



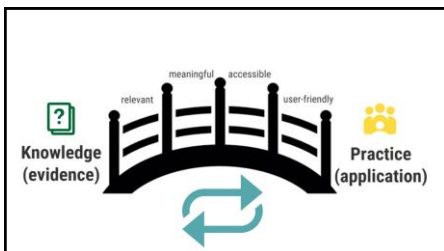



What is Knowledge Exchange (KE)?

Knowledge exchange is the purposeful movement of data, information, and knowledge between two or more parties, often for the purposes of collaborative problem solving. (Provincial Centre of Excellence for Child & Youth Mental Health at CHEO, 2008)

Huh?

- KE includes all sorts of mutually beneficial activities focused on sharing research, knowledge, and evidence of all kinds.
- For our purposes, KE includes activities and tools which gather, interpret, and share knowledge from and between researchers, decision-makers, service providers, and/or people with lived experience.
- Why? To get knowledge into the hands of people and organizations who can put it to practical use, and to help research, problem solving, and planning be more responsive to individual and community needs.







presentations, workshops, in-services



articles, reports, blog posts, newsletters, practice guides, patient/client education, websites, social media posts, media releases, podcasts



infographics, data visualization, visual practice guides/tools, campaigns (print/digital/social media)



show & tell: tell us about your...
product/resource need (patient handout, poster, infographic, brochure)
communication or engagement need (connecting with a group/community, information sharing)
data translation need (health evidence, program stats, evaluation/research results)






key message audience
distribution considerations

before you begin...

5 Key Design Elements

- space
- fonts
- colour
- illustrations/photography
- consistency



And you will read this last

You will read this first


And then you will read this

Then this one


Health Literacy & Knowledge Exchange




Health Literacy



the ability to access, understand and act on information for health



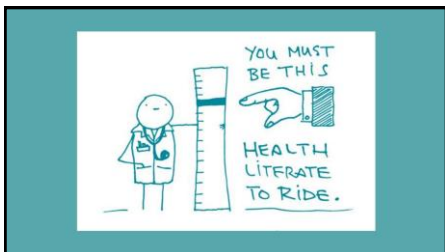
accessing health information & services can be difficult - especially for a person who is ill, anxious, or in pain

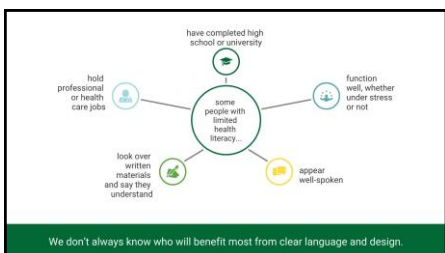


a person's health literacy is impacted by their own context and abilities - and on the efforts of health and social systems to make information more accessible

Up to 60% of Canadians have low health literacy.*
Anyone can have low health literacy.

*Source: Statistics Canada, 2012. Health Literacy: A Review of Evidence to Inform Health System Change. Ottawa: Statistics Canada, 2012.





Clear Language & Design

organizes information so it makes sense to the reader, viewer or listener

uses straightforward, concrete words
plus examples that relate to the reader, viewer, or listener's experience

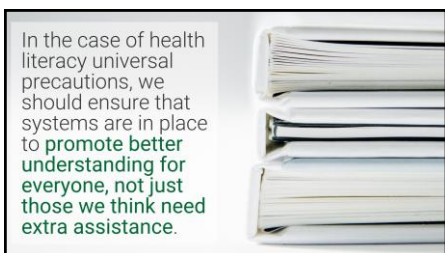
shifts the hard work to its rightful place - the writer, not the reader, viewer, or listener!

Adapted from Canadian Library & Learning Network Clear Writing, Layout and Design. 2010. <http://www.library.ca/research-and-recommends-clear-writing.html>

What Clear Language & Design Is **Not**

- It's not 'cat sat on the mat' or 'Dick and Jane' writing. Almost anything - from leaflets and letters to legal documents - can be written in plain English without being patronising or oversimplified.
- It doesn't mean reducing the length of your message or changing its meaning.
- It's not about banning new words or long words, or promoting completely perfect grammar. (Nor is it about letting grammar slip.)
- It is not an unprofessional or unsophisticated method of communication.
- It is not as easy as we would like to think!











Pertussis (Whooping Cough)

What is pertussis?

- Highly contagious, life-threatening respiratory infection
- Caused by the bacterium *Bordetella pertussis*
- Symptoms include severe coughing fits, vomiting, and weight loss
- Can be fatal in infants and young children

What are the signs and symptoms?

- Incubation period: 7-14 days
- Symptoms usually last 6-10 weeks
- Symptoms include: persistent cough, whooping sound, vomiting, weight loss, and fatigue
- Whooping sound: a high-pitched, whistling sound that occurs during inspiration
- Vomiting: occurs after coughing fits
- Weight loss: due to difficulty eating and drinking
- Fatigue: due to the strain of coughing

How is pertussis diagnosed?

- Physical exam
- Chest X-ray
- Pertussis-specific IgG antibody test
- Pertussis-specific IgA antibody test
- Pertussis-specific IgM antibody test
- Pertussis-specific PCR test

What are the complications?

- Seizures
- Pneumonia
- Encephalopathy
- Death

How is pertussis prevented?

- Vaccination
- Avoidance of contact with infected individuals
- Isolation of infected individuals
- Use of antibiotics

References:

Centers for Disease Control and Prevention. Pertussis. <https://www.cdc.gov/pertussis/>

PERTUSSIS (WHOOPIING COUGH)

110+






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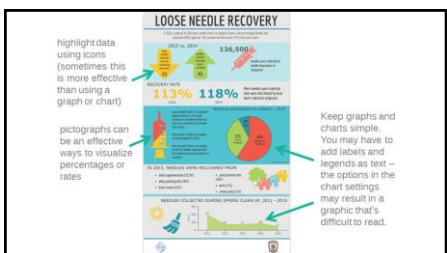
Centers for Disease Control and Prevention. Pertussis. <https://www.cdc.gov/pertussis/>

Top 10 Complications (by age group)

 Cardiovascular 4827	 Substance Misuse 1527	 ENT 1464	 Mental Health 663	 Trauma 70
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Reflecting on Knowledge Exchange in Your Work



What would happen if, instead of asking, "What's the matter?" we asked, "What matters to you?"



How can you improve my experience of care if I don't trust you?



