SEADS OF KNOWLEDGE: INJURY MATTERS & KNOWLEDGE TRANSLATION

WHO WE ARE

For over 25 years, Injury Matters has been an injury prevention advocate for the Western Australian community. We are committed to making a difference, being supportive of our team, and pragmatic in our approach.

Our vision of *safer people and places* continues to drive our work towards preventing and reducing the impact of injury and supporting the recovery of those affected within Western Australia (WA). To achieve our vision, Injury Matters provides training, support, and advocacy to prevent and reduce the impact of injury on the wider community.

Find out more at www.injurymatters.org.au

OUR VISION

Safer people and places

OUR PURPOSE

To prevent and reduce the impact of injury and support those affected

OUR FOCUS IS ON

- **Influencing** individuals, agencies and decisions makers that injury prevention and the support of recovery is a priority.
- **Empowering** people, communities, professionals and agencies to make better decisions to prevent and reduce injury and support those affected.
- **Collaborating** at local, national and international levels for effective shared solutions.

OUR APPROACH

Injury Matters works with individuals, professionals and organisations to deliver a variety of services, training events and networking programs.

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ISSUE

In Western Australia (WA), injury is a leading burden to the health and wellbeing of the community (1), with over 227,000 injury events (93 per 1,000 persons) in 2012, costing $9.6 billion due to health care costs, long-term care needs, loss of paid productivity and quality of life lost (2). To reduce the burden of injury on the WA community, Injury Matters provides comprehensive injury prevention programs for community members and health professionals focused on translating evidence into practice.

WHAT IS KNOWLEDGE TRANSLATION?

At Injury Matters, we acknowledge that knowledge is not used to its highest value unless it is put into practice. Accordingly, our purpose is to get the *right information, to the right people, at the right time to facilitate evidence-informed decision making* (3). Injury Matters has a role to play in translating knowledge to help evidence reach more people and in a format that they understand.

## THE FRAMEWORK ELEMENTS & PRINCIPLES

Injury Matters envisions knowledge translation through the elements of **SEAD: Synthesis, Exchange, Application, Dissemination** (4).

> **SYNTHESIS refers to the process of synthesising results from research and interpreting the results within the context of global evidence (5).**

> **EXCHANGE refers to the establishment of partnerships between groups, such as involving agencies and the public as partners in research, practice and policy (6). This is a reciprocal and dynamic relationship that acknowledges that both producers and end users of knowledge can learn from one another.**

> **APPLICATION is the process of putting research and evaluation into practice and policy (7).**

> **DISSEMINATION refers to actively communicating or sharing findings, using diverse methods both push and pull. This includes traditional as well as targeted and non-traditional strategies (8).**
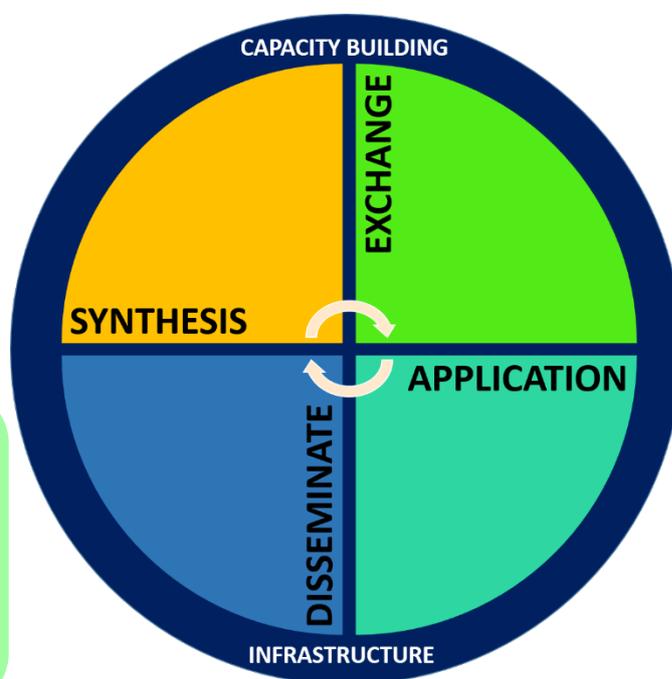
CAPACITY BUILDING AND INFRASTRUCTURE

Infrastructure and capacity building is required for effective knowledge translation to close the gap between research, policy and practice. Both researchers and practitioners require new skills and competencies in KT practice related to their research or their organsation's activities**.**

The following details the Framework elements with Injury Matters activities.

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KT QUADRANT	OUTCOME
SYNTHESIS: *THERE IS CONSISTENT ACCESS TO AND USE OF HIGH QUALITY AND BEST AVAILABLE EVIDENCE TO INFORM DECISION-MAKING*	
Policy Statements • Policy statements of injury prevention priority areas inform advocacy and meetings with decision makers.	To have a bank of policy statements that support injury prevention.
Advocacy • Develop systems to manage advocacy activities in a responsive time.	Advocacy is responsive and supports Injury Matters vision of 'Safer people and places'.
Resources: Case studies, Evidence summaries, Data profiles, Toolkits and Social Media • Case studies are developed to share project and sector successes and learnings. • Evidence summaries are developed to provide an in-depth overview of injury issues and effective prevention strategies. • Data profiles are utilised to engage with stakeholders and support priority setting. • Toolkits (training/online/video) are developed to provide health professionals and community members with knowledge and resources to implement effective injury prevention strategies. • Social media messages are informed by evidence to create injury prevention awareness.	Evidence informed methods and tools are developed to translate injury prevention activities and priorities to the community are available.
Research-Practice Nexus • Academic resources and systems are used to support practice. • Staff are supported through professional development opportunities to increase knowledge, skills and capacity to implement evidence-informed practice and evaluation.	Injury Matters staff are supported through systems and professional development to utilise evidence to inform best-practice.

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KT QUADRANT	OUTCOME
EXCHANGE: *THERE IS MUTUAL ACQUSITION, PRODUCTION AND USE OF KNOWLEDGE WITH PARTNERS AND STAKEHOLDERS*	
Engage Stakeholders • Regular meetings, networks, learning circles, and forums are held along with core and non-core injury prevention stakeholders to promote information exchange and learning. • Opportunities for collaboration are identified and promoted.	Injury Matters collaborates with stakeholders and partners to deliver activities that support injury prevention.
Professional Development • Funding dependent grant opportunities are available for sector workers to attend Injury Matters professional development activities. • Use of technology will be utilised to provide greater reach for activities, training and support for injury prevention.	Injury Matters will provide platforms for knowledge exchange, including training and support for community members and health professionals through a variety of modalities.
Mentoring • A range of mentoring strategies will be used to facilitate injury prevention skills, capacity building and knowledge exchange.	Injury Matters will support organisations and community to implement effective and evidence-based strategies for injury prevention.
Research-Practice Nexus • Injury Matters staff will be co-located within a University and Injury Matters. • Conference presentations and journal articles will be co-produced. • Injury Matters project staff are mentored and supported to present at appropriate forums.	Exchange of injury prevention needs and priorities occurs between Injury Matters staff, practitioners, academics, stakeholders and partners to inform research and practice.

KT QUADRANT	OUTCOME
APPLICATION: *KNOWLEDGE THAT IS INFORMED BY EVIDENCE IS USED IN THE DEVELOPMENT, IMPLEMENTATION AND EVALUATION OF DAY-TO-DAY SERVICE DELIVERY*	
Developing a KT centric organisational culture • Staff will practically apply high-quality evidence to inform work. • Senior management and the Board support the use of evidence informed practice. • Formal and informal processes will exist to engage in continuous quality improvement. • Review systems and evaluation will be an integral part of planning and evaluation processes.	Knowledge is embedded into daily activity through the rigorous development, implementation and evaluation of content, events and processes.
Research-Practice Nexus • Where required external knowledge expertise will be sought to improve program development, implementation and evaluation.	Injury Matters initiatives, programs and services are established with high-quality evidence to practically influence community and decision-makers.

im **injury matters**
PREVENTION TO RECOVERY

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KT QUADRANT	OUTCOME
DISSEMINATION: *BOTH PUSH AND PULL STRATEGIES ROUTINELY USED TO EFFECTIVELY COMMUNICATE FINDINGS TO END USERS*	
Mode of Dissemination: Education and training • A variety of resources are distributed through targeted pathways to effectively communicate injury prevention knowledge and awareness messages. • A range of events and forums, including webinars and skill-based workshops, are offered to relevant stakeholders.	Injury Matters will provide information through a variety of modes that are specifically digestible to the end-user.
Mode of Dissemination: Technology • Dedicated, user-friendly program websites, social media and online resources (eNewsletters) are provided to distribute knowledge. • Content is reviewed by communication specialist to ensure applicability to the end-user.	Digital engagement will be continually reviewed and adapted to suit the needs of the end-user.
Research-Practice Nexus • Communication channels are established and utilised to increase engagement with knowledge and applicability to the end-user. • Evaluation is implemented to understand end-user utilisation of knowledge.	Pathways to feedback information and increase communication with the end-user and Injury Matters are utilised.

KT QUADRANT	OUTCOME
INFRASTRUCTURE AND CAPACITY BUILDING	
• There is a dedicated and sustained infrastructure of human and financial resources for knowledge translation at Injury Matters.	Programs and services will be costed to support Knowledge Translation activities.
• Processes and systems will capture and monitor the impact of knowledge translation activities.	Metrics for evaluation developed and accounts used consistently for logging activities.

MONITORING THE PLAN
Monitoring and evaluation of this plan will assist to refine existing and develop new knowledge translation strategies. The plan will be reported on annually using a range indicators[12] such as: • *reach indicators (# distributed, # downloads/hits)* • *staff use indicators (# adapting the information, # using to inform policy/advocacy/enhance programs, training, education, or research, # using to improve practice)* • *partnership/collaboration indicators (# products/services developed or disseminated with partners, social network growth)* • *practice change, program or service indicators (outcome data, documentation, feedback, process measures, intent or commitment to change, observe change, reported change)* • *policy indicators (documentation, feedback, process measures)*

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