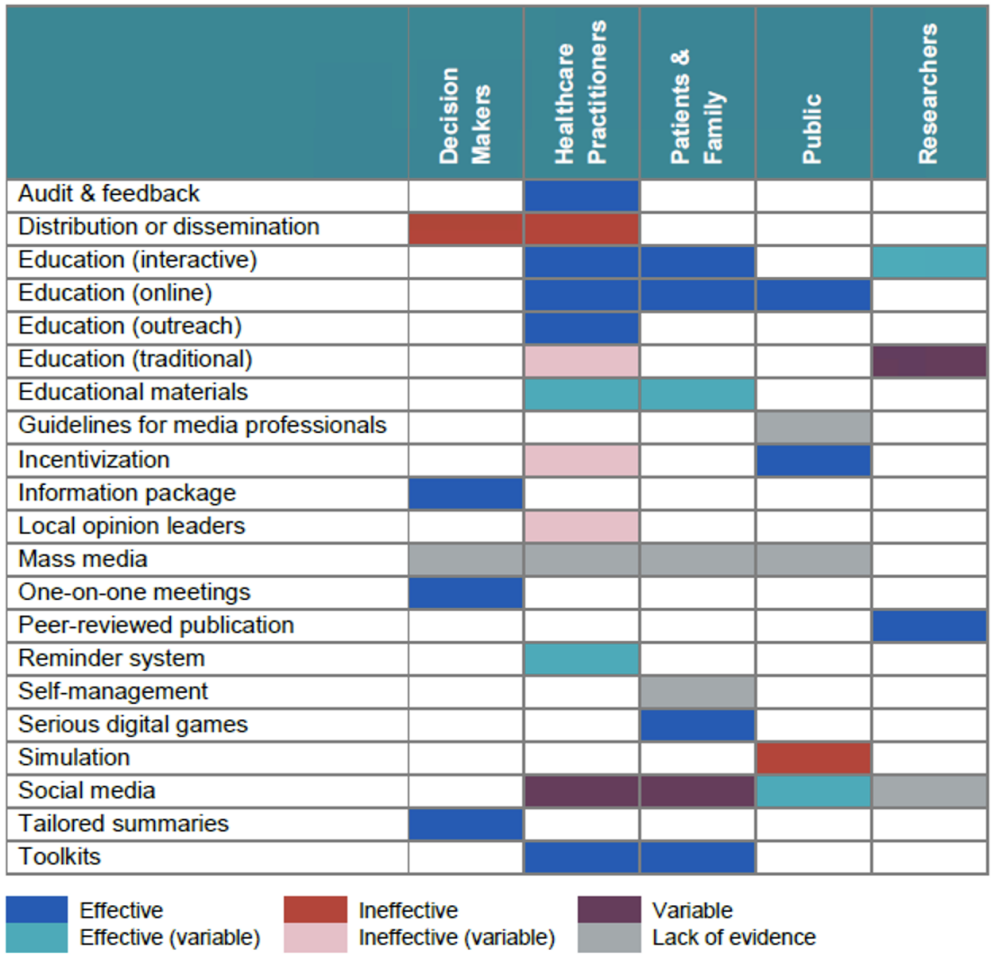
1

**Option 1:** Identify your **target audience**, then develop your KM strategy/product.

# Knowledge Translation Strategies for Different Target Audiences

August 2022

| | |
|---|---|
| Effective | *Successful* |
| Effective, variable | *Generally successful, but large variations may occur depending on the details of the approach* |
| Ineffective | *Unsuccessful* |
| Ineffective, variable | *Generally unsuccessful, but large variations may occur depending on the details of the approach* |
| Variable | *Findings ranged from successful to unsuccessful* |
| Lack of evidence | *The strategy was investigated for the given target audience, but insufficient evidence was found to indicate level of success* |



For Healthcare practitioners

**Educational Materials e.g. Clinical Practice Guidelines**

- Trial findings can contribute to systematic evidence reviews as part of developing concise practice guidelines highlighting actionable findings, such as changes in treatment protocols.
- Example: A “Clinical Decision Support Tool” summarizing how a new drug improves outcomes over standard care.

**Continuing Medical Education (CME) Modules**

- Offer CME webinars or courses to teach clinicians how to integrate trial findings into practice.
- Example: An interactive case study platform where clinicians simulate applying trial results to patient scenarios.

**Infographics and Visual Abstracts**

- Create simple visuals summarizing study objectives, methods, and key findings.
- Example: A one-page infographic that illustrates how a treatment reduces hospitalizations by a specific percentage.

# For Patients and Family Members

**Plain-Language Summaries**

- Share findings in simple, relatable language focused on benefits and potential risks.
- Example: A downloadable PDF or webpage that explains how a new medication improves quality of life for people with kidney disease.

**Decision Aids**

- Contribute to evidence that informs developing or updating tools that help patients weigh the pros and cons of new treatments based on a review of trial results (decisionaid.ohri.ca for list and how-to guides)
- Example: A shared decision-making guide co-created with patient advisors.

**Patient Stories**

- Include narratives or testimonials from trial participants about their experiences and outcomes.
- Example: A short video featuring a participant who benefited from the new therapy.

# For Decision Makers

**Policy Briefs (Tailored Summaries)**

- Succinct, non-technical briefs explaining how the trial supports cost-effective or high-impact policy changes.
- Example: A brief showing the economic savings of implementing a treatment shown to reduce dialysis rates.

**One-on-One Meetings (Scenario Modeling and Forecasts)**

- Present results through economic or health impact models demonstrating future benefits of scaling the intervention.
- Example: A graph projecting reductions in healthcare costs with broader adoption of trial-supported treatments.

**Scientific Roadshows or Pitches**

- Create engaging presentations that highlight innovations and financing opportunities.
- Example: A TED-style talk showing the novel mechanism of action demonstrated by the trial.

**Market Analysis Reports**

- Emphasize the commercial potential or cost-effectiveness of trial outcomes.
- Example: A report demonstrating how investing in a new device reduces healthcare expenditures.

# For Researchers and Academic Community

**Peer-Reviewed Publications**

- Publish results in high-impact journals to disseminate findings widely.

**Conference Presentations**

- Present findings through posters, oral presentations, or symposia at relevant scientific meetings.

**Collaborative Workshops**

- Host co-creation sessions to present results and facilitate discussions about KM and implementation pathways.
- Example: Workshops where patient-partners, funders, and researchers brainstorm on scaling trial outcomes.

**Implementation Playbooks**

- Provide comprehensive guides that outline how organizations can operationalize the findings.
- Example: A “how-to” manual for hospitals adopting a trial-supported intervention

# For the General Public and Media

**Community Forums**

- Present findings at town halls or local meetings, focusing on the impact on community health.
- Example: Engaging kidney health patient organizations in discussions on trial applications.

**Press Releases and Media Kits**

- Work with communications teams to distribute accessible summaries to journalists and media outlets.
- Example: A press release emphasizing a breakthrough in kidney health backed by trial evidence.

**Social Media Campaigns**

- Use platforms like Twitter, Instagram, and LinkedIn to share bite-sized updates with visuals.
- Example: A carousel post highlighting trial results using animations or gifs.

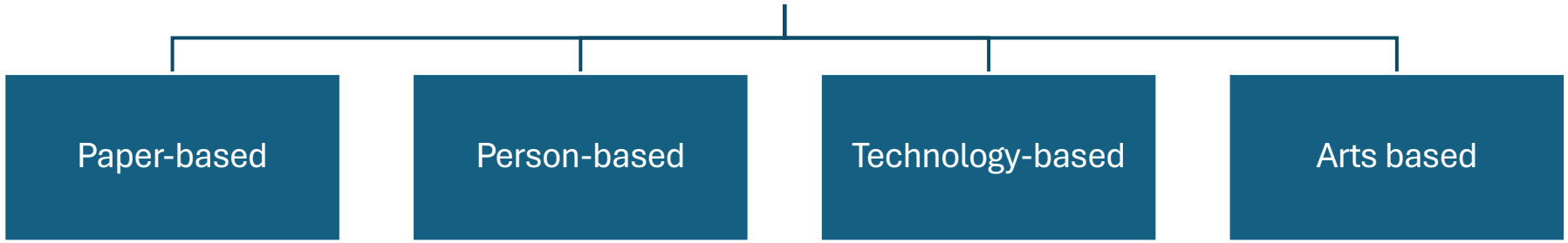
**Interactive Websites or Microsites (Online Education)**

- Develop dedicated web pages explaining the trial and its impact in lay terms.
- Example: A microsite that guides visitors through key milestones of the study.

# Beyond the Traditional: crafting tailored KM strategies to share RCT results

**Option 2:** Identify the **goal of your message**, and then develop your KM strategy/ product

# 1 If your goal is to raise awareness or share information




Brochure
Cartoon
Factsheet
Infographic
Myth buster
Poster
Plain language summary
Press release

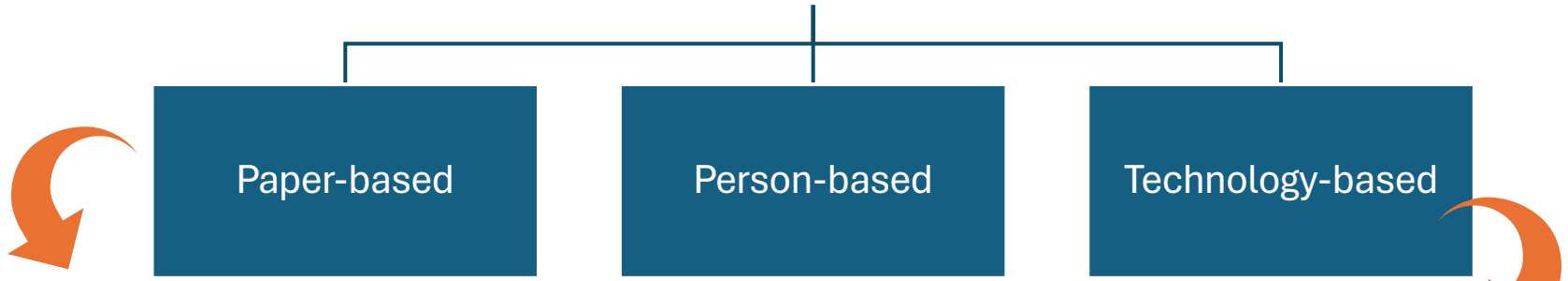
Expert panel
Keynote address
Info kiosk
Science café
Simulation workshop
Storytelling

App, website
Documentary/film
Explainer videos
Infographic
Learning modules
Podcast
QR codes
Webinar
Whiteboard video

Plays
Puppetry
Poetry/song
Painting
**Photovoice**
Scavenger hunt
**Visual storytelling**

https://www.linkedin.com/pulse/menu-knowledge-mobilization-ouputs-strategies-travis-sztainert-phd-gepme/

# 2 KM strategies to generate feedback or engage



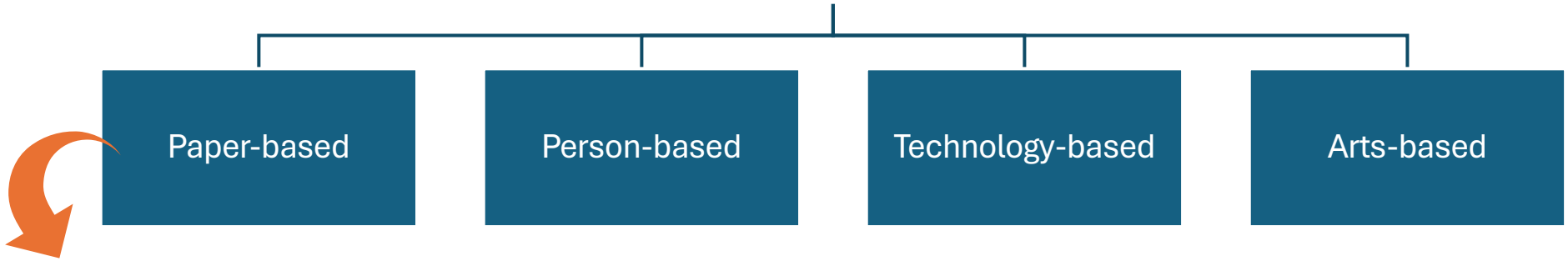

Comment, mail-in forms
Delphi process
Implementation report
Lessons learned
Surveys

Advisory board
Champions, opinion leaders
Consensus building
Deliberate dialogue
Ed sessions/outreach
Exhibition
Focus groups
Hackaton
Focus Groups
Open house, public events
Symposia
World Café

Chatroom
E-conference
Email
Lightning decision jam
Listserve
Needs survey, polling
Social media
Social marketing
Text message

https://www.linkedin.com/pulse/menu-knowledge-mobilization-ouputs-strategies-travis-sztainert-phd-gepme/

# 3 KM strategies to create behavior change/policy change




- Audit & feedback
- Incentives
- Laws/regulation
- Pocket cards, decision aids
- Systems thinking/ design

- Participatory research
- Co-design, co-production
- Communities of practice
- Knowledge brokers
- Shared governance
- Shared responsibility

- Content audits
- Digital learning commons
- Monitoring, evaluation, accountability and learning (MEAL)
- Networks
- Reminders
- Pop-ups

- Gaming
- Gamification

# Leverage your communications team

They can advise you on:

- Best channels to use
- Media opportunities
- Messaging (style, tone)
- Best time to launch your KM activities (for max impact)

Questions you can ask them:

- Does our organization have any plans for national awareness days to link your KM strategy to? World Kidney Day/Month
- What channels are available to us to use?
- What resources are available? Graphic designer

# Questions?

# Next Steps…

- Visit the ACT Website on Monday, Feb. 10th to access the *Call for Proposals: Supporting Knowledge Mobilization of High-Impact Randomized Controlled Trials in Canada*
- For additional inquiries, please contact the ACT Coordination Team at act.canada@phri.ca

## Upcoming Webinar:

# Results from the ACT Knowledge Mobilization Committee Survey

*with Alex Lithopoulos & Selina Allu*

March 24, 2025

12-1 pm ET

ACT AEC
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