What is Knowledge Mobilization?

Knowledge mobilization (KM) encompasses a wide range of activities relating to the production and use of research results, including knowledge synthesis, dissemination, transfer, exchange, and co-creation or co-production by researchers and knowledge users.

The Importance of Mobilizing Knowledge

Concerns regarding the gap between research and practice is often referred to as the “leaky pipeline”; it takes about 17 years for research to be used on the frontlines and up to 85% of research dollars are being wasted in the process. While this evidence-to-practice gap has been reduced through technology and greater access to digital communications, there continues to be the need for researchers to utilize evidence-based, knowledge mobilization strategies in order to best target practitioners in the field and to expedite this transfer of knowledge to practice. Whether you know this burgeoning science as knowledge translation and exchange, implementation science or knowledge mobilization, the evidence is clear that focussing on these activities enhance the quality of practice.

Nutrition Connections (formerly the Nutrition Resource Centre) ensures that the right information is available to the right people in the right way.

About Us

Nutrition Connections (NC) strengthens the capacity of health promotion and nutrition professionals, organizations and community partners involved in healthy eating and nutrition.

The Service

Services range from letters of support for proposals to dissemination strategies that are tailored to target audiences for maximum impact. Key knowledge translation products include evidence reviews, digital resources, webinars and podcasts designed to highlight your research findings and implications for practice. Add-on services include assistance with KM sections of funding proposals, on-site support, detailed customized resources (i.e. toolkits) and hosting of researcher roundtables.
PACKAGES

The Essential Knowledge Mobilization Package

This baseline package provides you with the support needed to meet the KM goals for one funded project.

- Letters of support for 2 funding applications
- Support the development of a communications strategy including key messages
- Develop customized target audience list that leverages NC networks which include over 6000 practitioners, educators and health intermediaries
- Develop 2 knowledge translation products that highlight research findings customized to targeted audience
- Disseminate to target audience using our various tools

The Extended Knowledge Mobilization Package

This package builds on the Essential and provides in-depth services that can be customized to meet advanced KTE needs to ensure research findings have maximum impact.

- Unlimited letters of support for funding applications
- The activities under the Essential package are available for each project PLUS:
- increased reach for communications and dissemination (>10,000 practitioners, educators and health intermediaries)
- Add-on services include assistance with KTE write-up of funding proposals, on-site support, detailed customized resources (i.e. toolkits) and hosting of researcher roundtables for each project.
CONTACT US

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Have any questions? Get in touch with us!

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