**Knowledge Translation (KT)**

**Planning Worksheet**

Use this worksheet to move your initial thinking generated by the KT Checklist into an action plan. Customize each section in a way that suits the needs of your specific research project. Remember that WE-SPARK is available to provide assistance at all stages of the planning and implementation process.

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| **WHAT to say** |

A good starting point in developing meaningful messages is to brainstorm with your team, key words that need can help to form a main message. Once you have generated your list, narrow it down. Think about keeping your points concise, relevant, compelling, simple, relatable, informative and easily tailored for various audiences.

Main overarching message:

Key points you anticipate sharing (try to keep this to 3-5 points):

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| **WHO to target** |

Select only the groups you are targeting with your KT strategy. Be sure to add in specific stakeholders that are not included in the list and remove those that are not relevant for your project.

* Researchers
* Healthcare professionals
* Students
* General Public
* Media
* Patients/Consumers
* Decision makers
* Policy makers/government
* Private sector/Industry
* Research funders
* Donors
* Other:

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| **WHEN to share** |

Add your target groups outlined above to the table and check off when you will be sharing information. These are broad categories to be used to guide your thinking but may be broken down in other ways that may be more appropriate for your team’s plans

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| Target Group  *Add who you are targeting from*  *your customized list above* | **Integrated** | | **End of project** | |
| From idea formulation | Once project is underway | Point of dissemination | Beyond project end |
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**Notes/Considerations:**

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| **HOW to share** |

For each target group identified, check off key ways that you will be sharing information with them. Look for ways to maximize the impact and minimize the work, for example, develop an infographic that could be used across all target groups. When possible, consider keeping ‘branding’ and materials consistent so there is a common thread that connects all of your KT outputs. Use this chart to keep track of progress and updates to your plan.

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| Target Group  *Add who you are targeting from your customized list above* | HOW to share | | | | | | | | Notes/Status  *Provide details of how you will be sharing information and/or updates on progress* |
| **Educational materials** | **Publications** | **Presentations** | **Training/ PD** | **Media/ Social media** | **Patent/ commercialization** | **Other:** | **Other:** |
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