


RESEARCH
IMPACT
CANADA | TURNING
RESEARCH
INTO ACTION



Maximizing research impact for the public good

 [@researchimpact](https://twitter.com/researchimpact)



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HOMELESS HUB <https://www.homelesshub.ca/>

Research conducted in academia
University

Effects felt here
Society, environment, economy etc

A Way Home Canada <https://awayhome.ca>

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IMPACT = Provable effects (benefits) of research in the 'real world'

Efficiency
Effectiveness
Wellbeing
Engagement
Access
Profit
Skills
(etc)

Improved, more, faster, increased....

Includes STOPPING or PREVENTING something

Mortality
Waste
Risk
Cost
Staff turnover
Stress
Crime
(etc)

Reduced, less, lower...

X Not dissemination, academic interest or reputation, citations, attention

Thank you, Julie Bayley, U. Lincoln

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Impact is change (hopefully positive)

HOMELESS HUB <https://www.homelesshub.ca/>

IMPACT: 2,058 youth

- improved housing: 1,308
- remained/returned to school: 1,493
- employed or self-employed: 724
- improved family connections: 1,538
- improved health and well-being: 1,719
- enhanced Essential Skills: 1,550
- strengthened community relations: 1,393

Canadian Observatory on Homelessness (York U)

Effects felt here

Society, environment, economy etc

A Way Home Canada <https://awayhome.ca>

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IMPACT = Provable effects (benefits) of research in the 'real world'

Impact Snapshot (product):

Pulse Crops

Al Skinkard collaborated with Agriculture Canada and local farmers to develop Pulse Crops (lentils, peas for crop rotation during Canada's wheat glut). His research resulted in a 6-fold increase in the value of crop yields and made Saskatchewan the world's leading exporter of chickpeas and lentils with an export market of \$4.2B

Impact Snapshot (practice):

Canada's milk production

Developing practical tools for controlling mastitis, an udder disease in cows, in partnership with dairy veterinarians and the Dairy Herd Improvement Association. There are 977,800 cows in Canada and mastitis costs \$750/cow/year. Keeping Canadian cattle free of mastitis through these tools and practices has a potential economic impact of \$733 million.

Impact Snapshot (policy):

Local Food Security

Alison Blay-Palmer (WLU) with colleagues from Guelph and Carleton are working with many local food agencies in Ontario. They produced a report "Models and Best Practices for Building Sustainable Food Systems in Ontario and Beyond". They used the report for policy innovation and stakeholder engagement which informed Ontario Bill 36, the Local Food Act. Since 2003, the province has invested more than \$116 million in food security initiatives and projects.

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Poll: In the chat: Have you ever (choose all that might apply)


1. Posted about your research on social media (blog, twitter, Linked In)?
2. Collaborated/worked with with a non-academic partner?
3. Published (scholarly or other) with non-academic partner?
4. Spoken about your research to a non-academic audience including the public?
5. Contributed to a media release about your research?
6. Spoken to media about your research (tv, radio, newspaper, etc)?
7. Served on a non-university committee because of your expertise?
8. Sat on a public/community/gov't panel related to your research and expertise?
9. Engaged in arts-based dissemination (comics, theatre, poetry, dance, etc)
10. Anything else that takes you beyond publishing papers and conference presentations

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- Social media
- Collaboration
- Gov't Committee/panel
- Public Engagement
- Arts based


- Co-authorship
- Co-presentation
- Media
- Community Board


Academics

Non-academics

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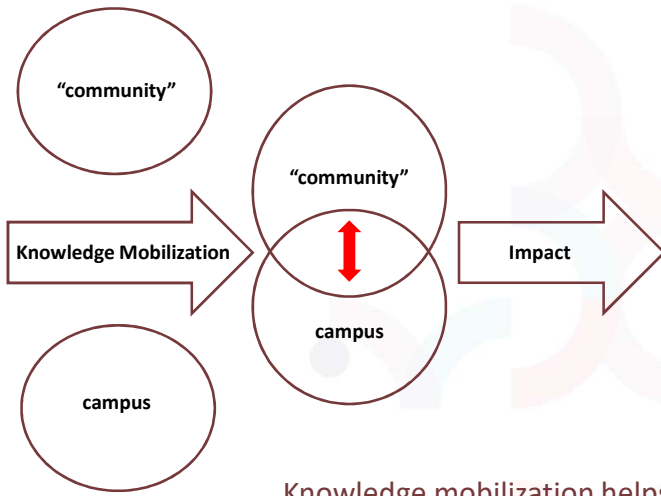
@researchimpact 



A chalkboard-style diagram with the word 'THEORY' written in white chalk at the top and 'PRACTICE' at the bottom. A pink oval encircles 'THEORY', and a pink arrow points from the top of the oval down to 'PRACTICE'. Another pink arrow points from 'PRACTICE' back up to the left side of the 'THEORY' oval, creating a clockwise cycle.

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@researchimpact9

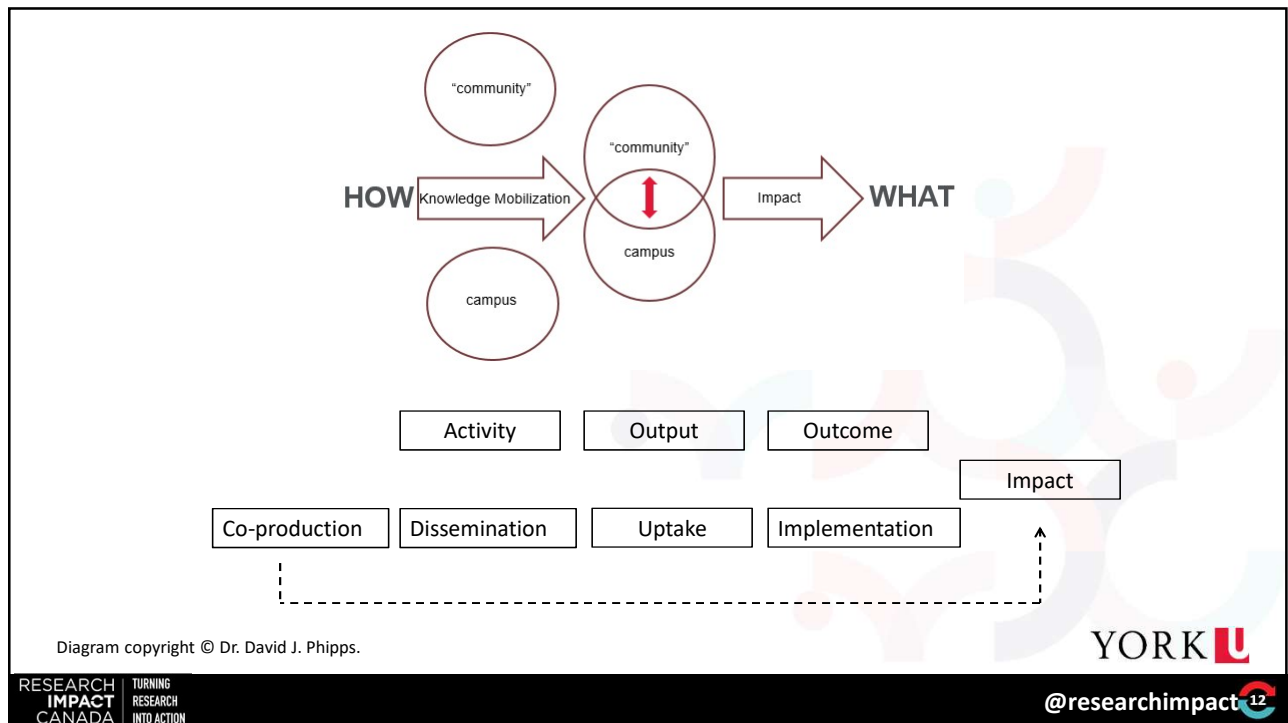
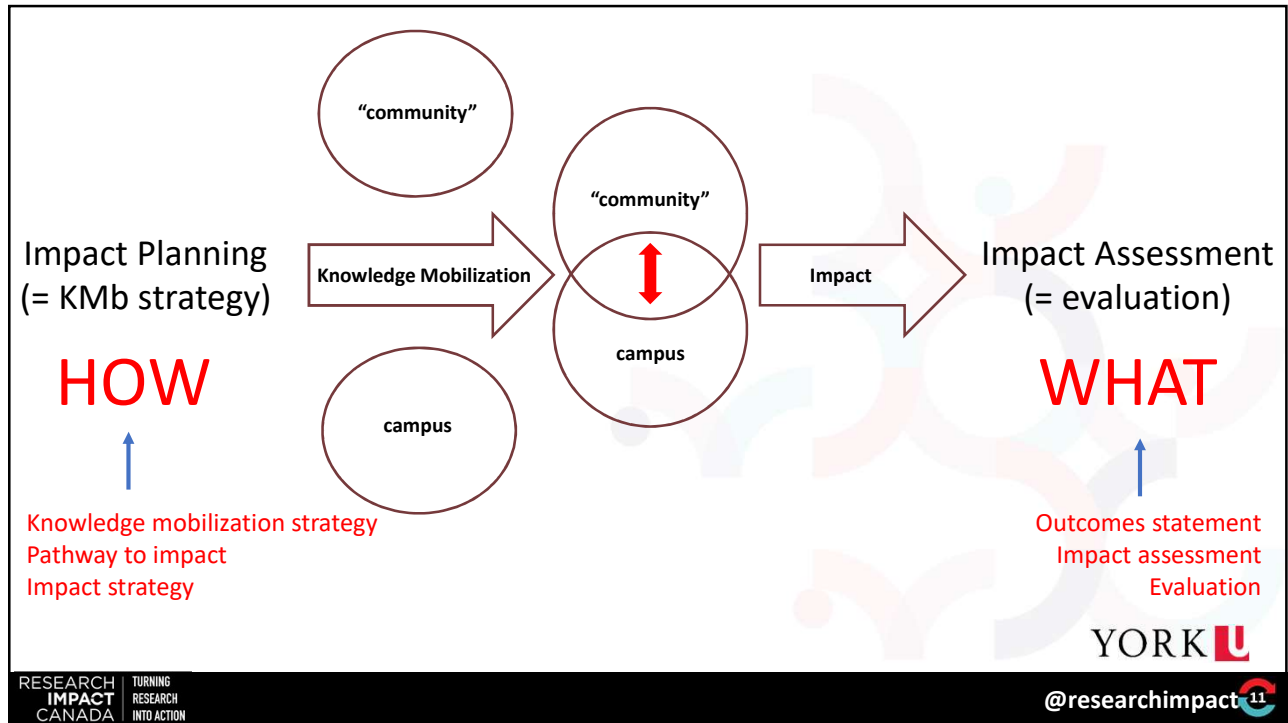


A flow diagram illustrating the process of knowledge mobilization. On the left, there are two separate circles: the top one is labeled 'community' and the bottom one is labeled 'campus'. A large white arrow labeled 'Knowledge Mobilization' points from these two circles towards a central Venn diagram. The Venn diagram consists of two overlapping circles: the top one is labeled 'community' and the bottom one is labeled 'campus'. A red double-headed vertical arrow is positioned in the intersection of these two circles. A large white arrow labeled 'Impact' points from the Venn diagram to the right.

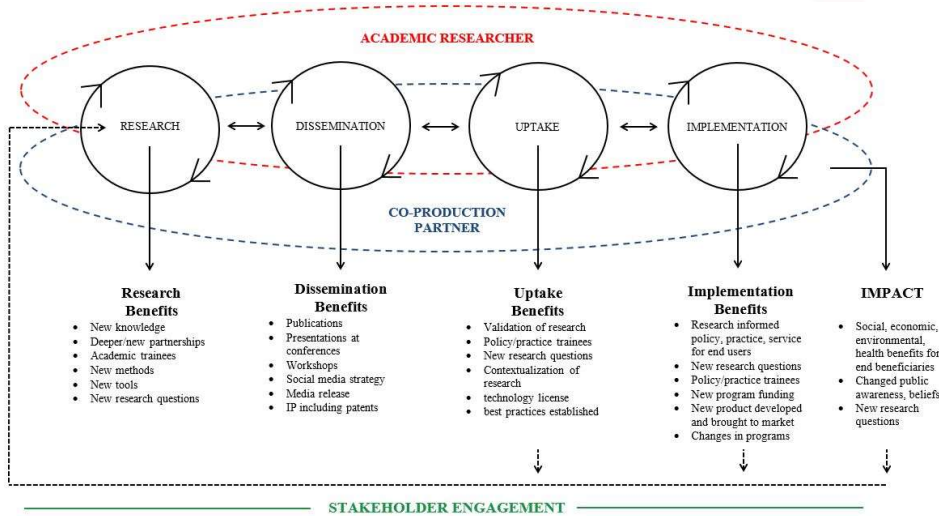
Knowledge mobilization helps make research useful to society by supporting engaged scholarship from inception to impact. YORK U

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@researchimpact10



Co-produced pathway to impact

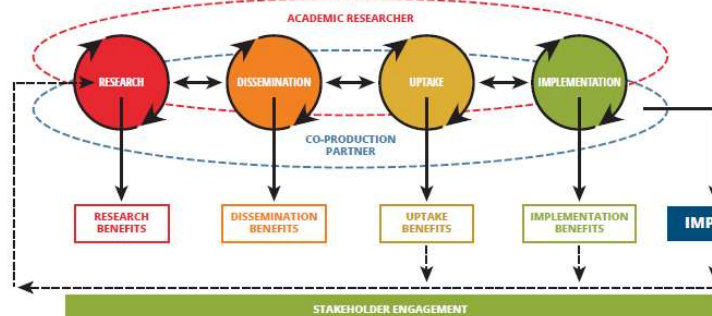


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RESEARCH TURNING RESEARCH INTO IMPACT CANADIAN RESEARCH COUNCIL OF HUMAN AND SOCIAL SCIENCES
 Cummings, J., Pepler, D., Craig, W., & Cardinal, S. (2016). The co-produced pathway to impact describes mobilization processes. *Journal of Community Engagement and Scholarship*, 9(1), 31–40.

@researchimpact13

CPPI example: Social ABCs



NEED
 Parents need:
 #1: specialized training for educators
 #2: treatment for child as soon as possible
 #9: more (efficient use of) resources

CO PRODUCED RESEARCH
 Bloorview Kids Rehab, ECE practitioners, MCYS funding for testing in community setting

DISSEMINATION
 Sought feedback on parent manual; peer-reviewed publications; presentations at conferences and family events

UPTAKE
 Researchers training ECE (train the trainer), ECE training parents, MCYS considering future support for making this intervention available to Ontarians



IMPLEMENTATION
 ECE practice in community settings, parents trained at home, MCYS funds, social ABCs to make it a publicly available intervention across Ontario

IMPACT
<http://bit.ly/2jjG4uY>
 Future: better trajectories for kids and outcomes for kids when in school, etc.; cost savings to healthcare system



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YORK U +  +  +

\$450K x 4.5 years

SSHRC
CRSH
Canada

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

YORK U  **University of Victoria**

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York University Knowledge Mobilization Unit

Connecting ↔ **Partnering** ↔ **Collaborating**

(Events, Social Media) (Brokering Relationships/Projects) (Grant/Project Support)

↓ ↓ ↓

Impact
(Impact Assessment, Mentoring, Success Stories)

- 2 full time staff
- 2 student assistants
- \$300K/year

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| | 2021-2022 | 2022-2023 |
|--------------------------------|--------------|--------------|
| New Brokering Projects | 35 | 23 |
| Faculty Engaged | 123 | 140 |
| Partners Engaged | 222 | 158 |
| Students Engaged | 401 | 440 |
| Funding Applications Submitted | 35 | 31 |
| Value of Applications* | \$33,630,000 | \$23,750,000 |
| Events Attended | 14 | 11 |
| Events Supported or Led | 40 | 61 |

*Total external research income from KMB Unit supported applications (2006-2019) = \$99M



From local to national



We are a pan-Canadian network of 30 institutions with a goal of maximizing the **impact** of academic research for the public good



UNITED KINGDOM

- ATHABASCA UNIVERSITY
- BISHOP'S UNIVERSITY
- BRAIN CANADA
- CARLETON UNIVERSITY
- CHRONIC PAIN CENTRE OF EXCELLENCE FOR CANADIAN VETERANS
- CONCORDIA UNIVERSITY
- KWANTLEN POLYTECHNIC UNIVERSITY
- LAKEHEAD UNIVERSITY
- LONDON SOUTH BANK UNIVERSITY
- MCMASTER UNIVERSITY
- MEMORIAL UNIVERSITY
- NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY
- ONTARIO SHORES
- SIMON FRASER UNIVERSITY
- UNIVERSITY OF ALBERTA
- UNIVERSITY OF BRIGHTON, UK
- UNIVERSITY OF BRITISH COLUMBIA
- UNIVERSITY OF CALGARY
- UNIVERSITY OF GUELPH
- UNIVERSITÉ DE MONTREAL
- UNIVERSITY OF OTTAWA
- UNIVERSITÉ DU QUÉBEC À MONTRÉAL
- UNIVERSITY OF REGINA
- UNIVERSITY OF SASKATCHEWAN
- UNIVERSITY OF VICTORIA
- UNIVERSITY OF WINDSOR
- UNIVERSITY OF WINNIPEG
- UNIVERSITY OF YORK
- WESTON FAMILY FOUNDATION
- YORK UNIVERSITY

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WHAT DO WE DO?

- 

Build institutional support to encourage collaboration to connect research, policies, and innovations
- 

Help researchers and partners to **demonstrate the impact of their research** excellence
- 

Facilitate a **community of practice** by developing and sharing best practices, services, and tools



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MEMBER DRIVEN

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LEARNING RESEARCH KMB FORUM RESOURCES ABOUT RIC BLOG

RESOURCES

FR

Welcome to our resources repository! The following tools are intended to help you with your knowledge mobilization activities!

Knowledge mobilization is about getting the "right information" to the "right people" in the "right format" at the "right time".

It consists of activities and outputs that build awareness, disseminate findings, and enable use of research. The goal is to maximize the impact of research and communicate these impacts as widely as possible.

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https://researchimpact.ca/resources/?_sft_resource_type=kmb-module

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KMB101: INTRODUCTION TO KNOWLEDGE MOBILIZATION

What comes to mind when you hear the word "Impact"? Knowledge mobilization (KMB) is a term that is often used when we talk about impact. It describes all the things that we do to get knowledge into the hands of the right people to create solutions to society's most pressing problems. It helps us take the [...]

TYPE: FEATURED, KMB GUIDES, KMB MODULE
TOPIC: PLANNING, STRATEGY

DATA TO DECISIONS: PRACTICAL GUIDES FOR BETTER DATA-DRIVEN DECISION MAKING

In today's data-driven world, making informed decisions requires understanding how to access and analyze relevant data. This online module series, Data to Decisions, offers a practical guide for individuals looking to incorporate data into their everyday decision-making. From learning about data by geographical areas, to understanding the importance of data quality, to discovering various data [...]

TYPE: KMB MODULE

STORYTELLING FOR IMPACT: HUMANIZE THE NUMBERS

Storytelling is an effective way to mobilize your knowledge because it helps to engage your audience and make the information more memorable. By telling stories, you can bring your research to life and make it more relatable and accessible to a wide range of audiences. While statistics may be important, it is also critical to [...]

TYPE: FEATURED, KMB MODULE
TOPIC: STORYTELLING

A START-TO-FINISH GUIDE TO BUILDING AND NAVIGATING PARTNERSHIPS

This module on Partnership Development for Knowledge Mobilization teaches you how to develop strong, effective partnerships with stakeholders for knowledge exchange and real-world application of research. You'll learn to identify potential partners, approach them, and build relationships based on mutual respect and shared goals. You'll also learn general principles and common practices for navigating different [...]

TYPE: KMB MODULE
TOPIC: PARTNERSHIPS

ACCESSIBLE & INCLUSIVE EVENT PLANNING FOR KNOWLEDGE MOBILIZATION

The purpose of this module is to provide individuals and organizations with practical tips, resources, and the skills needed to host an accessible and inclusive event. Events are a great way to help mobilize your knowledge to different groups. By planning events that are accessible you can ensure that all attendees have an equitable opportunity [...]

TYPE: KMB MODULE
TOPIC: EVENT PLANNING

INFOGRAPHIC DESIGN FOR KNOWLEDGE MOBILIZATION

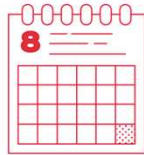
Infographic design is a useful skill for knowledge mobilization because it allows complex information to be presented in a visually engaging and easily understandable format. This makes your message accessible to a variety of audiences (who may not be familiar with the subject matter) and can help you communicate your research and its implications to [...]

TYPE: KMB MODULE
TOPIC: STORYTELLING

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MobilizeYU / MobilizeU



8-Week Course

Online Course
June 5 to July 28, 2023



Leading KMb

Professionals and Researchers
Teach this Online Course



Learn

About Theoretical and Practical
Aspects of Effective KMb

| | RIC 23 | Winter 23 | CAG 23 | UW 23 | Fall 22 | RIC 22 | Winter 22 | Fall 21 | Winter 21 |
|--------------|--------|-----------|--------|-------|---------|--------|-----------|---------|-----------|
| Participants | 301 | 33 | 56 | 200 | 69 | 327 | 33 | 40 | 46 |
| Institutions | 42 | 5 | 18 | 124 | 4 | 22 | 4 | 5 | 3 |

What is MobilizeU?

8-WEEKS

Learn over the course of two months, with ~ 1-3 hours per week of course work



FOR BEGINNER MOBILIZERS

For faculty, postdocs, staff, grad students, recent alumni, and community partners



SELF-DIRECTED

Choose when and how you participate: live sessions, assignments, core content



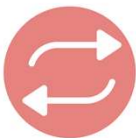
FREE FOR RIC MEMBERS

No cost to participants from Research Impact Canada member institutions



ASYNCHRONOUS AND SYNCHRONOUS

Watch and read weekly core content, and/or join for weekly live sessions



SMALL FEE FOR NON-RIC PARTICIPANTS

From \$100 to \$300 per person for non-RIC participants



Weekly Topics

1. Introduction to Knowledge Mobilization
2. Kmb Theories, Models, and Frameworks
3. Knowledge Mobilization Planning
4. Building Partnerships
5. Inclusive Knowledge Mobilization
6. Engaging Audiences Effectively
7. Communication
8. Research Impact and Evaluation




Testimonials for MobilizeU


"It was valuable to not only have the presenters each week take about their work, it was also helpful to have them take questions and be part of a discussion after their presentation. It allowed some back-and-forth not only understanding their projects, but understanding it in relation to the overarching frame/trajectory of Kmb."

"The recorded core content videos were very helpful. The live sessions also helped better understand how that core content is applied in real world."



This course provided me a strong basis for understanding the full range on Kmb activities, processes, and outcomes. I used to think that Kmb was knowledge dissemination - I learned otherwise from this course and is using it already.




- U. Regina needs assessment
- Prioritize capacity building activities
- RIC to share specific tools
- U. Regina to co-develop learning opportunities
- Participants for MobilizeU summer 2024 (max. 15)



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It's Your Turn!



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