*[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 audiences  Examples 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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