

# Useful Tools and Tips for Monitoring and Evaluating KT

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December 12, 2017

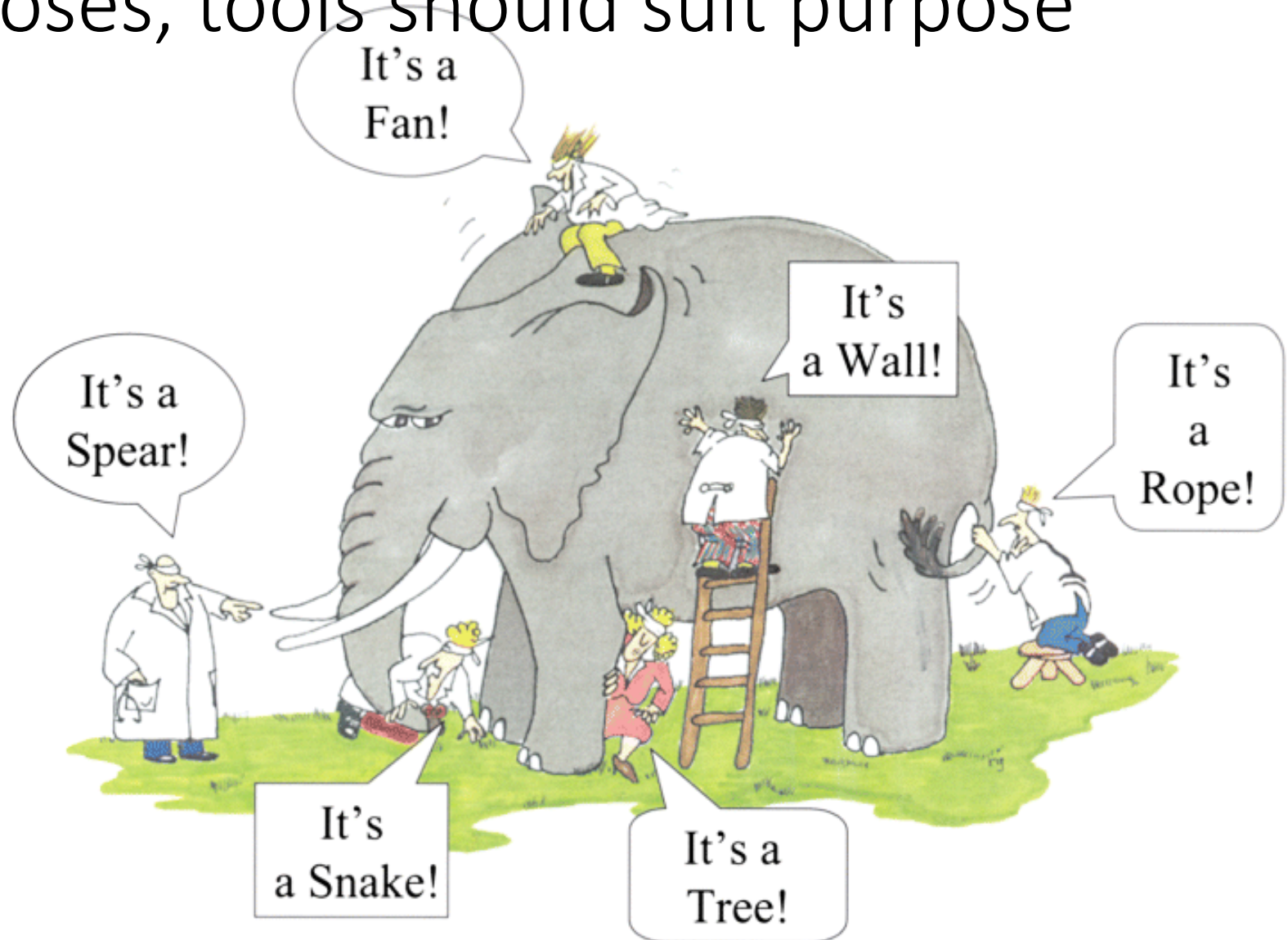


# Tip #1 - KT encompasses a range of different processes or purposes, tools should suit purpose

Knowledge production  
Knowledge synthesis  
Diffusion  
Dissemination  
Implementation  
Scale-up and spread

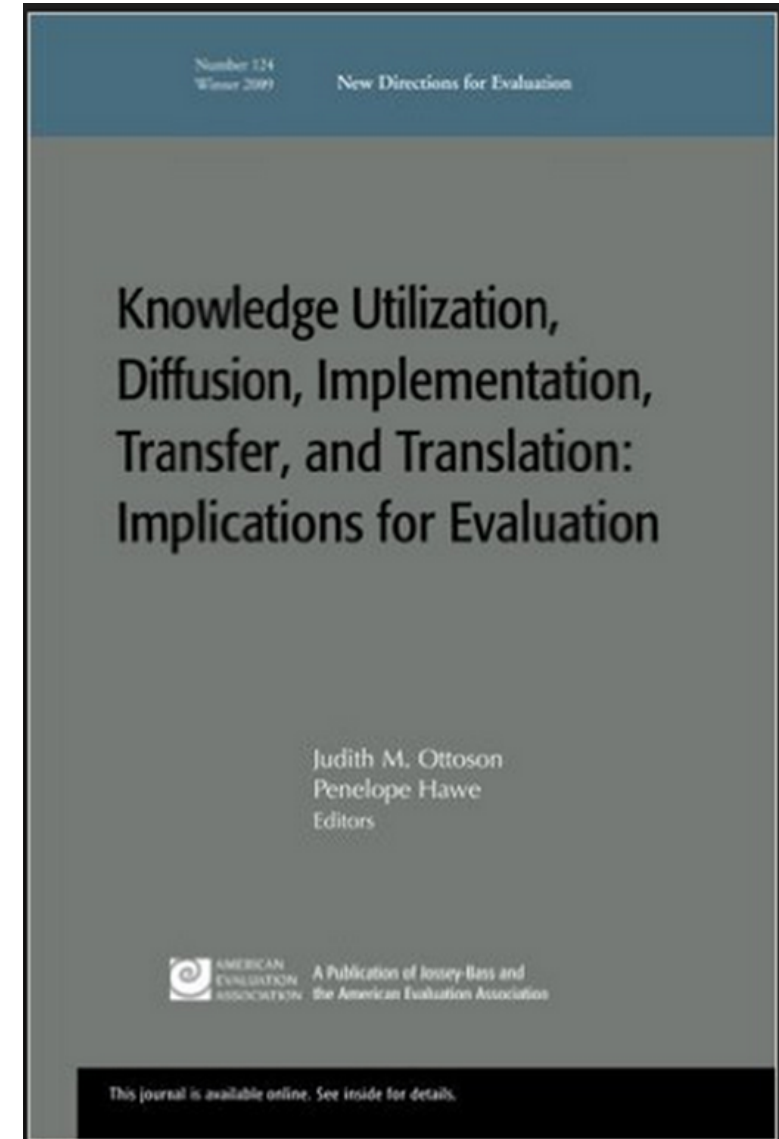
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## Evaluation

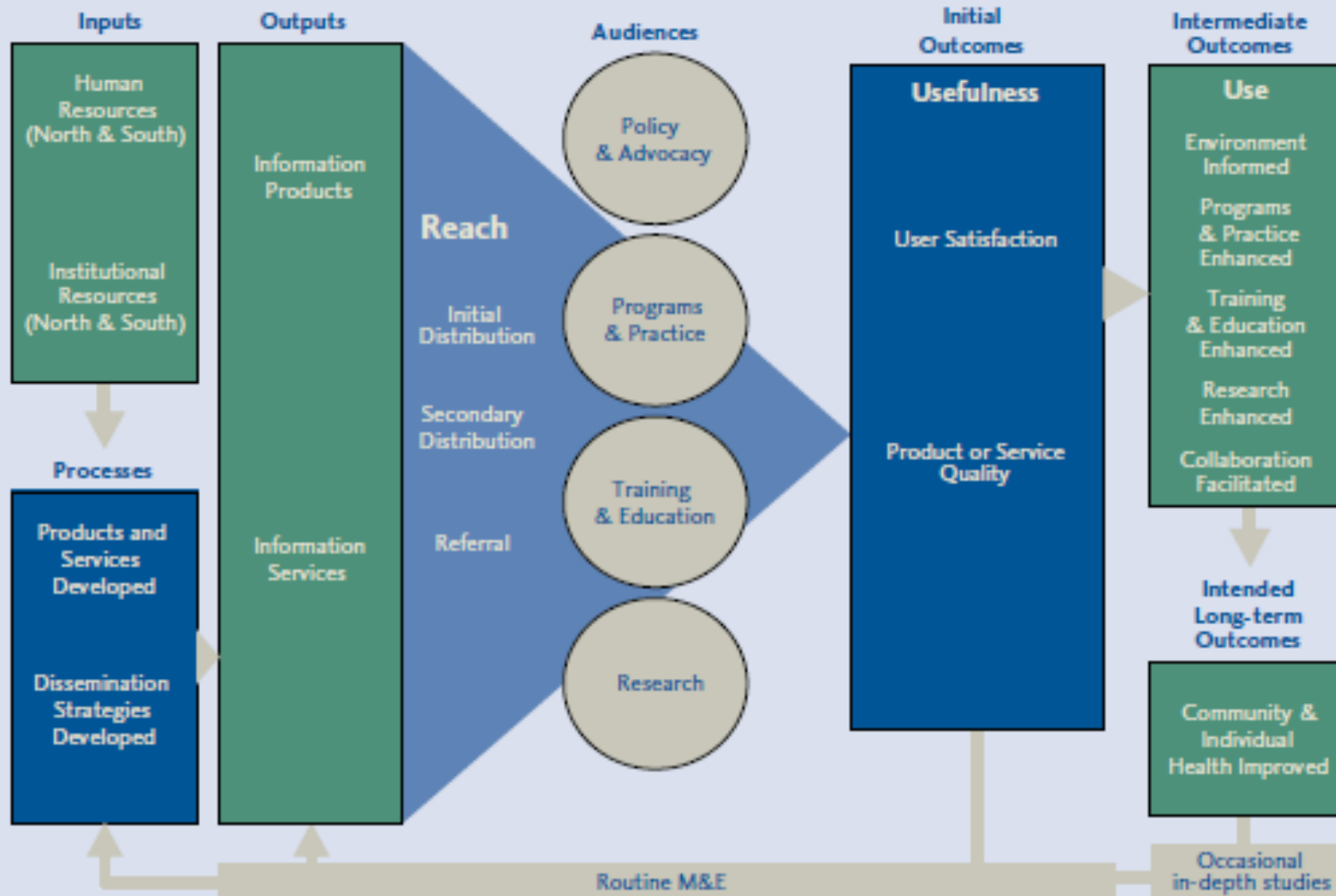


# Tip #2 - Useful Resource.....

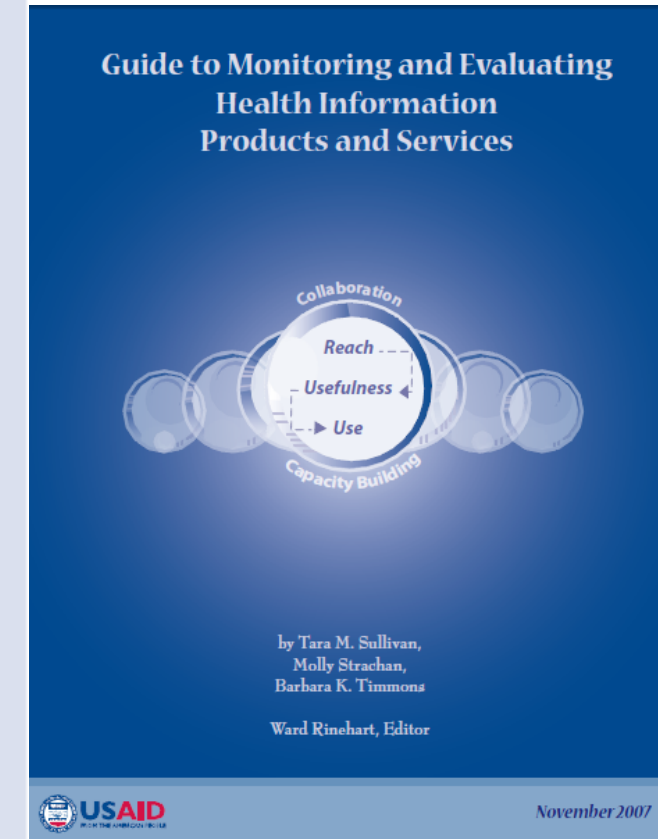
- To better help you understand the different KT processes and the evaluation options.....
- Issue 124 of New Directions in Evaluation (2009)
- Edited by Judith Ottoson and Penelope Hawe




# Overview conceptual framework for monitoring and evaluating health information products and services



Johns Hopkins Bloomberg School of Public Health, Center for Communication Programs, 2006



Tip #3 (also Tool #1)



Reach

Usefulness

Use

A simple  
framework  
for the  
evaluation of  
KT

Sullivan, Strachan & Timmons (2007).  
*A Guide to Monitoring and Evaluating  
Health Information Products and  
Services*. US AID. Retrieved from:  
[https://www.k4health.org/sites/  
default/files/guide-to-monitoring-  
and-evaluating-health-](https://www.k4health.org/sites/default/files/guide-to-monitoring-and-evaluating-health-)



# What do we mean by reach?

- # of people engaged in events or processes
- # of people receiving the knowledge product
- # of downloads from websites
- # of followers (twitter, facebook)
- And if possible, penetration:
  - % of target audience reached or engaged



# Who are the intended knowledge users?

KT Planning Template developed by Melanie Barwick  
[http://melaniebarwick.com/KTTemplate\\_dl.php](http://melaniebarwick.com/KTTemplate_dl.php)

Tool #2

## (5) Knowledge Users (KUs)



*Which KUs or audiences will you target?*

- ☐ researchers
- ☐ health practitioners or service providers
- ☐ public
- ☐ media
- ☐ patients/consumers
- ☐ decision makers
  - ☐ in organization
  - ☐ in community
- ☐ policy makers
- ☐ private sector/industry
- ☐ research funders
- ☐ venture capitalists
- ☐ volunteer health sector/NGO
- ☐ other: specify ► \_\_\_\_\_

*Consider: Have you included any of your audiences on your research team? If so, who and why (be strategic)?*

# What do we mean by usefulness?

- Satisfaction
- Quality
- Relevance





# What do we mean by use?

- Original conceptualization of use (Carol Weiss 1979):
  - Conceptual
  - Instrumental
  - Symbolic
- Further elaborations:
  - Levels of Use (Vedung, 2004):
    - Conceptual
    - Instrumental
    - Process
    - Tactical
    - Ritual
    - Legitimization
- Kelly Skinner (2007)

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ISSN 0834-1516 Copyright © 2007 Canadian Evaluation Society

## DEVELOPING A TOOL TO MEASURE KNOWLEDGE EXCHANGE OUTCOMES

Kelly Skinner  
University of Waterloo  
Waterloo, Ontario

**Abstract:** This article describes the process of developing measures to assess knowledge exchange outcomes using the dissemination of a best practices in type 2 diabetes document as a specific example. A best practices model consists of knowledge synthesis, knowledge exchange (dissemination/adoption), and evaluation stages. Best practices are required at each stage. An extensive literature review found no previous knowledge syntheses of concrete tools and models for evaluating dissemination or exchange strategies. This project developed a practical and usable tool to measure the reach and uptake of disseminated innovations. The instrument itself facilitates an opportunity for knowledge exchange to occur between producers and adopters. At this point the tool has a strong theoretical basis. Initial pilot-testing has begun; however, the accumulation of evidence of validity and reliability is only in the planning stages. The instrument described here can be adapted to other areas of population health and evaluation research.

# Using this Simple Framework and an Adaptation of Kelly's Tool – Two Examples



# Example #1



COALITIONS LINKING ACTION  
& SCIENCE FOR PREVENTION

- Health Promotion Funding Stream of the Canadian Partnership Against Cancer
- Organizations coming together to develop and disseminate chronic disease prevention interventions
- KT was a primary component of the program



# Reach of KTE Work

- Monitoring
  - Participation of target audience in the production of the materials
  - Number disseminated (hard copies)
  - Web analytics



# Use: KT Survey for the Intended Target Audience

- Conceptual:
  - Influence thinking
- Instrumental (Based on Kelly's tool:
  - Shared resource
  - Discussed it
  - Used for practice changes
  - Made program changes
  - Changed resource allocation
  - Integrated into curriculum
  - Changed or developed policy





# Use Questions

Awareness of Knowledge Product	<ol style="list-style-type: none"><li>1. Are you aware of ..... <input type="checkbox"/> Yes <input type="checkbox"/> No (if not aware will be directed out of survey and provided info on how they can obtain information if survey is administered online)</li><li>2. How did you become aware of _____</li><li>3. Have you read or reviewed .....? <input type="checkbox"/> Yes <input type="checkbox"/> No, please explain why you have not reviewed it</li></ol>
Transmission of Knowledge Product	<ol style="list-style-type: none"><li>1. Have you shared the resource or passed it on to others? <input type="checkbox"/> Yes <input type="checkbox"/> No</li><li>1. Have you discussed the resource or shared information about it with others? <input type="checkbox"/> Yes <input type="checkbox"/> No</li></ol>

# Use Questions

	Yes	No	Not Yet Decided// Not Certain
a) Changed my awareness about the issue			
b) Changed my thinking or attitude about the issue			
c) Increased my knowledge			
d) Increased my skills			
e) Provided me with opportunity to further a professional relationship			
f) Provided me with an opportunity to develop a new professional relationship			
g) Other, please explain:			

# Use Questions:

1. Please indicate which of the following has occurred as a result of the meeting/event/activities			
	Yes	No	Not yet decided//No
a) Changed an existing program			If yes, please describe the change.
b) Implemented a new program			If yes, please describe the program.
c) Changed practices at my organization or implemented a new practice			If yes, describe the change in practice or the new practice.
d) Changed a policy or implemented a new policy			If yes, please describe the change or new policy
e) Changed resource allocations			If yes, describe what was done.
f) Developed new resources			If yes, describe what was created.
g) Other use, please describe.			
h)			



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for Determinants of Health

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des déterminants de la santé

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#2



## Implementing Ontario's Social Determinants of Health Public Health Nurse Initiative

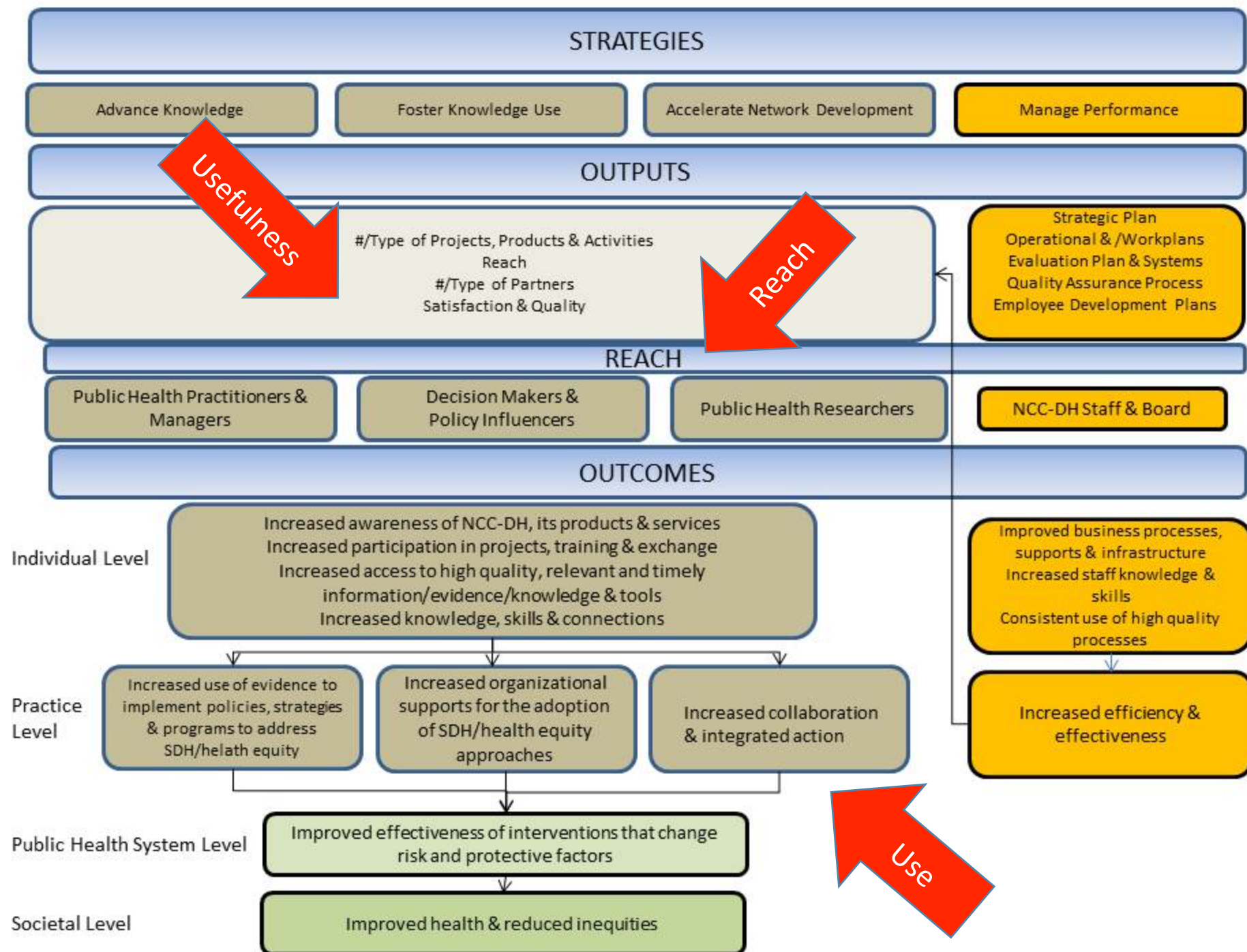
This case study explores the development and implementation of social determinant of health public health nurse positions across Ontario's 36 public health agencies.

LATEST BLOG POST

### Rethinking public health

By Sume Ndumbe-Evoh | July 21, 2015

[Health Equity Clicks: Community](#)





# Data Sources

## Reach:

- Web analytics
- Monitoring Form for hard copy dissemination
- Event evaluations

## Usefulness:

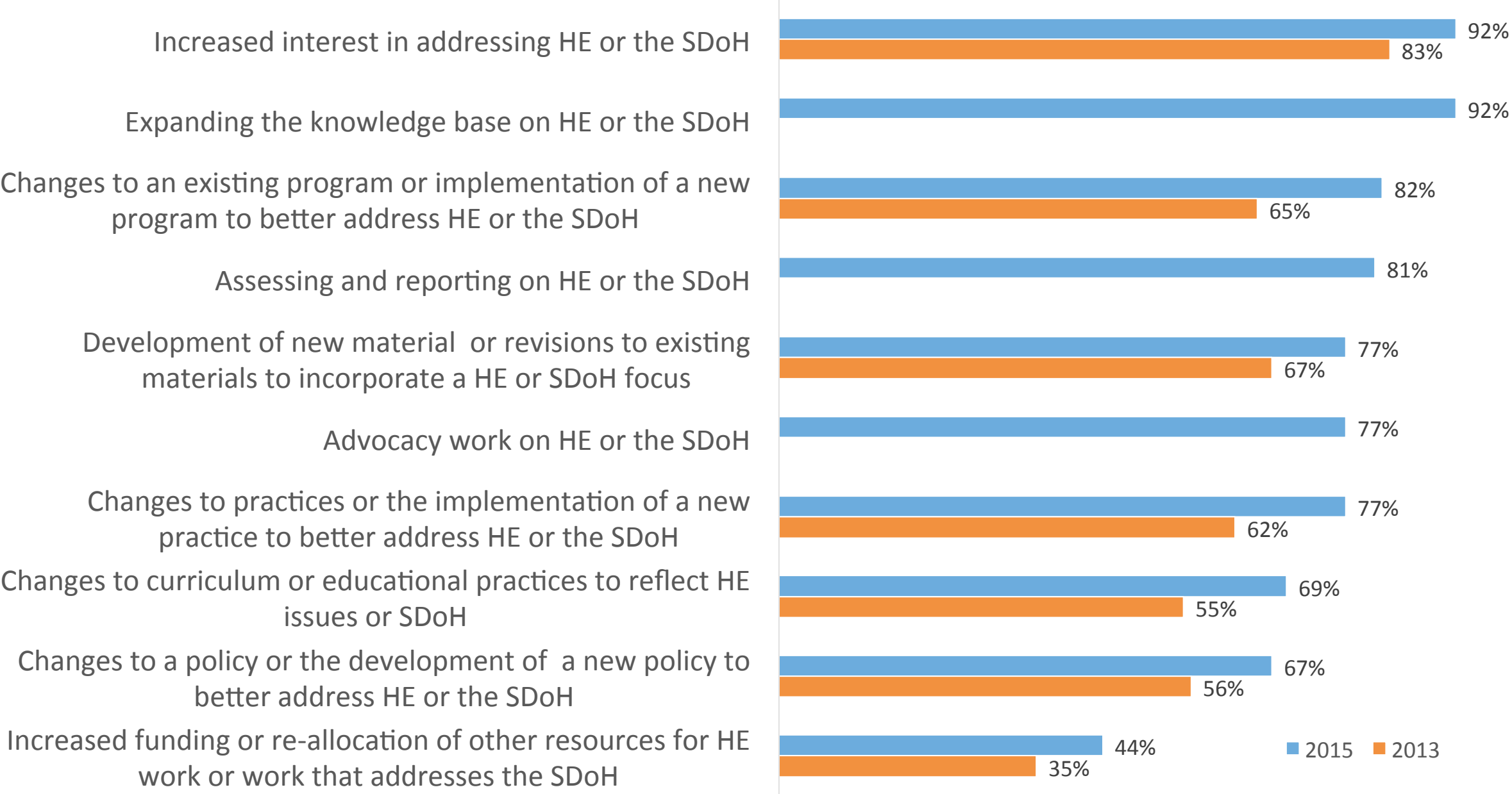
- Audience survey
- Focus groups with Health Equity Clicks (HEC) Online Community
- Case studies
- Event evaluations

## Use:

- Audience survey
- Case studies



# The work of NCCDH has contributed to.....



# What evaluation has not yet been able to tell NCCDH

- Its penetration into target population
  - Do not know the denominator (size of public health workforce in Canada that could address health equity and social determinants of health)
    - Not really able to judge reach
- Quality or use of all products (used case studies for this)
- Comparative effectiveness of different KT strategies



# Wrap Up – Key Messages



- KT or knowledge for action involves a series of distinct but inter-related processes
- Evaluation is useful across all KT activities
- Thinking about reach, usefulness and use will be helpful across most KT evaluations
- Kelly's tool provides a robust and adaptable way of assessing use



# Call to Action!



Please use this framework for your KT evaluations and let me know how it worked for you and how you adapted it in your KT contexts!

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