



**University
of Manitoba**



Knowledge Mobilization with People with Lived and Living Experience: Reflections from a Trainee's Perspective

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Traditional Territories Acknowledgement

“The University of Manitoba campuses and research spaces are located on original lands of Anishinaabeg, Ininiwak, Anisininewuk, Dakota Oyate, Dene and Inuit, and on the National Homeland of the Red River Métis.

UM recognizes that the Treaties signed on these lands are a lifelong, enduring relationship, and we are dedicated to upholding their spirit and intent. We acknowledge the harms and mistakes of the past and the present. With this understanding, we commit to supporting Indigenous excellence through active Reconciliation, meaningful change, and the creation of an environment where everyone can thrive. Our collaboration with Indigenous communities is grounded in respect and reciprocity and this guides how we move forward as an institution”



Learning objectives

1. Discuss the role of knowledge mobilization in connecting research with community members and people with lived and living experience.
2. Identify practical strategies for communicating complex research in accessible and meaningful ways to community audiences.

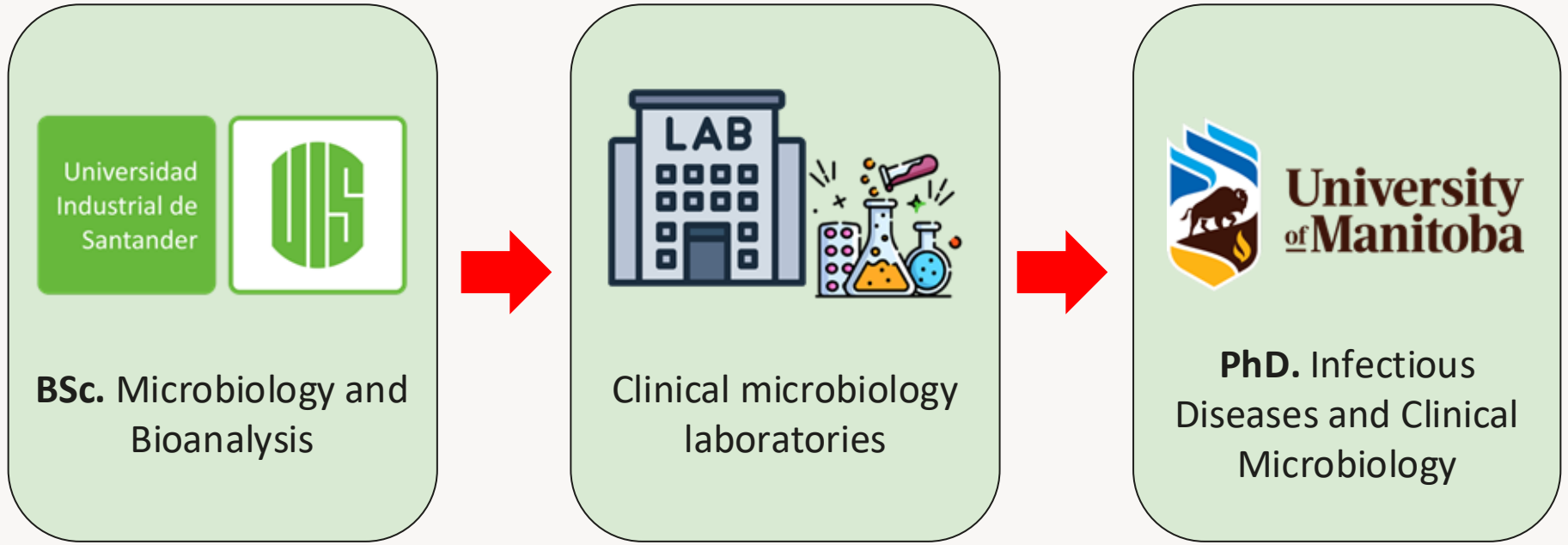


Learning objectives

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2. Identify practical **strategies** for **communicating** complex research in accessible and meaningful ways **to community** audiences.



My journey



Let's break the ice!

Join Slido



**Why do you think
Knowledge
Mobilization
matters?**





Why do you think knowledge mobilization matters?



**How does Knowledge
Mobilization look
like in your research?**



How does Knowledge Mobilization look like in your research?

Why Knowledge Mobilization matters?



Knowledge Mobilization



The Impact of Knowledge Mobilization

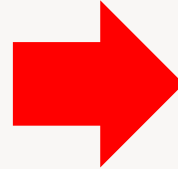
- Increases knowledge users literacy on a topic of their interest
- Helps people understand science and its relevance
- Clarifies misinformation and misconceptions
- Makes information accessible



The Impact of Knowledge Mobilization



Advocacy



Public health impact

Identify your audience

- Who benefits from your research?
- Who you want to disseminate your results to and how?
- What do you want to achieve by disseminating this knowledge?



Involving People with Lived and Living Experience

Partnering with people who have lived experience ensures that the Knowledge Mobilization output is **relevant, relatable and effective**

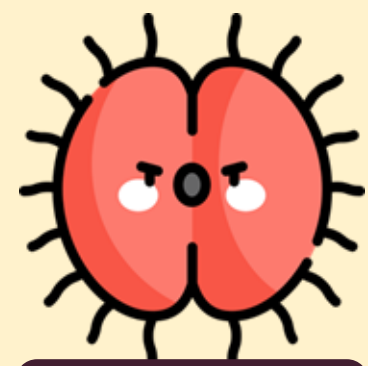


Involving People with Lived and Living Experience

Knowledge
Mobilization
output meets
your audience
needs

Dissemination
tool is
appropriate for
the intended
audience

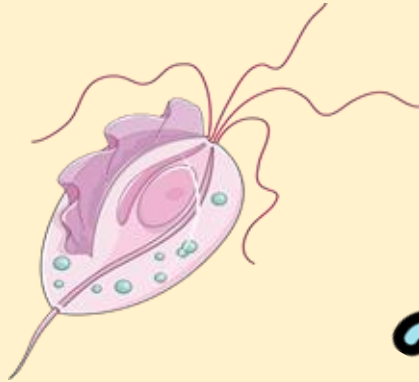
Culturally
relevant



Gonorrhea



Chlamydia



Trichomonas



Syphilis

My research

Sexually Transmitted and Blood-Borne Infections (STBBIs) among people experiencing homelessness



What we do

Incorporate people with lived and living experience to design our research ideas and co-create knowledge mobilization strategies



What we do

Learn from community members through community-based organizations



What we do

ABORIGINAL HEALTH & WELLNESS CENTRE
OF WINNIPEG INC.

Here to hear you

We want to listen to people's stories and gain insight into people's needs and priorities for yourself and your communities

Visit our Clinic or approach the Mobile Health Care Clinic and let us learn how we can support you

ALL TOGETHER
4 IDEAS

Ask the community

Examples:

What would you like to learn about STIs?

What are the main barriers you face to access _____ services?

What can we do to improve _____ services?

Learnings from the community

Over 400 participants

302 with documented responses

- 229 clients
- 58 staff and providers
- 15 directors and program managers

Main findings from community consultations

Challenges to health and wellbeing

"Drugs"
"Being houseless"
"Alcohol"

Main supports needed

"STIs"
"Housing"
"Harm reduction and primary care"

Sexual health interests

"HIV"
"STIs"
"Consequences of STIs"
"Differences in how our body respond to STIs between men and women"

Learning preferences

"Watching"
"Listening and watching (TV/Radio)"
"Short programs"

Peer-led activities



Peer-led activities

Peer-led activities to engage the community

- Outreach activities
- Learn & Have fun



**How can we
communicate
complex knowledge
effectively to
knowledge users?**



What I think works

Mindset: “The goal is not technical precision, it’s making information easier to understand but still accurate”

-Dr. Lynora Saxinger

- Consider what is your key message
- Don’t lose your audience in the details
- Avoid jargon
- Stress key messages and prioritize some ideas
- Acknowledge uncertainty

Key strategies for mobilizing knowledge

Use analogies, metaphors, and relatable examples



Just an example

Understanding antimicrobial resistance by comparing it with my experience with winter in Manitoba



Key strategies for mobilizing knowledge

Speak slowly

More images, less words

Avoid acronyms

Have comfortable and relaxed
body language

Answer questions right away

Welcome and thank input

Key strategies for mobilizing knowledge



Share your enthusiasm

Clarify concepts and think what terminology may be unfamiliar



Reinforce key messages

Build trust
Be authentic



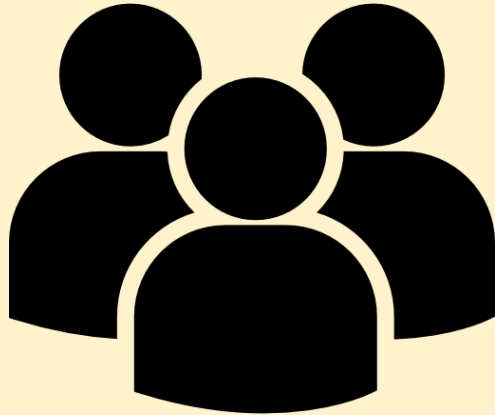
Ask yourself

What is the message the audience should remember, even if they get distracted?

Why does this message matter?

What can people do, understand, or apply because of these findings?

Share your thoughts!



**Discuss in groups of
three**

- Who benefits from your research?
- How will your findings be shared?
- What knowledge mobilization strategies do you currently use or plan to use?

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Thank you !

Questions?

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Credits: Icons taken from **Flaticon**

