



knowledge mobilization works
l'Atelier de la mobilisation des connaissances

Mobilize! Taking Knowledge to Action

Concurrent Session: Peter Levesque
2nd International Conference on Urban Traffic Safety
Sutton Place Hotel, Edmonton, Alberta
April 25, 2010



Exchange & Mobilization

- **Knowledge Exchange (KE)** is a social process that brings people and knowledge from many sources together to enhance individual and collective capacity for evidence-informed action.
- **Knowledge Mobilization (KMb)** is the complex process of making what we know ready for service or action to build value.

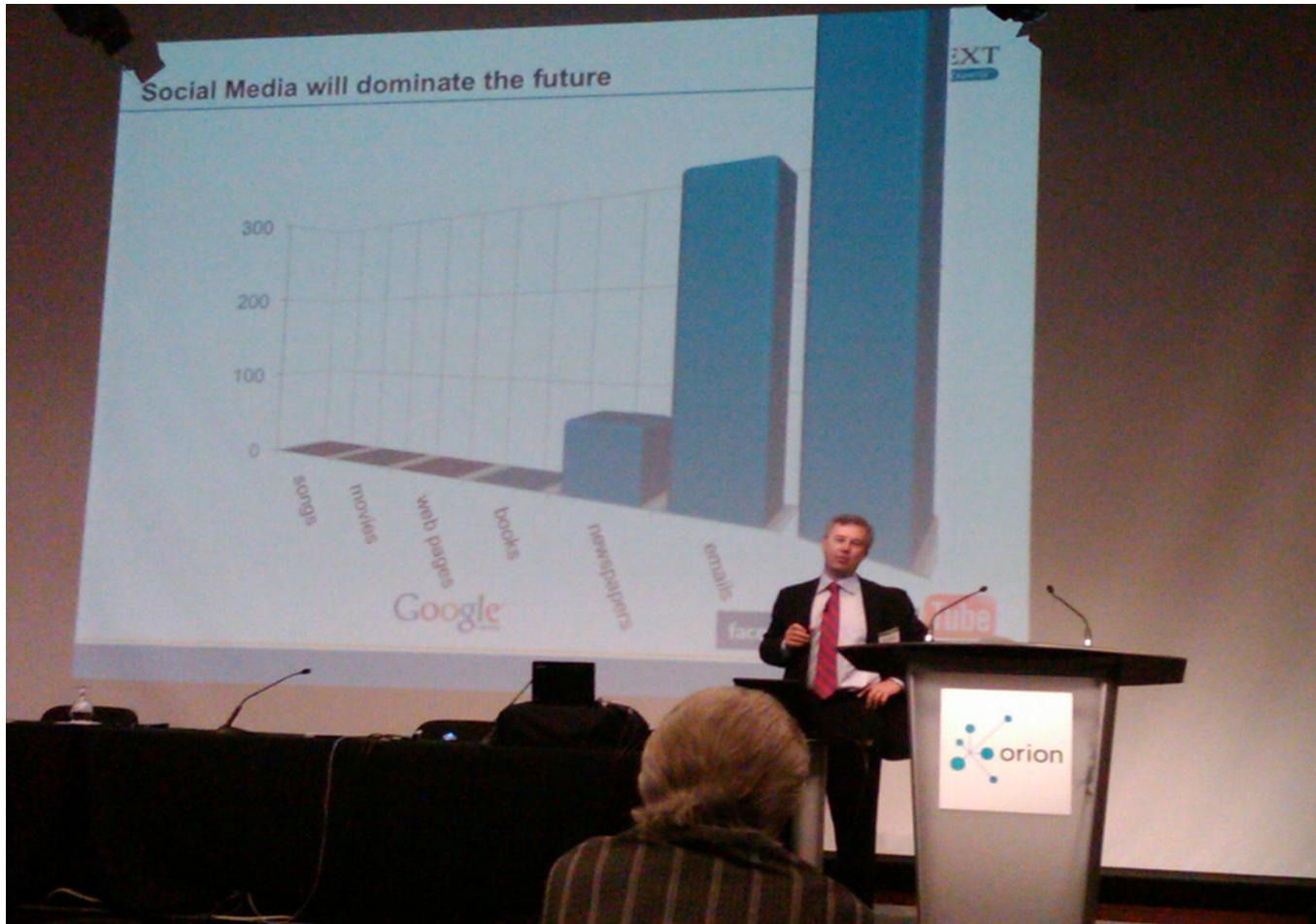


Hunting & Gathering

- Never in human history have we hunted for so much data, information and knowledge.
- Never in human history have we gathered so much that is useful but not used.
- Growing feeling of being “overfed” or “drowning” with information?



Drowning?





Professional Revolution

- Knowledge Management
- Knowledge Transfer
- Knowledge Exchange
- Knowledge Mobilization
- Knowledge Translation
- Evidence-based practice
- Evidence-based decision-making
- Evidence-informed policy
- Evidence-informed practice



But what is the goal?

To do the best
for those we care
about





The Challenge

Know



Do

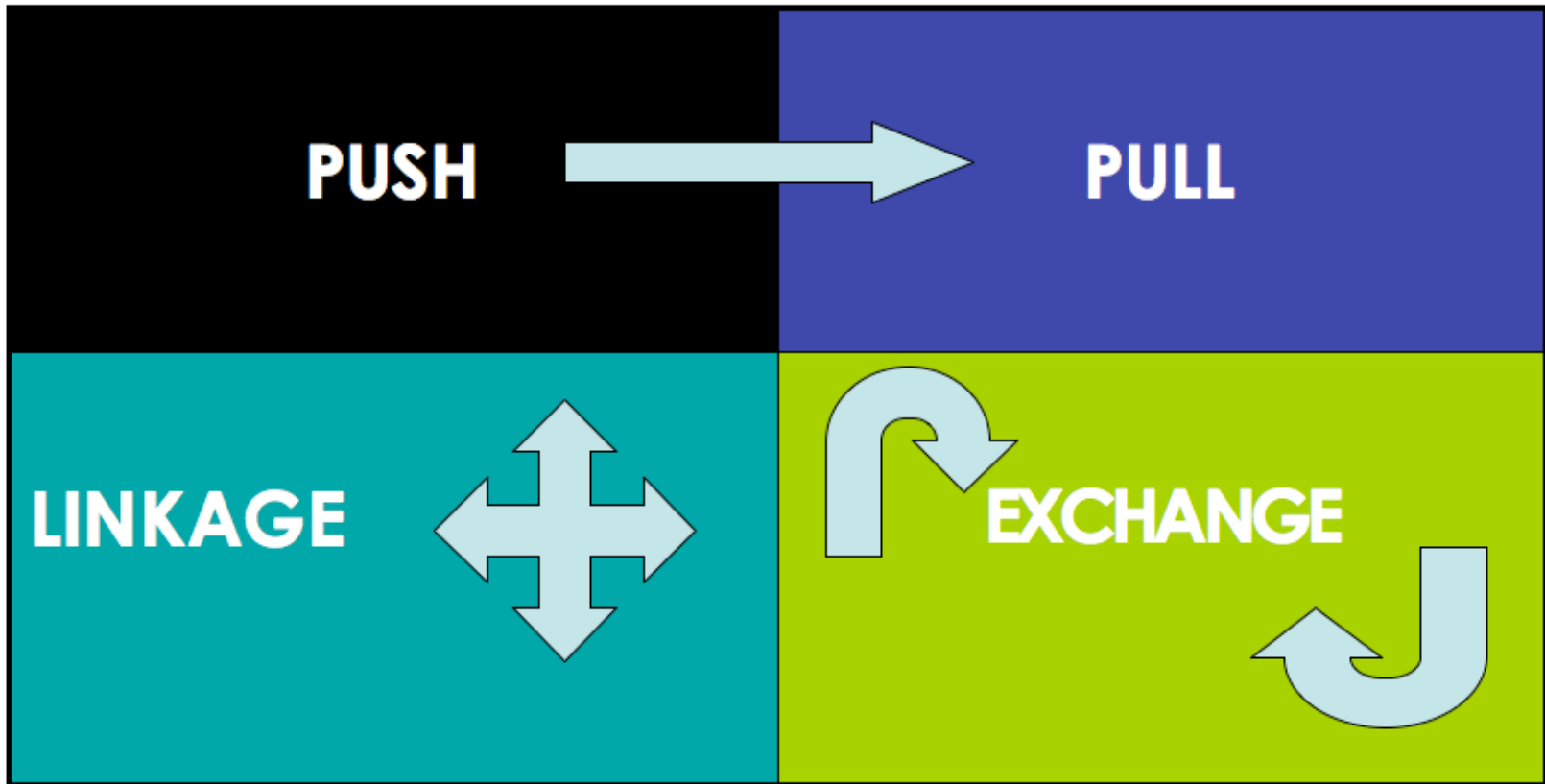
Have



Use



Modes of KMb





KMb practice to avoid!



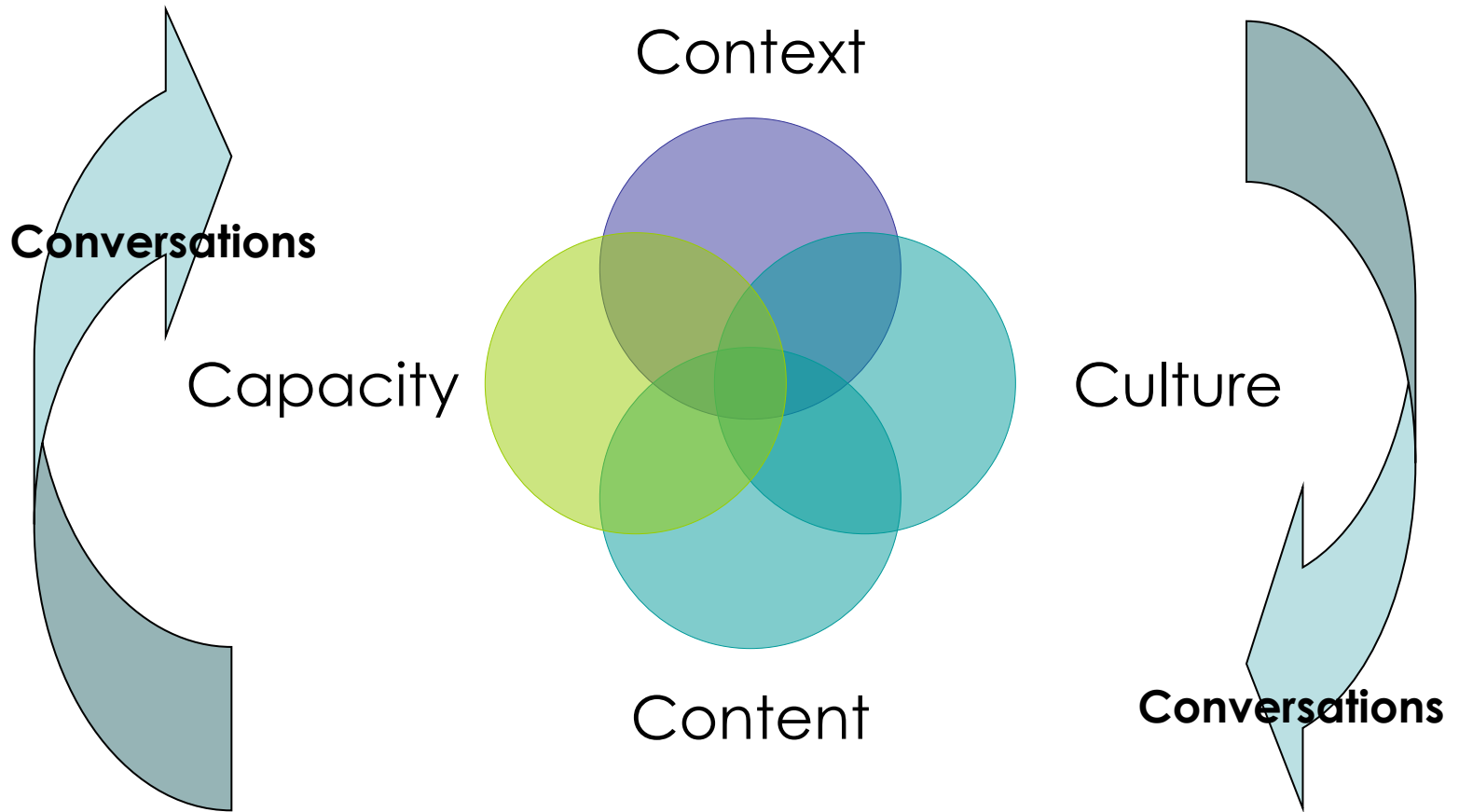


Dissemination

- Scattering of seeds
- Spread widely
 - How do we prepare the soil to receive the seeds?
 - How do we nurture the growth of these seeds?
 - What does the harvest look like?
 - What happens in the marketplace?



Core KMb Considerations





KMb practice to avoid!





Accessibility

- Access
 - Physical
 - Increasing access to findings published in Journals, on-line, open access, systematic reviews
 - Conceptual
 - What does this mean for my practice, location, context, culture



Content:

Relationships between all sources

Factors Influencing Policy Making in Government



Philip Davies, Is Evidence-Based Government Possible?
Jerry Lee Lecture 2004, Washington, DC



...what do we mean by Knowledge?

- Hierarchy of Knowledge, Dave Sackett:
 - Systematic reviews/ meta-analyses
 - RCTs
 - Experimental designs
 - Cohort control studies
 - Case-control studies
 - Consensus conference
 - Expert opinion
 - Observational study
 - Other types of study eg. Interview based, local audit
 - Quasi-experimental, qualitative design
 - Personal communication

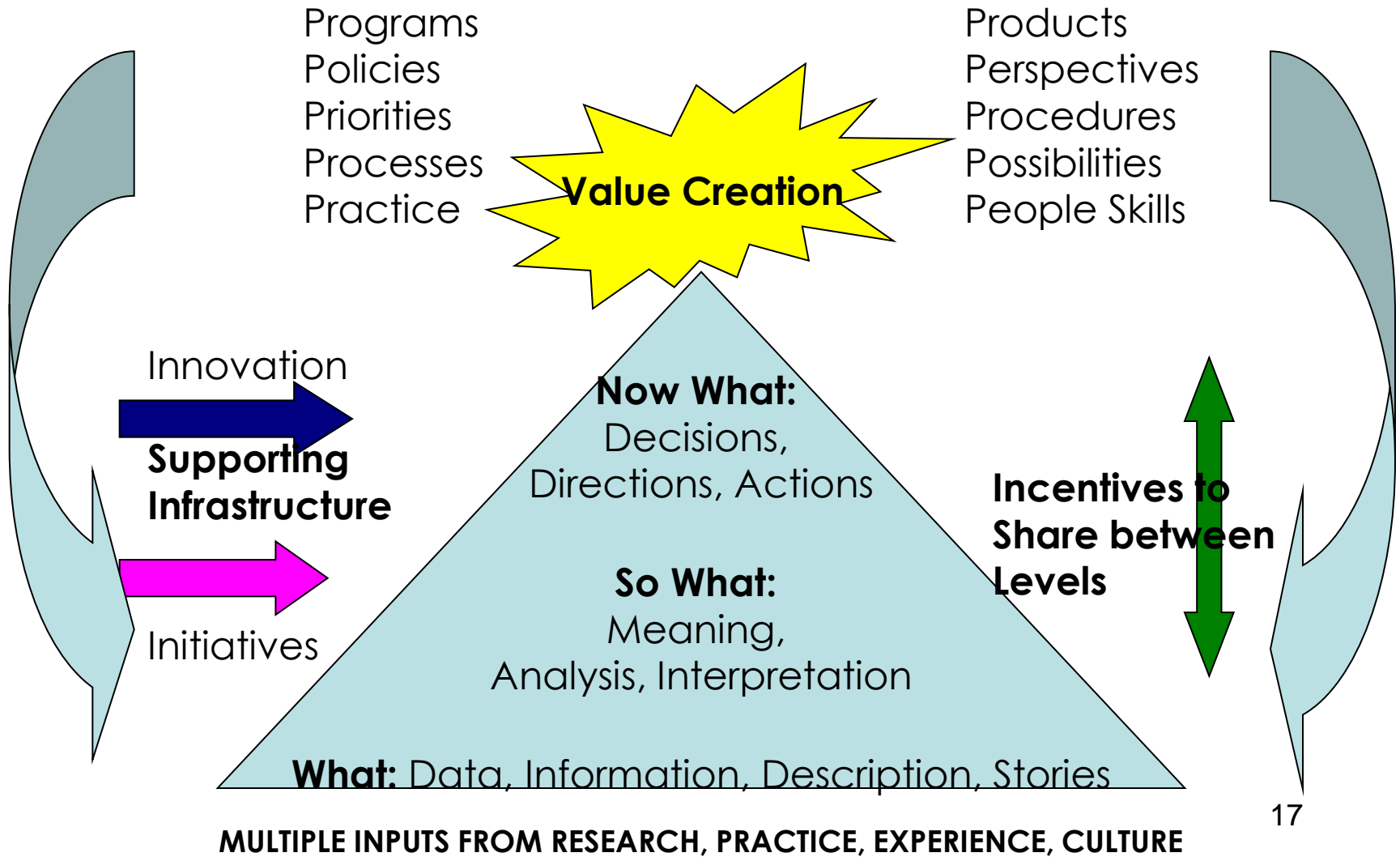


Hierarchy is Paradoxical

- We engage first in **personal communication**.
 - How to we get the most credible forms of knowledge into our day to day conversations
 - Collectively, we know what to do on many topics but do we have the **wisdom or capacity** to do it.
 - We are **more connected** than ever before but are we more connectable?
 - **It's mostly about people** – not technology - suggested formula is 10% technology/90% social (CEFRIO)



Thinking of a Value Chain





Publish or Perish

New Yorker: Mischa Richter 1966



"It's publish or perish, and he hasn't published."



Plain language

New Yorker: Dana Fradon 1975



"I can't put it into layman's language for you. I don't know any layman's language."



Use of evidence

New Yorker: Mick Stevens 1989





Impact

New Yorker: Sam Gross 1991



"My question is: Are we making an impact?"



Access

New Yorker: John Caldwell 2000



"Go ask your search engine."



Richard Heinberg

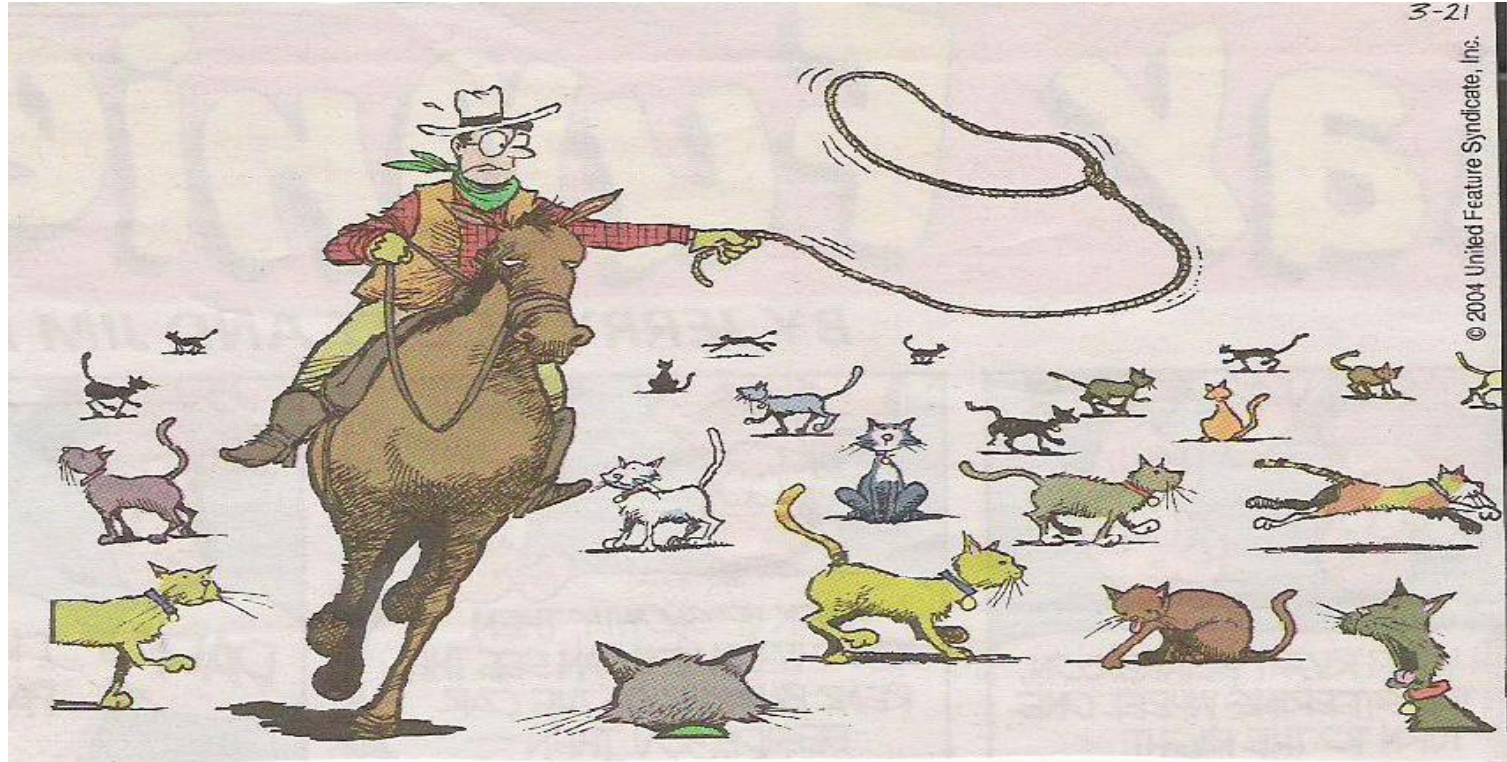


Taking in traumatic information and transmuted it into life-affirming action may turn out to be the most advanced and meaningful spiritual practice of our time.

http://globalpublicmedia.com/how_do_you_like_the_collapse_so_far

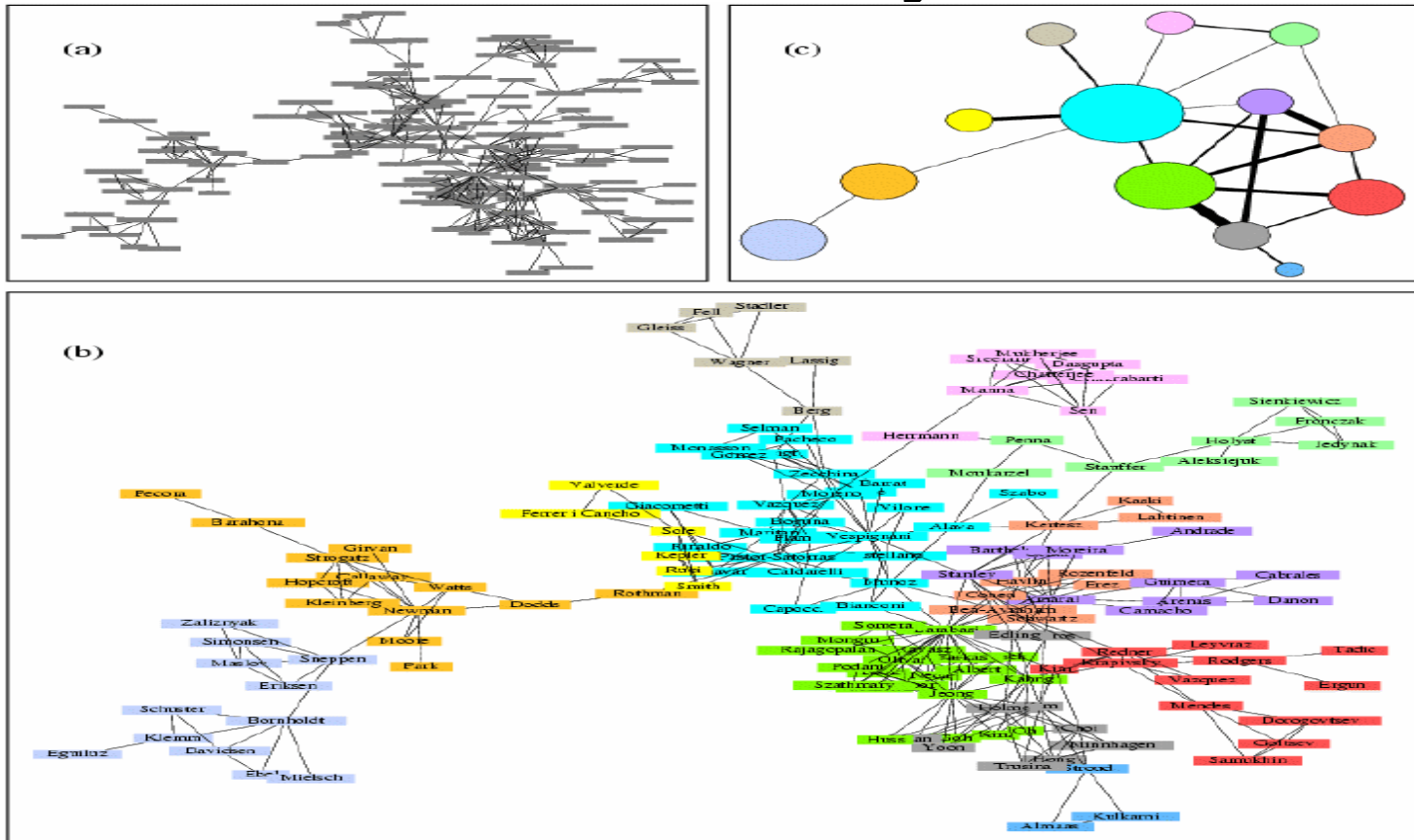


KMb practice to avoid!





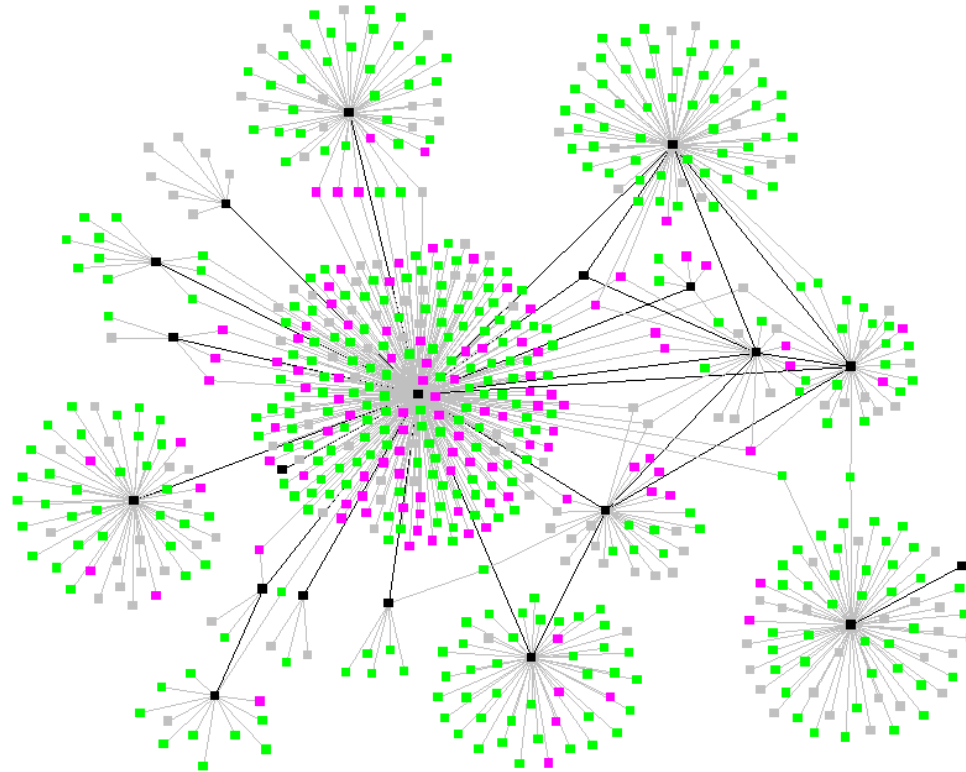
Network Images: Collaboration of Physicists



<http://www-personal.umich.edu/~mejn/networks/collab.gif>



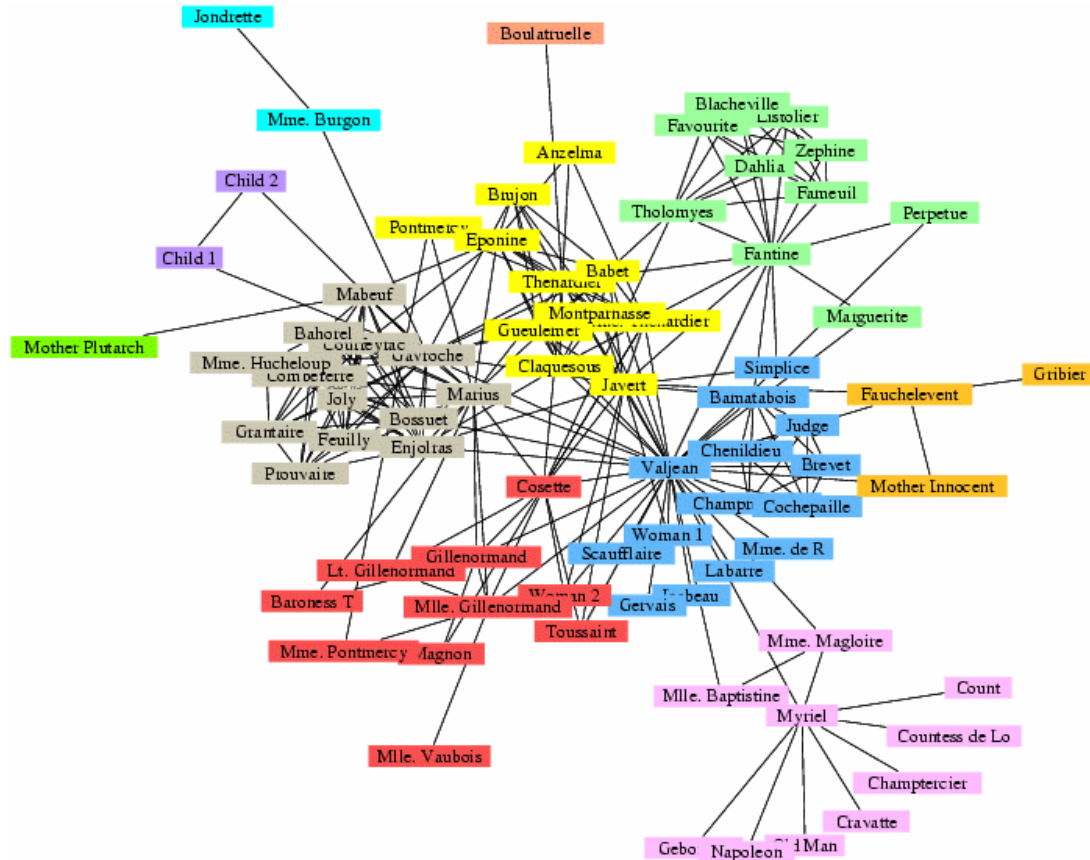
Network Images: Tuberculosis Infection



<http://www-personal.umich.edu/~mejn/networks/contagion.gif>



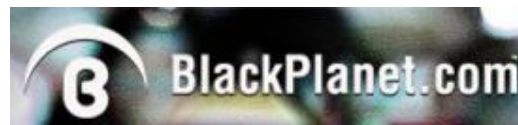
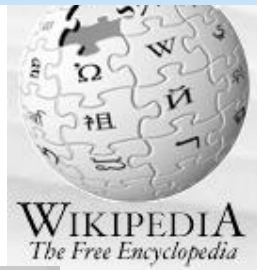
Network Images: Characters from Les Misérables



<http://www-personal.umich.edu/~mejn/networks/lesmis.gif>



Networks





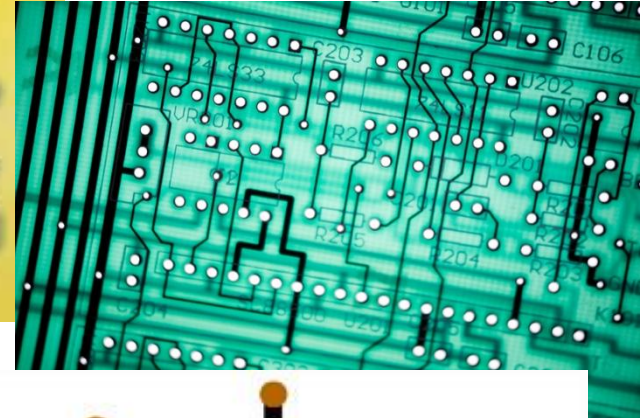
Exchange





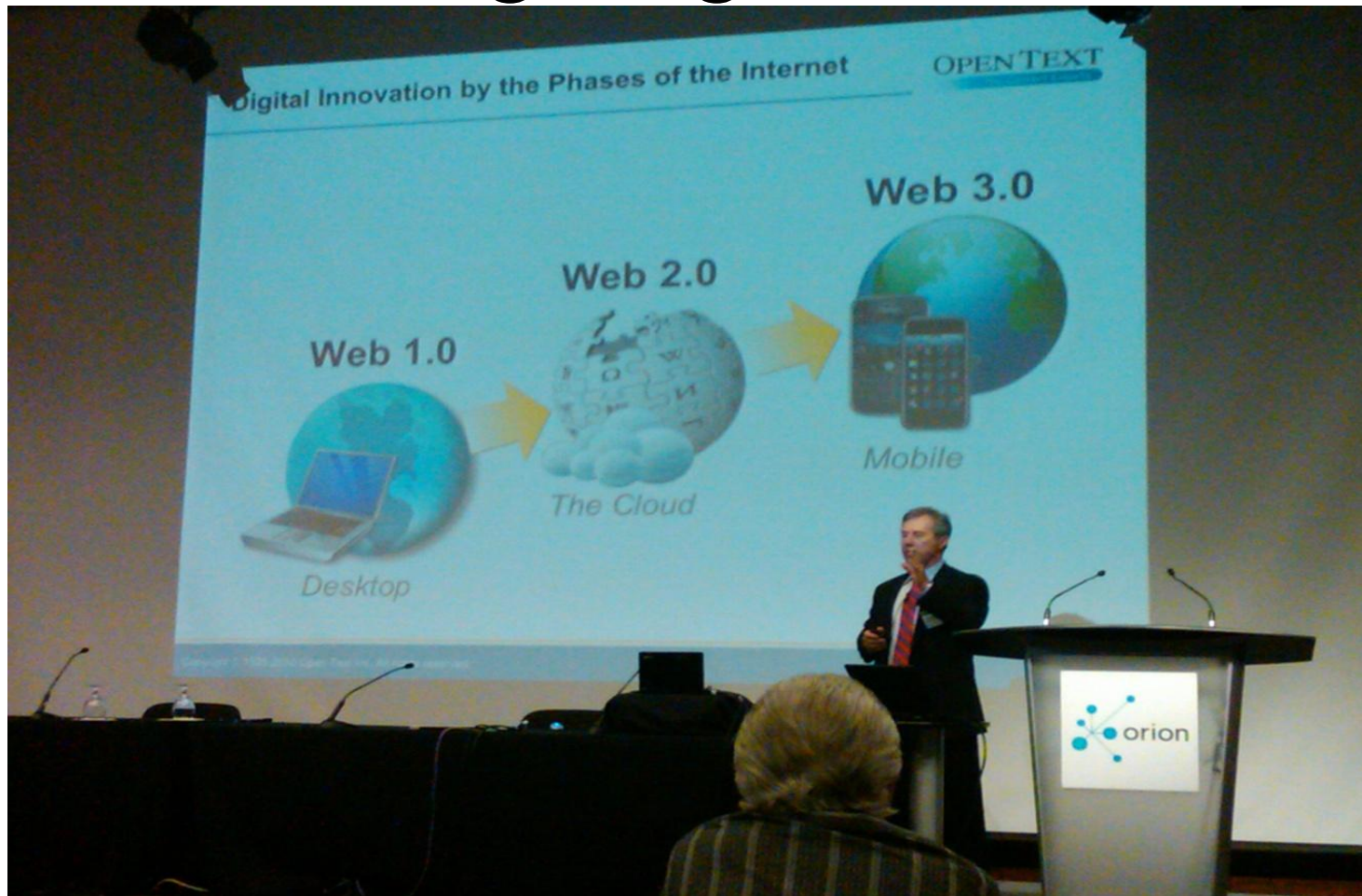
Balance

Logic





World going Mobile





Engage





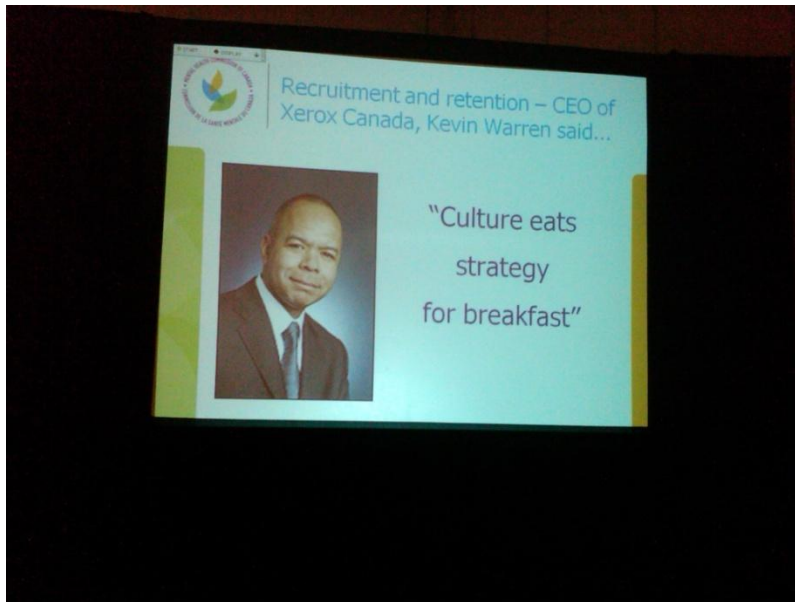
Evidence of Outcomes

- Enhanced awareness of the sources of high quality knowledge
- Enhanced ability to partner to share the best of their own knowledge bases
- Enhanced ability to engage in knowledge-informed decisions and actions
- Enhanced capacity to identify and address gaps in knowledge on priority issues
- Reduction in the duplication of knowledge creation initiatives.
- Reduction in the utilization of ineffective knowledge exchange practices.
- Reduction in the level of confusion regarding the appropriateness of knowledge for local contexts.
- Increased access to knowledge infrastructure (universities, colleges, archives, libraries, government databases, etc.) across Canada and internationally.
- Increased recognition of the costs
- Increased capacity to engage in knowledge exchange practice to support the knowledge base
- Increased participation of a diverse set of partners



Strategy?

- CEO of Xerox Canada – Kevin Warren



**“CULTURE EATS
STRATEGY FOR
BREAKFAST”**

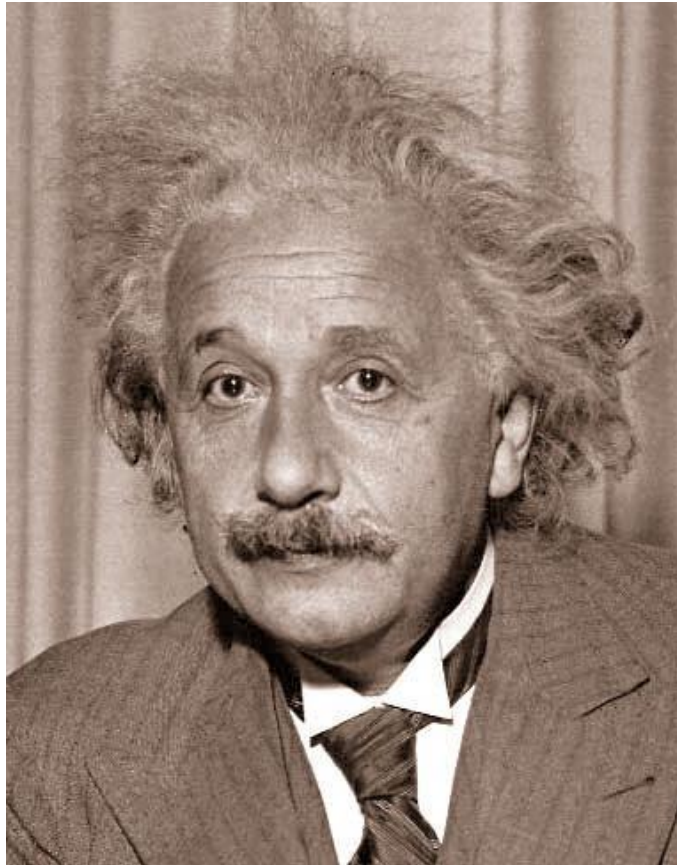


Evidence informed Culture?

- Leadership from middle and for purpose
- Continual and adaptive change
- Support for knowledge sharing
- Involvement in the discussion
 - Social Media, Traditional Media, Politics, and more
- Dedicated resources and people
 - Budget line and personnel



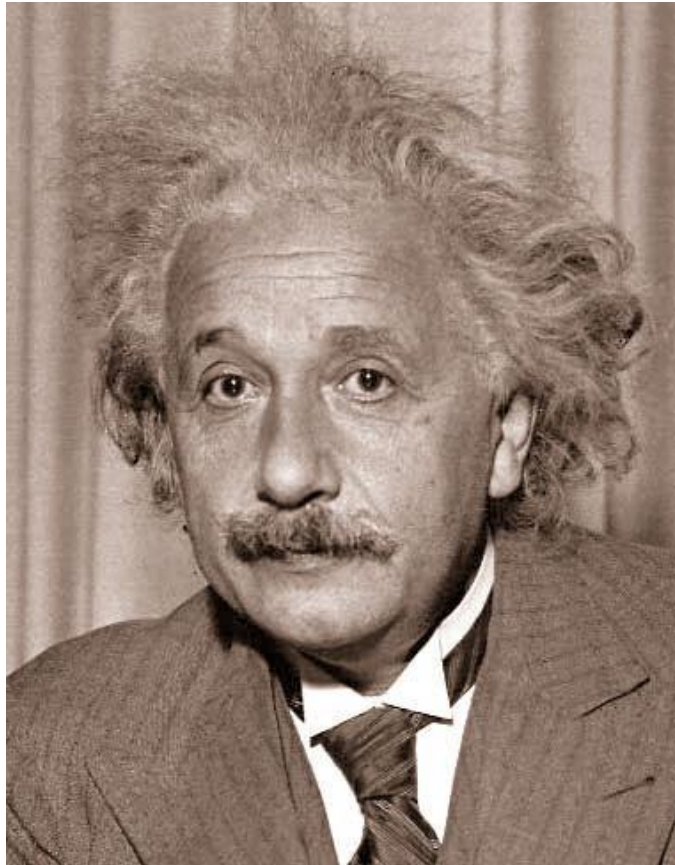
Genius!



- Insanity: doing the same thing over and over again and expecting different results.



Genius?



- Any man who can drive safely while kissing a pretty girl is simply not giving the kiss the attention it deserves.



Questions & Open Discussion



Contact Information



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