



Knowledge Mobilization Readiness Checklist

Knowledge Mobilization (KM) helps turn evidence into action. It brokers relationships between researchers and non-academic research partners. It supports dissemination so that research and evidence can share knowledge, generate awareness, and even inform decisions about public policy and professional practice.

Asking the following questions and engaging knowledge users early in the research process can help build a successful KM plan.

- ✓ **What:** *What knowledge do you want to mobilize? What are the main messages that you want to share? (They can be tailored for different audiences.)*
- ✓ **Why:** *Why are these messages meaningful? Why should others see or use this information? What impact are you trying to have? What difference will it make?*
- ✓ **Who (collaborators):** *Who are the project partners? Who else is involved in mobilizing this knowledge/evidence? What do your partners bring to the table? How will they assist with planning, doing, and evaluating your KM efforts? Who are your champions and key mobilizers? Who will help support and promote your KM efforts?*
- ✓ **Who (audience/knowledge users):** *Who are you trying to reach and engage? Who are you targeting? How have you involved your intended knowledge users or target audience in developing the key message(s) you are trying to share?*
- ✓ **How:** *How will you get your message(s) across? What strategies do you think will help you to reach your intended knowledge users best?*
 - *Why are you choosing these strategies? Consider what resources you have available, how complex the information is that you are trying to mobilize and how connected your target audience is to this information.*
- ✓ **Measure:** *How will you know if you have achieved your goals? What type of indicators will you use to measure your KM efforts?*

POPCORN's Knowledge Broker is available to support you connecting key knowledge users and in building a KM plan. Contact Megan Bale-Nick at megan.balenick@umanitoba.

Looking to expand your understanding of knowledge mobilization? Research Impact Canada offers a number of courses as well as a compiled list of courses, to learn more click [here](#).

Adapted from the Research Impact Canada [Knowledge Mobilization Planning Template](#).