Template for planning your KT work

#### This template provides questions to think about when planning your knowledge translation (KT) activities. You can use it to plan what you will do for the year. Depending on your time and resources it may be better to do a few things really well instead of trying to take on too much. **Think about how you will evaluate your KT activities at the same time. This way, you will know right from the start how to measure whether you’re successful.** There are notes about what each section means underneath the table.

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| 1. Target audience | 2. What do you want to achieve? | 3. KT methods: how do you plan to reach your audience? | 4. How will you know if you are successful? |
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**1. Who is your target audience?**In the ‘target audience’ column insert who you would like to reach with Cochrane evidence this year. Try to be specific. Instead of saying ‘healthcare practitioners’, maybe say you will focus on family doctors or physiotherapists. You can list more than one target audience. Put each different audience in a new row.

## **2. What do you want to achieve?**

In the ‘what do you want to achieve’ column insert why this audience is important and what you expect them to do with Cochrane evidence once they have it. This will help you prioritize audiences with the most unmet needs or where you think you can probably achieve the biggest impact.

## **3. How do you plan to reach your target audience?**

In the ‘KT methods’ column say how you will get Cochrane evidence to your audience or help them use it. You might have many ways of supporting each audience. Insert as much detail as possible. This will help you plan exactly what KT activities to do.

## **4. How will you know if you are successful?**

Insert here how you will know your KT work made a difference. When you get to the end of the year and look back, what will ‘success’ look like? Maybe you will monitor whether visits to your website increase over the year, or whether people said they learnt new skills at your training. Perhaps you will use interviews or a survey to ask people whether they liked your KT work, whether they understood it, and what they did as a result.

## **Links to more resources about planning your KT work**

* Cochrane KT training resources: <https://training.cochrane.org/online-learning/knowledge-translation>
* What is KT and how does it apply to Cochrane: <https://training.cochrane.org/online-learning/knowledge-translation/introducing-knowledge-translation-cochrane/what-kt-and-how>
* Evaluating your Cochrane KT Activities: <https://training.cochrane.org/finding-out-whether-cochrane-making-difference>
* Detailed “Knowledge Translation Planning Template”: <https://ktpathways.ca/system/files/resources/2019-05/Barwick%20KT%20Planning_Template.pdf>