Useful Tools and Tips for Monitoring and Evaluating KT

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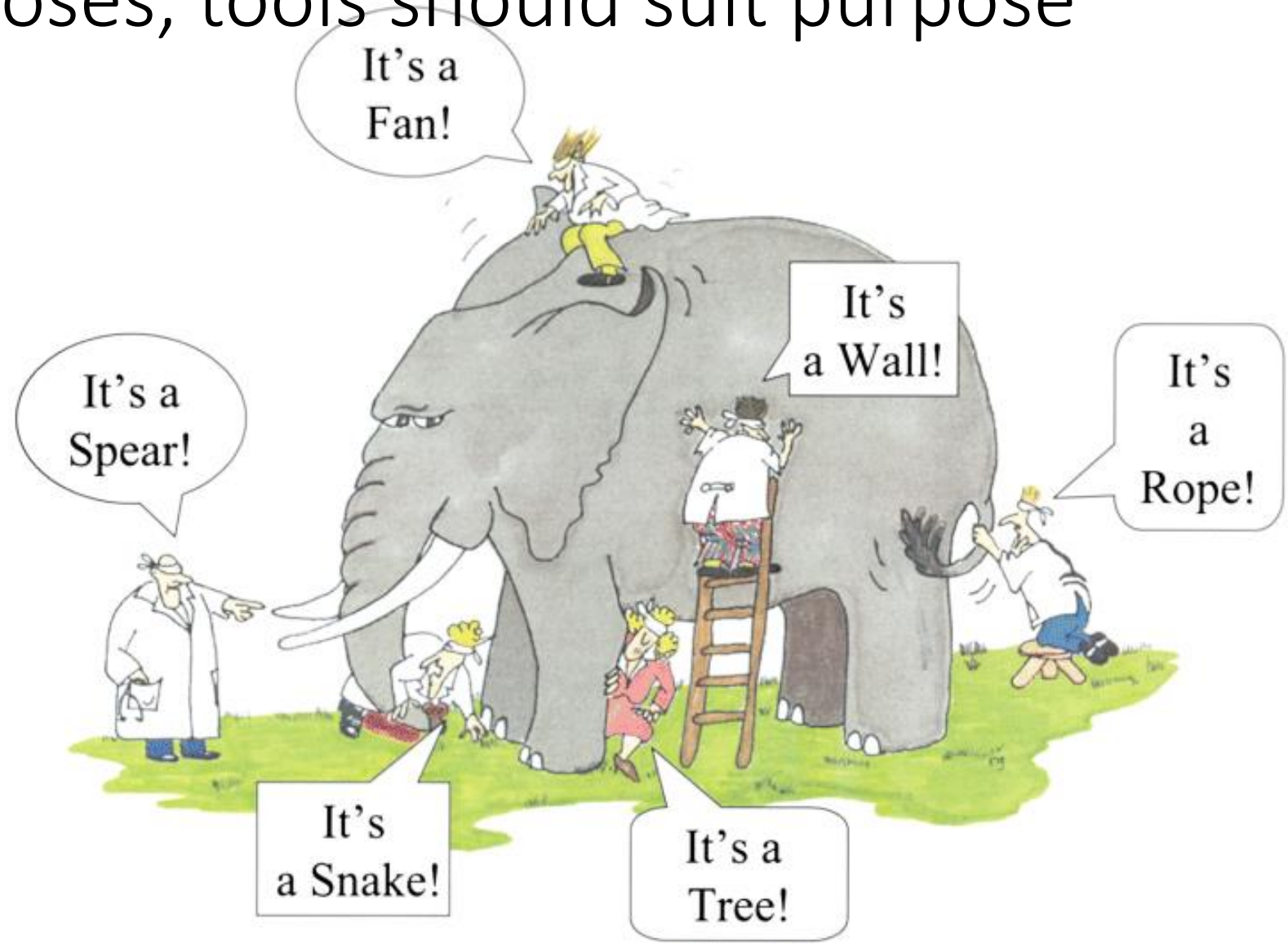
Tip #1 - KT encompasses a range of different processes or purposes, tools should suit purpose

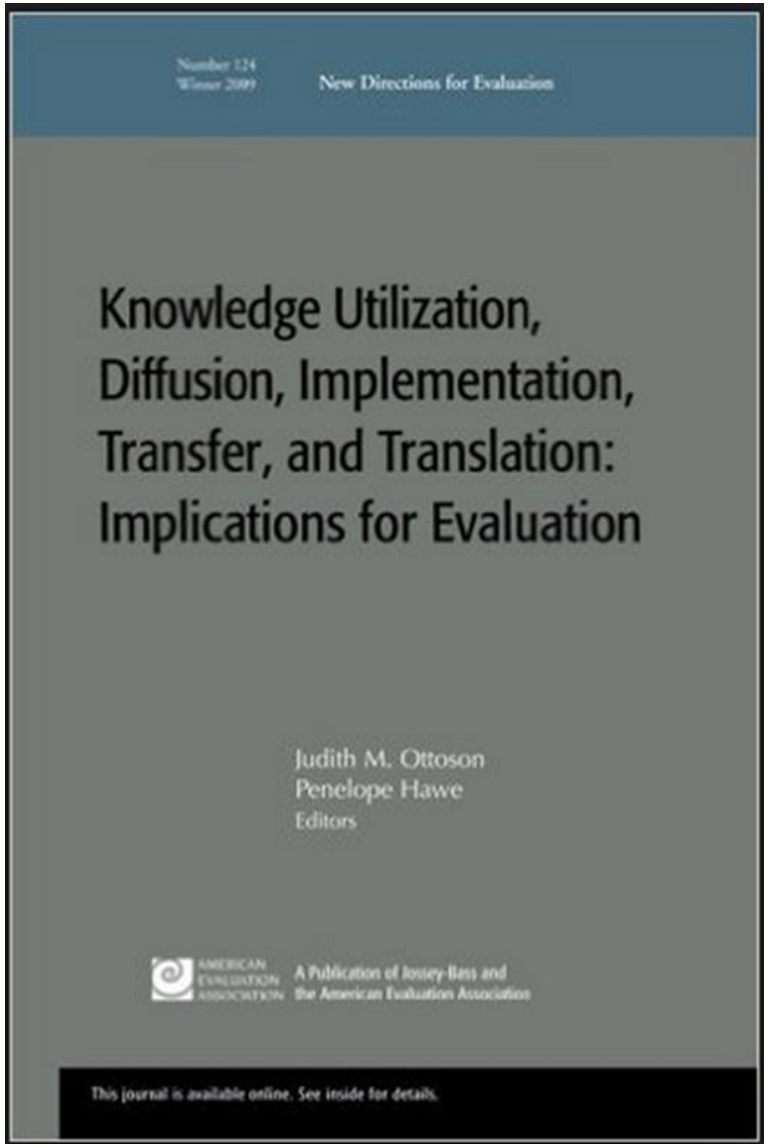
Knowledge production
Knowledge synthesis
Diffusion
Dissemination
Implementation
Scale-up and spread

Evaluation

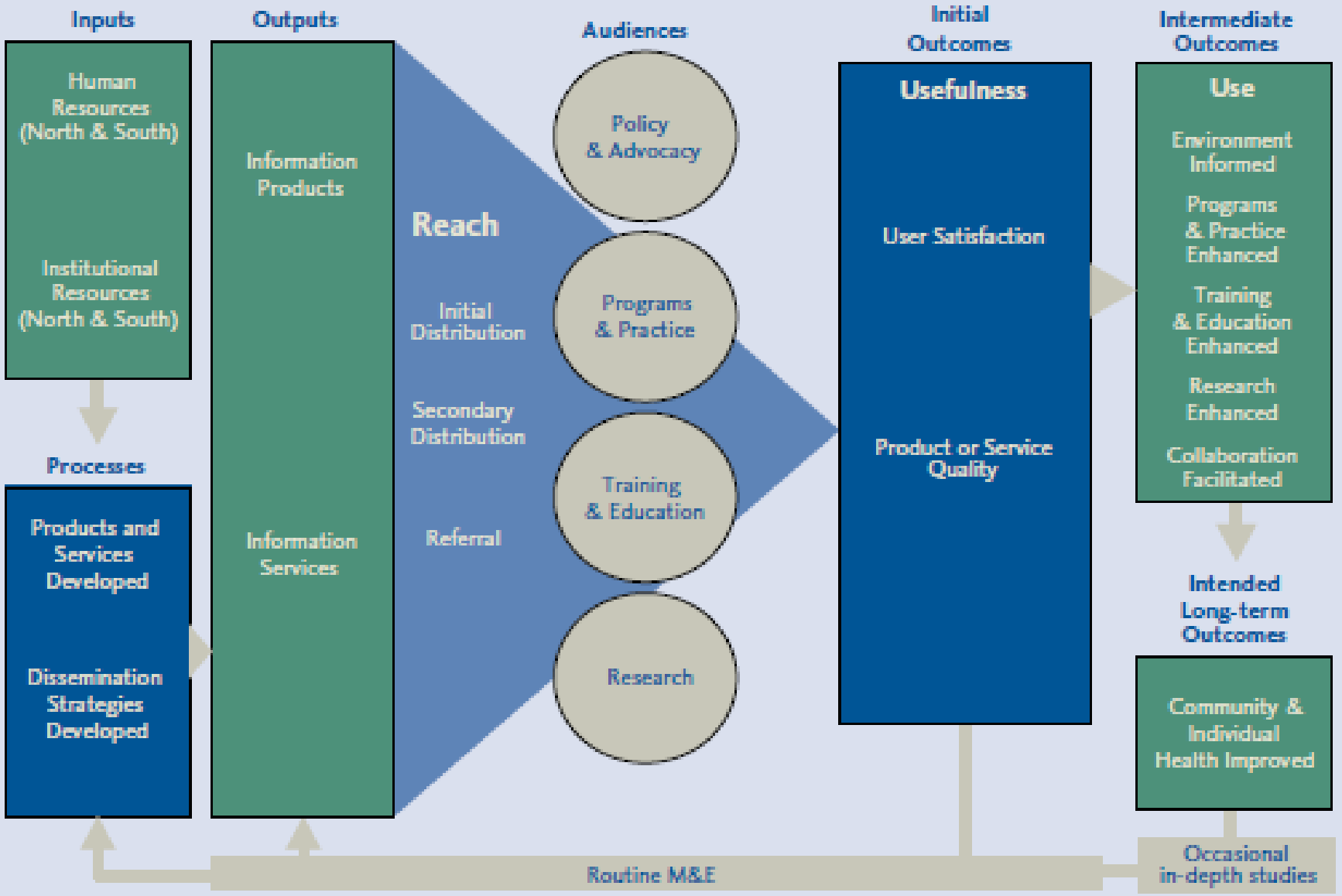


Tip #2 - Useful Resource…….

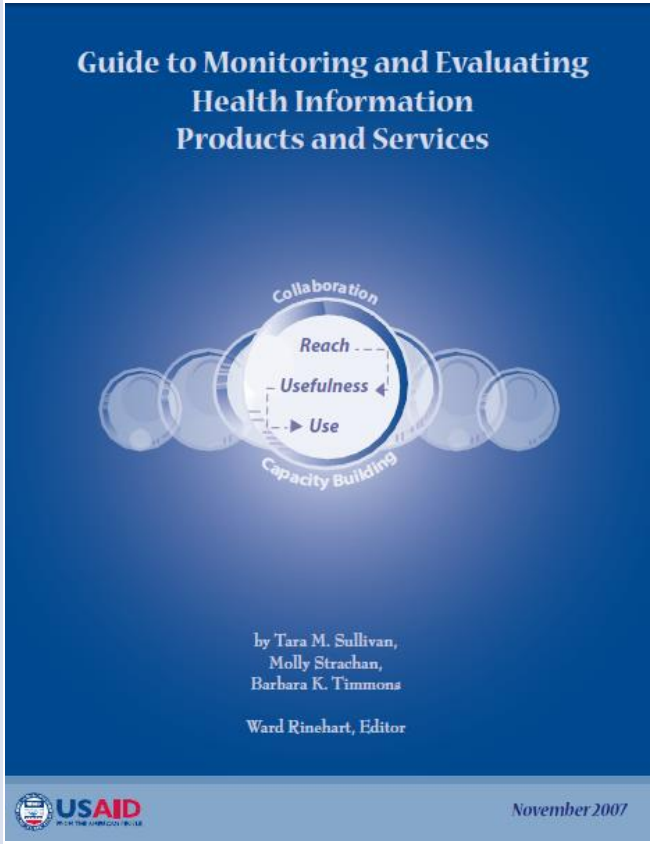
- To better help you understand the different KT processes and the evaluation options……
- Issue 124 of New Directions in Evaluation (2009)
- Edited by Judith Ottoson and Penelope Hawe



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)

https://www.k4health.org/sites/default/files/guide-to-monitoring-and-evaluating-health-information.pdf

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-information.pdf

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

Tool #2

What do we mean by usefulness?

- Satisfaction
- Quality
- Relevance

https://accessibility.sky.com/news/really-useful-stuff

Tool #3

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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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

CANADIAN PARTNERSHIP AGAINST CANCER

PARTENARIAT CANADIEN CONTRE LE CANCER

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	1. Are you aware of ..... □ Yes □ No (if not aware will be directed out of survey and provided info on how they can obtain information if survey is administered online) 2. How did you become aware of _____ 3. Have you read or reviewed …….? □ Yes □ No, please explain why you have not reviewed it
Transmission of Knowledge Product	1. Have you shared the resource or passed it on to others? □ Yes □ No 1. Have you discussed the resource or shared information about it with others? □ Yes □ No

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)				

#2

National Collaborating Centre for Determinants of Health

Centre de collaboration nationale des déterminants de la santé

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

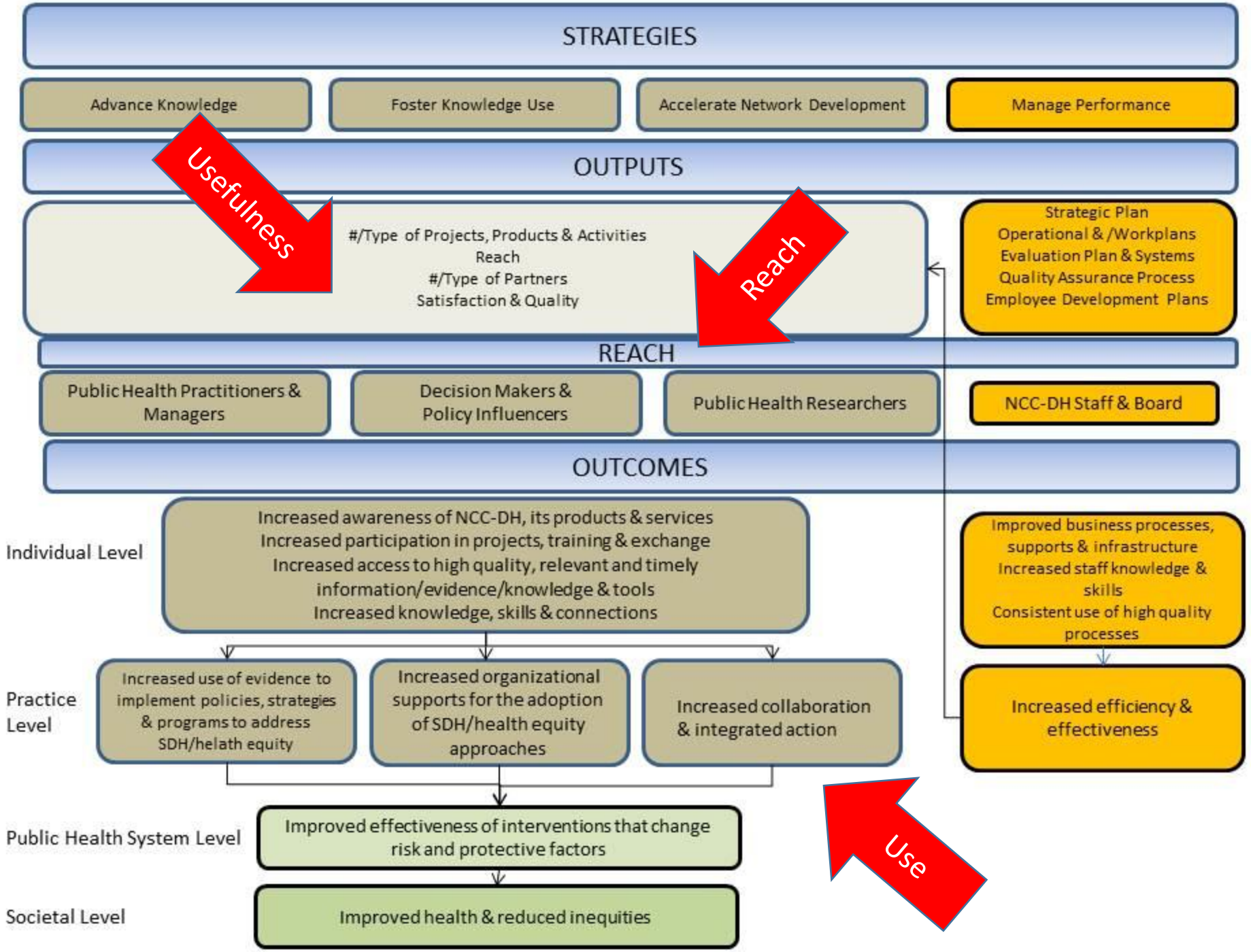
This case study explores the development and implementation of social determinant of health public health nurse positions across Ontario's 36 public health agencies.

LATEST BLOG POST

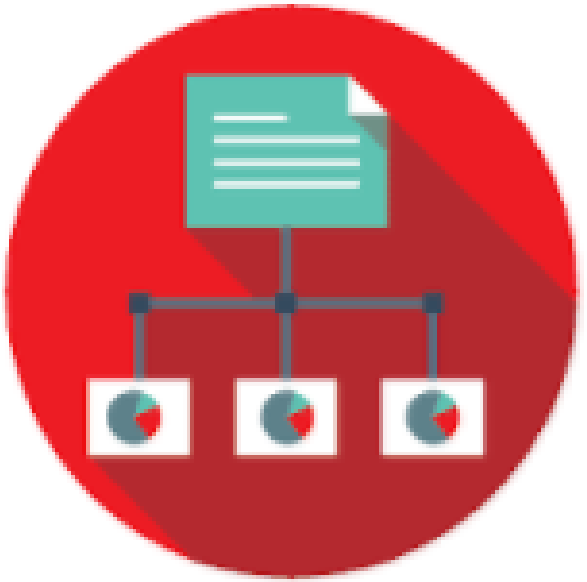
Rethinking public health

By Sume Ndumbe-Eyoh | July 21, 2015

Health Equity Clicks: Community


STRATEGIES
Advance Knowledge
Foster Knowledge Use
Accelerate Network Development
Manage Performance
OUTPUTS
Usefulness
#/Type of Projects, Products & Activities
Reach
#/Type of Partners
Satisfaction & Quality
Reach
Strategic Plan
Operational & /Workplans
Evaluation Plan & Systems
Quality Assurance Process
Employee Development Plans
REACH
Public Health Practitioners & Managers
Decision Makers & Policy Influencers
Public Health Researchers
NCC-DH Staff & Board
OUTCOMES
Individual Level
Increased awareness of NCC-DH, its products & services
Increased participation in projects, training & exchange
Increased access to high quality, relevant and timely information/evidence/knowledge & tools
Increased knowledge, skills & connections
Improved business processes, supports & infrastructure
Increased staff knowledge & skills
Consistent use of high quality processes
Practice Level
Increased use of evidence to implement policies, strategies & programs to address SDH/helath equity
Increased organizational supports for the adoption of SDH/health equity approaches
Increased collaboration & integrated action
Increased efficiency & effectiveness
Public Health System Level
Improved effectiveness of interventions that change risk and protective factors
Use
Societal Level
Improved health & reduced inequities

Data Sources



Reach:

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

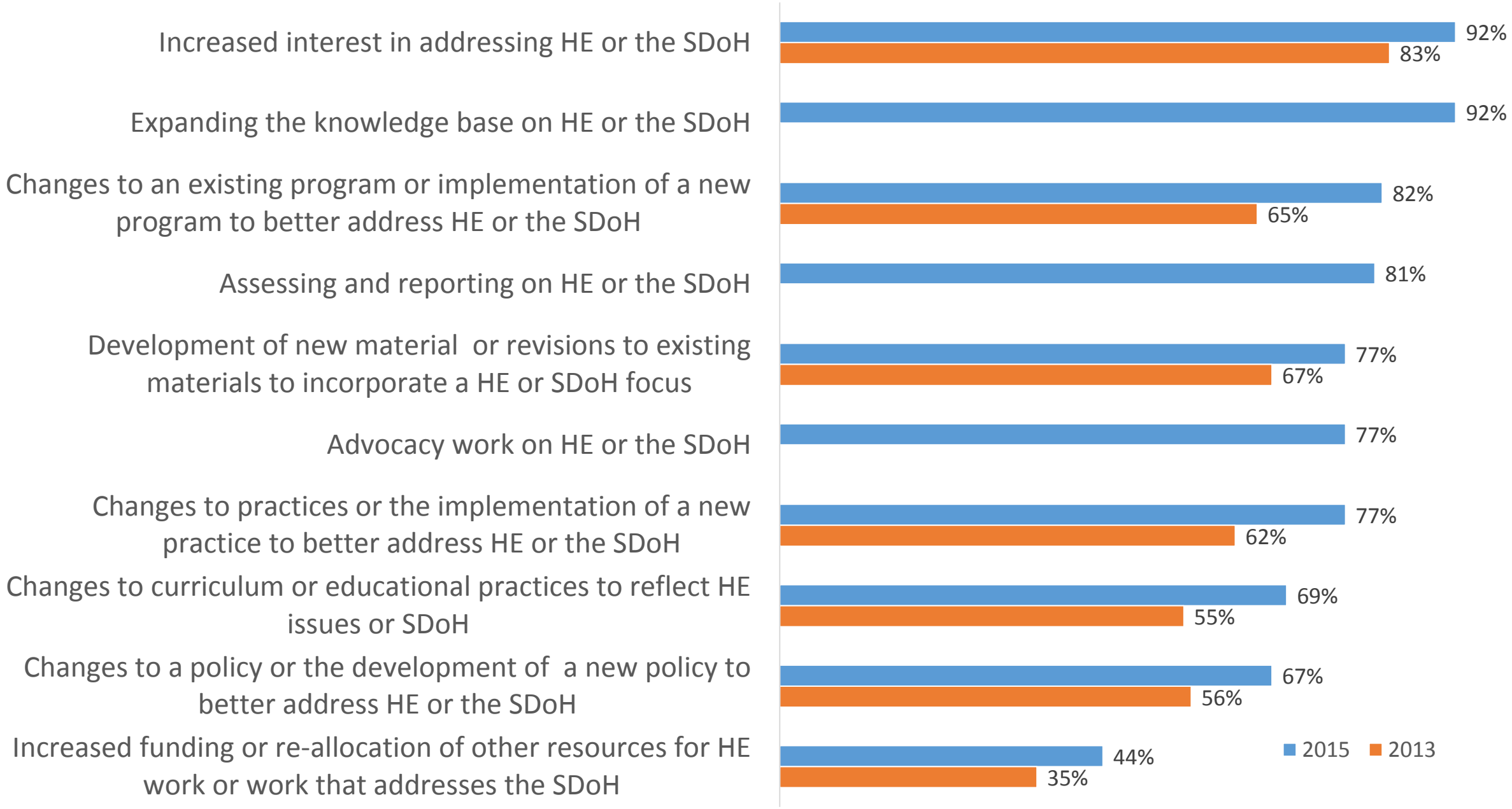
Usefulness:

- 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……..



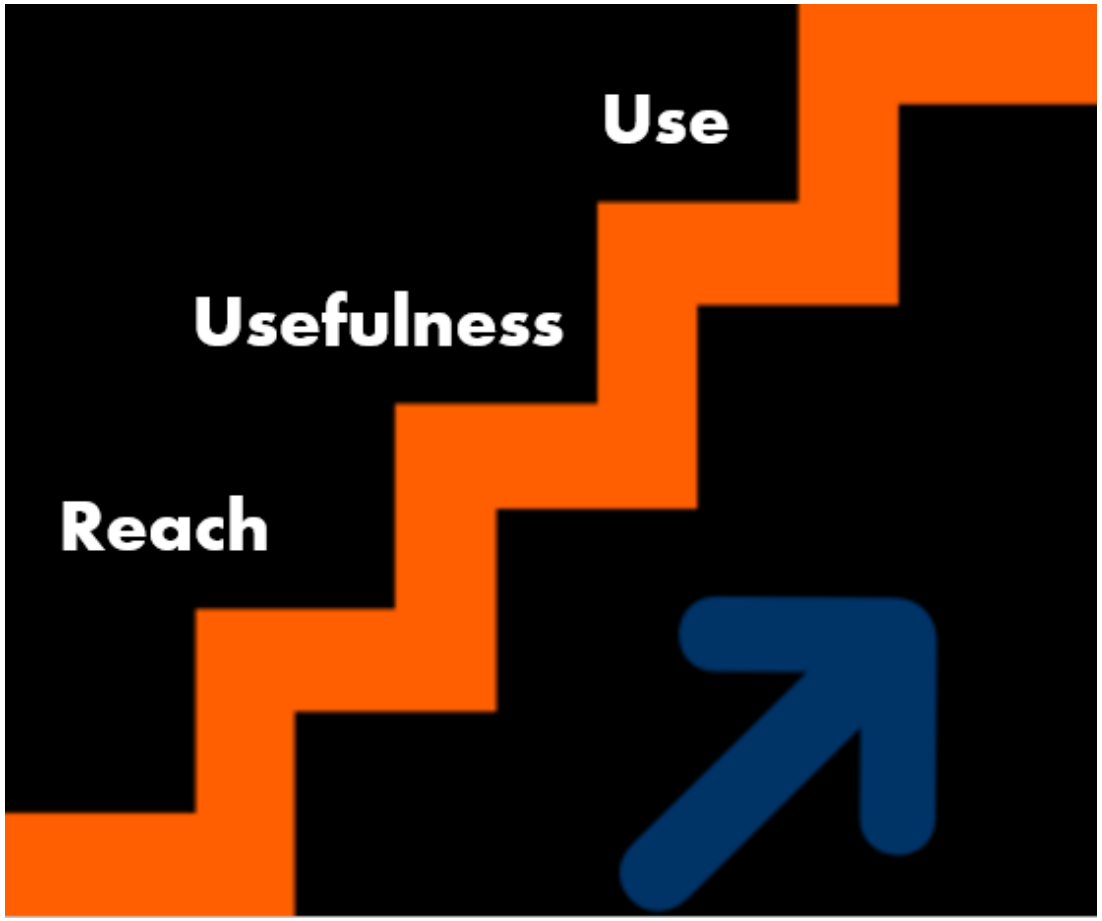
What evaluation has not yet been able to tell NCCDH

- 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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