*[Using the headings in the table below, create a row for each audience, and fill in information under each column.]*

| **Audience** | **Goal** | **Strategy** | **Resources** | **Evaluation** |
| --- | --- | --- | --- | --- |
| ***Who should read your research?***Be specific as possible. What kinds of people should receive your information? Can be one or many:* Community groups
* General public
* Health professionals
* Other researchers
* Government
* Industry
* Media
* Patients
 | ***Why should they read your research?*** Each audience may have more than one goal; or, goals can be shared by different audiencesExamples include to:* Increase knowledge
* Increase awareness
* Inform policy
* Inform practice
* Influence attitudes
* Change behaviours
* Inform future research
 | ***How will you achieve each goal?***Strategies range from passive to active: *Diffusion*: audience receives (e.g., journal article ; conference presentation)*Dissemination*: audience discusses and collaborates (e.g., workshop, social media, patient support tools, plain language summaries) *Application*: audience uses and engages (adapts research for use, decision-making)  | ***What do you need to be successful?***For each strategy you choose, ask yourself: * Do you or your team have the right skills or tools to make each strategy work?
* Are there any barriers to success?

With this in mind, what do you need in terms of people, materials, etc.? List these for each strategy. | ***How will you know your KT worked?***Examples of possible indicators: * # and type of people reached?
* Audience satisfaction?
* Used for decision-making or practice change?
* How groups are working together to share this knowledge?
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