2018 Knowledge Utilization Survey
Stages of knowledge utilization

- **Awareness**
  - Knowing the knowledge exists

- **Cognition**
  - Reading and understanding

- **Discussion**
  - Sharing with others

- **Reference**
  - Generating new ideas or ways of thinking

- **Impact**
  - Influencing behavior or practice

Adapted from Skinner, 2007
KU Survey

3 times

2010
2013
2018
2018 Method

May 29 – June 20, 2018

Everyone on OKN distribution list invited to participate online (N = 455)

Asked to complete the survey from the perspective of their organization

Less than 8 minutes to complete

Two reminders
<table>
<thead>
<tr>
<th>OKN participation</th>
<th>% (n)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governance</td>
<td>6 (7)</td>
</tr>
<tr>
<td>Backbone</td>
<td>7 (8)</td>
</tr>
<tr>
<td>Planning</td>
<td>25 (27)</td>
</tr>
<tr>
<td>Alignment &amp; Coordination</td>
<td>11 (12)</td>
</tr>
<tr>
<td>Hub Team</td>
<td>23 (25)</td>
</tr>
<tr>
<td>Project Team</td>
<td>16 (17)</td>
</tr>
<tr>
<td>Not on a committee or project team</td>
<td>23 (25)</td>
</tr>
</tbody>
</table>

Participants could give multiple responses; percentages do not add up to 100%
Results by stage of knowledge utilization

2018: 70 respondents (response rate = 15%)*
2013: 88 respondents (response rate = 37%)
2010: 24 respondents**

*Results exclude those who didn’t identify being on an OKN committee or project team (n = 25), and those who skipped the question (n = 14)
**Results exclude those who didn’t answer yes to being a member of an OKN committee
Knowledge Reach: Awareness

All OKN knowledge products have very high levels of reach

Awareness of the data portal has increased substantially since 2013
Knowledge Reach: Awareness

Percentage reporting awareness of the knowledge product, by year
Knowledge Uptake: Cognition

People continue to use OKN knowledge products

Community data reports have the highest percentage of people reporting that they have read/used the product

Use of the data portal has seen a very large increase since 2013
Knowledge Uptake: Cognition

Percentage reporting they have read/used the knowledge product, by year.
Knowledge Uptake: Discussion

Except for the Data Portal, levels of discussion have been decreasing over time.

Asset-building and Halton iparent have the highest levels of discussion.
Percentage reporting sharing the knowledge product often or very often, by year.
People feel that they are being introduced to new ideas and information. But levels are slowly decreasing over time.
Percentage agreeing or strongly agreeing that the knowledge product introduced them to new information/ideas, by year.
Knowledge Uptake: Impact

Asset-building continues to have high levels of impact

Community data reports saw a substantial decrease

The Data Portal has increased
Knowledge Uptake: Impact

Percentage reporting a high degree of impact of the knowledge product on their work, by year
All Children Thrive!

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