

**Mb Products, Services, and Budget SPARK
Knowledge Mobilization (KMb) Program**

Last updated: July 19, 2024

KMb Options	Description	Budget Based on cost-recovery, to be funded through the grant budget NOTE: HST will be added to these fees
Spark: Live	<p>A bi-weekly webinar series on topics of interest to the child health community</p> <p>These webinars provide a mechanism to engage audiences and share findings.</p>	<p>\$5000 (+HST) each* (if we host only) *additional fee if other elements, such as survey, evaluation reports) are required</p>
Spark: News	<p>A bi-weekly e-bulletin reaching 8000+ members and other child health stakeholders.</p> <p>The newsletter can be a vehicle to share articles (written by the research team) about the issue of interest, preliminary or final results, and implications for children's healthcare professionals and health system leaders. The newsletter can also be leveraged to promote awareness of your project, recruit participants or additional research partners, maintain engagement with your audience(s), and build anticipation for study findings.</p>	<p>\$550 (+HST) /post or article</p>
Spark: Impact	<p>A Knowledge Mobilization consultation and support service for researchers and research teams, enabling access to knowledge translation/mobilization expertise, guidance, and support to:</p> <ul style="list-style-type: none"> • Inform the development of integrated and end-of-grant knowledge translation/mobilization plans as part of a grant application • Provide a letter of collaboration or partnership in support of grant application • Incorporate lived experience (e.g., family partners) into their research • Apply best practices in knowledge translation/mobilization to enhance research impact • Employ components of Children's Healthcare Canada's Spark: Knowledge Mobilization Program, including webinars, podcasts, newsletters, to share your findings with the Canadian child health and health systems community 	<p>Free: One consultation session with the Children's Healthcare Canada's Spark Team to</p> <ul style="list-style-type: none"> • Discuss the project and KT/KMb goals, audience(s), and tactics • Collaboratively develop or contribute to the KT portion of your grant • Inform the development of a letter of support for the proposed study or project • Discuss options for support from Children's Healthcare Canada <p>See Other offerings in this table for costs associated with accessing other KMb channels and networks</p>



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Annual Conferences	<p>Children's Healthcare Canada hosts an annual (usually in-person) conference (often hybrid since COVID).</p> <p>The annual conference provides opportunities to share your work with a national audience of over 400 front-line healthcare professionals, clinician scientists, health system leaders, and policymakers through pre-conference skill development workshops, keynote presentations, concurrent sessions, posters (with a Better Poster design), and more.</p>	<p>Free: opportunity to submit an abstract (poster or oral presentation/panel discussion) for review</p> <p>\$20,000 (+HST) to host/provide a 45-minute breakfast session</p> <p>\$30,000 (+HST) to host/facilitate a 3-hr pre-event workshop</p> <p>\$10,000 (+HST) to host a poster fair stream at our Annual Conference</p>
Focused pop-up event or series (virtual or in person)	<p>Pop-up events or series (virtual, in-person, hybrid) are</p> <ul style="list-style-type: none">• mini-conferences, knowledge exchange forums, and/or discussion or consensus meetings• characterized by a focus on a specific area of child and youth health/healthcare that fits within Children's Healthcare Canada's identified or emerging priorities.	<p>\$30,000 (+HST)/one day, virtual event, unlimited participants</p> <p>\$90,000 (+HST)/one-day, in-person event involving 100 participants</p>



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<p>Networks (National Family Network, Executive Network, Practice Networks, Child Health Hubs)</p> <p>For more information on these Networks and Child Health Hubs visit our website at the link provided.</p>	<p>Children's Healthcare Canada hosts a variety of knowledge-sharing, practice and policy, and peer (or affinity) networks comprised of subject matter experts from among our members and strategic partners.</p> <p>Practice and Policy Networks We provide network leadership for the following networks:</p> <ul style="list-style-type: none"> • Child and Youth Mental Health • Children with Medical Complexity • Pediatric Pain Management <p>In addition, we lead a National Family Network, an Executive Network (comprised of C-suite leaders from member organizations), and a Communications Network comprised of the communications leads from our member organizations.</p> <p>COMING SOON Affinity (or Peer) Networks Through this forum, Children's Healthcare Canada members discuss issues and identify solutions to common challenges together with their system-level peers. Together, peers and experts explore critical issues affecting their work. They identify new department- or role-specific strategies to improve processes in their healthcare organizations.</p> <p>Additional Affinity Network supports may include:</p> <ul style="list-style-type: none"> • A landing page and content on Children's Healthcare Canada website • Dedicated in-person meeting space during the Children's Healthcare Canada Annual Conference <p>These networks provide you with opportunities to</p> <ul style="list-style-type: none"> • Access the Family Network for engagement of patient partnership in research • outreach to relevant network(s) via email • Present to relevant networks to seek input on research priorities, recruitment, data collection tools, interpretation of findings, dissemination channels and strategies 	<p>Cost depends on the nature of the network engagement, e.g.,</p> <ul style="list-style-type: none"> • Email sent to Family Network, a Practice Network or Child Health Hub and collation of responses: \$200.00 (+HST) • Creation & facilitation of a Practice & Policy Network: \$50,000.00/network/y (+HST) (minimum 3-year commitment) • Creation of a Peer/Affinity Network Peer/Affinity Network: \$50,000.00/network/y (+HST) (minimum 3-year commitment) <ul style="list-style-type: none"> ○ Peer network supports (dependent on nature and duration of supports): e.g., Landing page & Conference meeting space: \$8000 (+HST)
<p>Social media</p>	<p>Twitter LinkedIn Instagram</p>	<p>Free: Sharing your posts</p> <p>\$300 (+HST) /graphic (if CHC creates them)</p>



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Infographics	<p>A visual representation of data/information to share key highlights of your research or program.</p> <p>We work with you and the research team to identify your audience(s), data to be highlighted, and key messages; discuss your branding/vision for the infographic; and share ideas of our own. We produce the infographic for your review and approval.</p>	\$3000 (+HST)
Whiteboard videos	<p>This is a simple engaging information, data, or story explainer video grabs the attention of viewers using images. Text is used to support the visuals.</p> <p>We work with the research team to identify your audience(s), data to be highlighted, and key messages; discuss your story, vision, and branding; and share ideas of our own. Together we will create the script and storyboard. We produce the video.</p>	\$6000 (+HST)
Plain language summaries	<p>Brief audio, video, or special sponsored podcast sessions to share in plain language the key messages (for various audiences) of your research as well as their implications for practice, policy, system leadership, and families.</p>	<p>\$1000 (+HST): Audio recording of brief plain language abstract/summary of findings and implications for child health community (co-branded)</p> <p>\$1500 (+HST): Video recording of brief plain language abstract/summary of findings and implications for child health community (co-branded)</p>
Policy Briefs	<p>A concise (1-3 pages) document providing a brief analysis and explanation of policy issues and problems relevant to your research focus together with the policy options and recommendations for addressing those issues or problems.</p>	\$5000 (+HST)
Study collaborator	<p>The Children's Healthcare Canada CEO; Senior Advisor, Knowledge Mobilization; and/or other internal leaders and staff are often invited by</p>	<p>Fee depends on the nature of the collaboration (e.g., time commitment)</p>



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or KT/KMb/KU partner	research teams to be active partners, collaborators, or committee members in research grants or project proposals.	(@~\$170/h) (+HST) Terms of reference for specific committee participation is appreciated.
Child health research colleagues, <ul style="list-style-type: none">• If you would like knowledge mobilization support from Children's Healthcare Canada in additional formats or channels, let's chat. We are always interested in improving and adding to products that will help you reach your desired audiences.• We can also provide suggestions for additional external knowledge mobilization channels to explore, depending on your audience(s).		