

## 10 Ways to Promote Effective Knowledge Mobilization in Your Community

- 1) Since passive dissemination of knowledge has been shown ineffective, active and engaging practices are more likely to foster knowledge mobilization in a variety of stakeholder communities;
- 2) Regular interaction between stakeholders is the most effective way to ensure that hierarchies of knowledge are agreed upon, that knowledge and practice evolve together, that the appropriate research is undertaken, and that research is easily translated into practice;
- 3) Strategies will differ for tacit and formal knowledge. Formal knowledge can be transferred through weaker links and through internet-based forums on an ongoing basis. Tacit knowledge requires more face-to-face contact to transfer and is more resource/time consuming but should be considered as part of a regular schedule. Forums that mix tacit and formal knowledge are also of value and should be undertaken periodically through then year. Both types of knowledge benefit from and contribute to stronger ties amongst stakeholders;
- 4) Effective knowledge mobilizers or ‘champions’ should be employed to facilitate partner trust, information exchange, and joint action in the sector as well as new opportunities for community-based research;
- 5) The Community of Practice (CoP) will need to remain open, inclusive, and responsive to both community and research stakeholders in order to benefit all parties and produce the best, most transferable practice;
- 6) Researchers within the CoP should be encouraged to provide written or oral summaries of their work for use by direct-service providers. Researchers should engage practitioners in order to align their work with already established service practices and workflow patterns to ensure more effective incorporation of their results into practice over the long-term;
- 7) Regarding web-based processes for disseminating research and collecting practitioner input:
  - Organizations should see themselves in the website, and have their contributions identifiable as contributions towards a shared community goal;
  - The design should reflect the type of feedback / knowledge exchange that is beneficial to local partners and reflective of their organizational capacity;
  - Since distributed systems fracture background contextual information about partners, the content of the website should also provide online and offline opportunities to share partner contexts. The more contextual information the easier it will be for partners to adjust to each other;
  - Mechanisms for measuring progress should be identified at the outset and built-into the development processes of the website;
  - The technical infrastructure should include two classes of information:
    - subject-matter information, and
    - collaboration support information
  - The system should be designed with support for learning in mind;
- 8) The more a CoP becomes engaged in working together, the more social negotiation will be required, mostly through non-technical channels and therefore time and resources need to be set aside for this;
- 9) Collaborative systems involve contingent cooperation among their partners. Therefore they must adopt attitudes of “trust-and-verify” while creating space for ongoing feedback, dialogue and social learning; and
- 10) Partners need to establish the principles by which they will work together early on to begin aligning their activities.