



1:30pm – 3:00pm

Making science matter: Overcoming barriers to knowledge mobilization and science communication

Panel Organizer: Sean Young-Steinberg
NIVA



Canadian Food
Inspection Agency

Agence canadienne
d'inspection des aliments

Communicating Science

Presented to: Canadian Science Policy
Conference (CSPC)

Presented by: Aline Dimitri
November 8, 2018



Canada

The communication imperative



The 3 Golden Rules

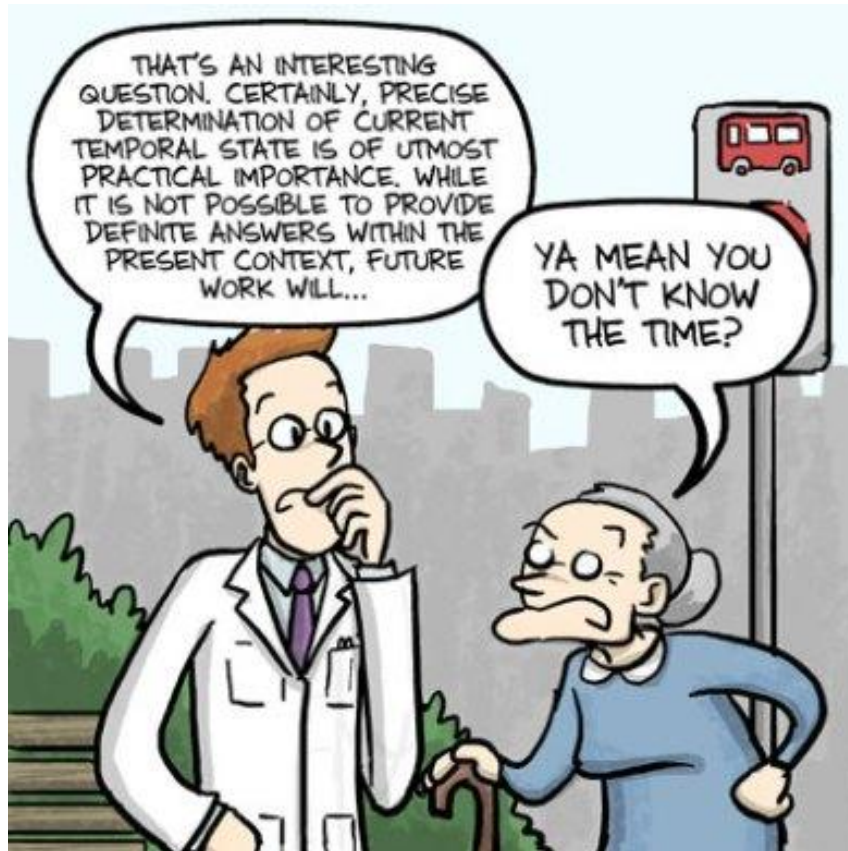
1. Know the audience
2. Simplify the message
3. Tell the story

The Audience

“Know your audience
or you will have no audience”

- Who is my audience?
 - E.g. Interest, focus, education, biases
- What matters to my audience?
 - E.g. Making money, making different choices

The Message



All complex systems can be broken down into simple essentials...

Simplifying \neq "Dumbing down"

What message the audience should take from the communication?

Easy to understand = Easy to retain = Easy to integrate

The Story

Telling the story of science
based on the science of storytelling

- ✓ Use a story construct
 - Where/Why was it done?
 - What was done?
 - What's next/What is the impact?
- ✓ Focus on the interest of your audience
- ✓ Illustrate your story

The Challenges

- The curse of accuracy
- The fear of the “single opportunity”
- The zooming-in by design
- The reliable source vs. “Google the Science”
- Social Media and the micro message

The Opportunity

- Science Communication Training
- Innovate on how the message is communicated
 - Collaboration with other disciplines like data scientists to enhance the visual presentation of the message
 - Infographic style communication
- Build the trust between the scientist and their interlocutors

Questions?



Ontario Centre of Excellence
for Child and Youth
Mental Health

Doing more with what you know: Knowledge mobilization in Ontario's child and youth mental health sector

Purnima Sundar, PhD

Director, Knowledge Mobilization

Canadian Science Policy Conference, November 8, 2018

The current context

- As many as **1 in 5 children and youth** in Ontario will experience a mental health problem, and 5 out of 6 of those kids **will not receive the treatment they need**¹
- 70% of mental health problems have their onset during childhood or adolescence²
- Early identification and intervention is critical

¹MHASEF Research Team. (2015) The Mental Health of Children and Youth in Ontario: A Baseline Scorecard. Institute for Clinical Evaluative Sciences.

²Government of Canada. (2006). *The human face of mental health and mental illness in Canada*. Minister of Public Works and Government S

The problem

We know what works (and what doesn't), but direct service providers don't always use this evidence in practice.

The “know-do gap”

(what we know doesn't always shape what we do)

Our challenge

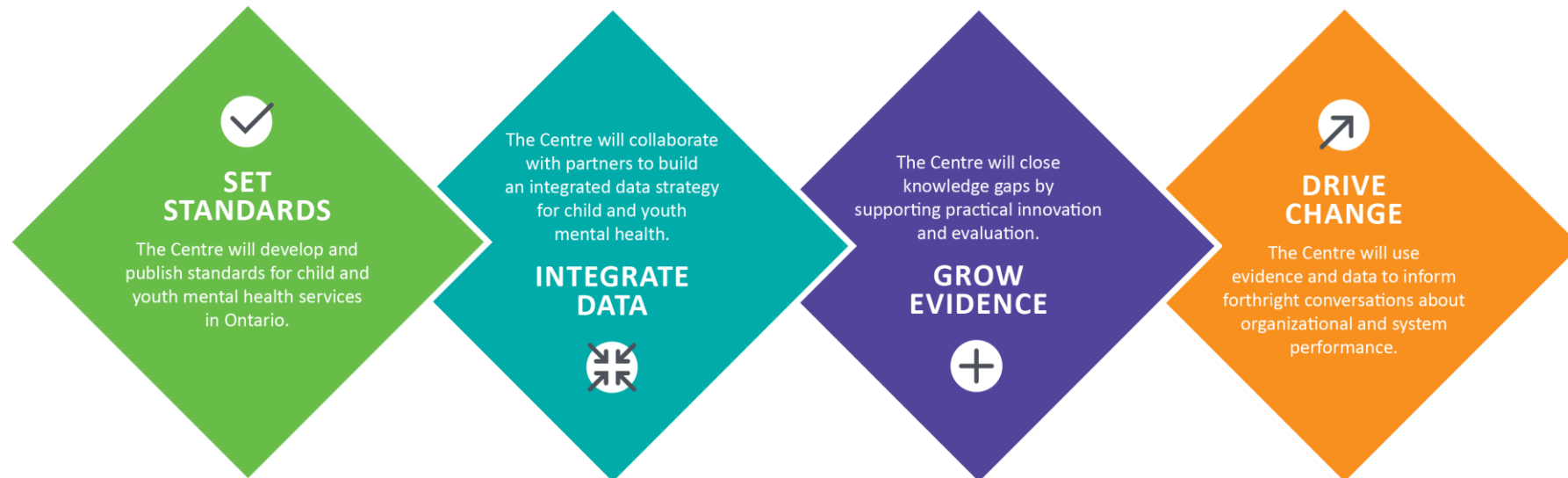
To contribute to an evidence-informed child and youth mental health system by closing this “know-do gap”.

Our response

- From 2004 – 2017
 - Capacity-building at an agency level to use knowledge (research, evaluation) to make changes (using a planned implementation approach)
- From 2018 – 2021
 - Work at a system level to ensure consistent, high quality services for children, youth and families



STRATEGIC DIRECTIONS 2018-21

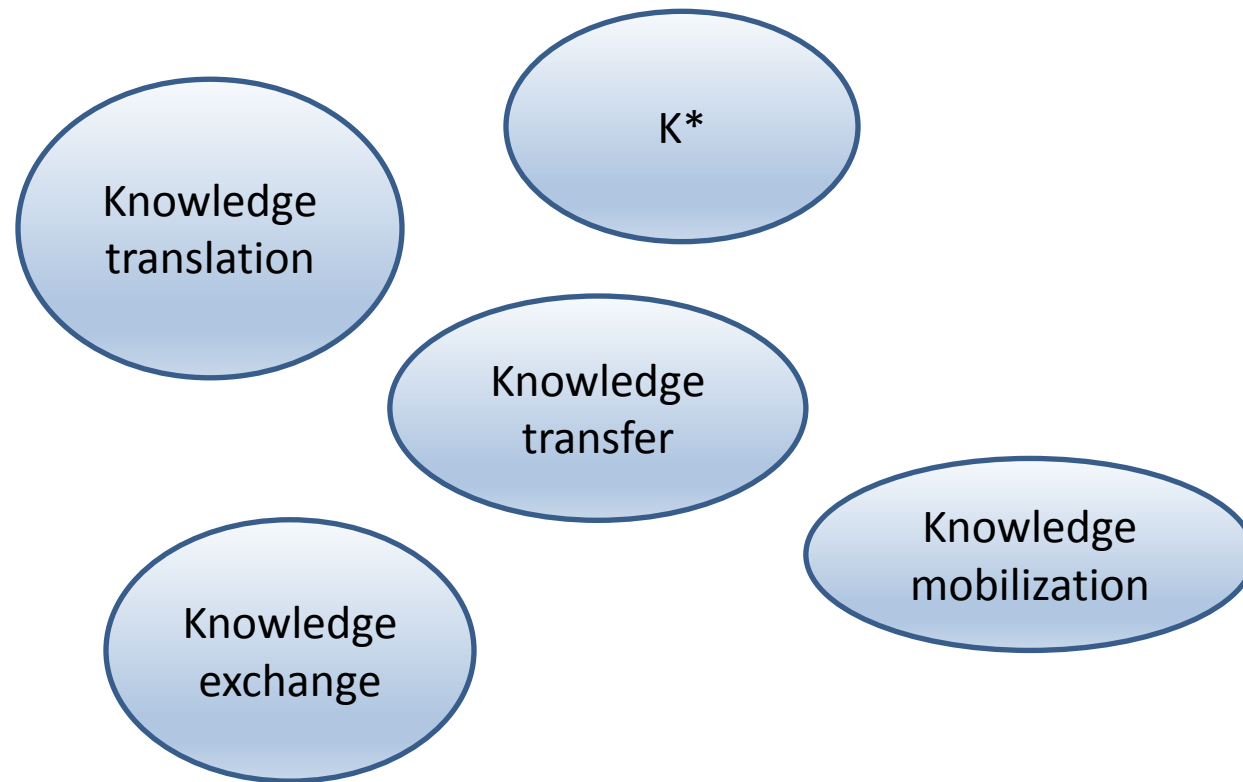


Ontario Centre of Excellence
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Mental Health

Growing the evidence

- **Mobilizing existing evidence** about what we know works (and doesn't work) in child and youth mental health service delivery
- **Generating new knowledge** to fill gaps in understanding about best to ensure positive mental health outcomes for kids and families

So many terms...



...that all mean putting research
into practice.



Resource hub



www.excellenceforchildandyouth.ca | @CYMH_ON



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Mental Health

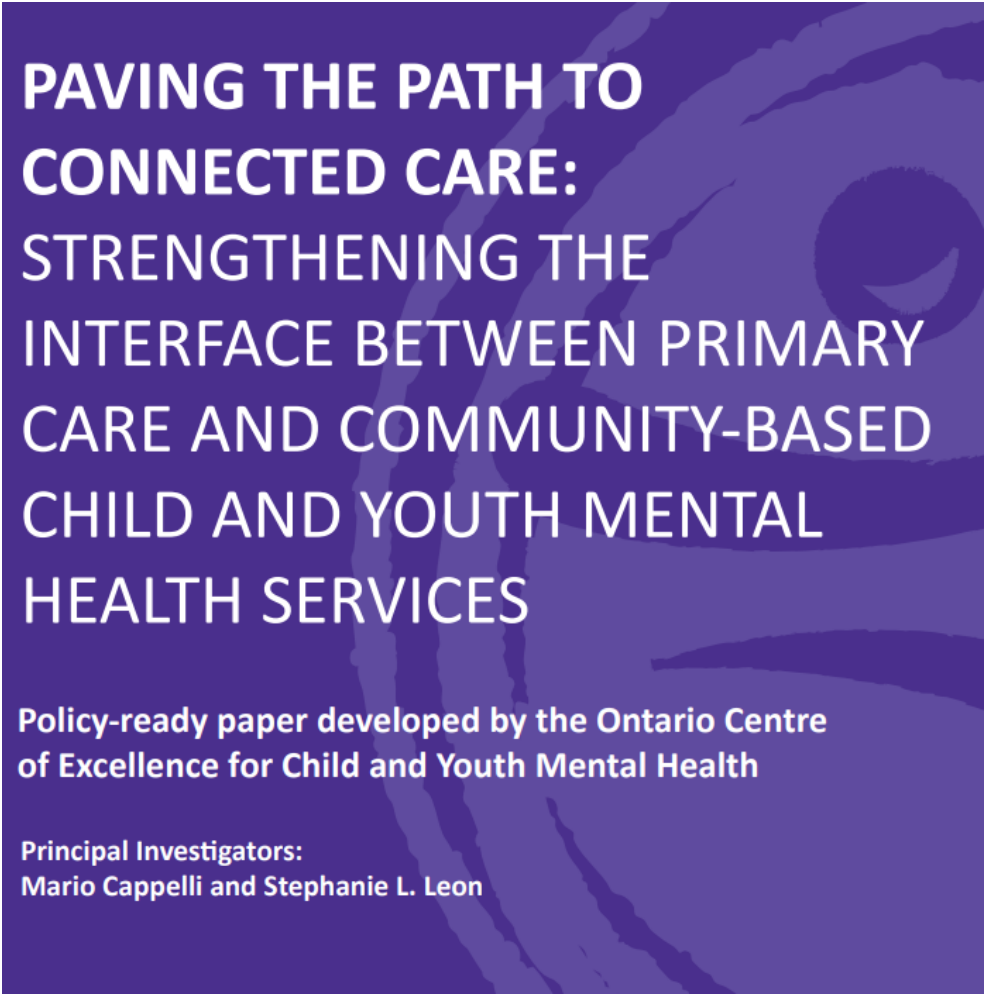
Evidence In-Sight



Date:

December, 2017

Policy-ready papers



PAVING THE PATH TO CONNECTED CARE: STRENGTHENING THE INTERFACE BETWEEN PRIMARY CARE AND COMMUNITY-BASED CHILD AND YOUTH MENTAL HEALTH SERVICES

**Policy-ready paper developed by the Ontario Centre
of Excellence for Child and Youth Mental Health**

**Principal Investigators:
Mario Cappelli and Stephanie L. Leon**

Learning resources

PILLARS OF YOUTH PEER SUPPORT - YOUTH PEER SUPPORT 101

New to peer support, or want a refresher? Our Pillars of Youth Peer Support learning series is just for you! This video provides a brief overview of youth peer support, its key ingredients, what it is and isn't, and its role in supporting the mental health and well-being of youth.

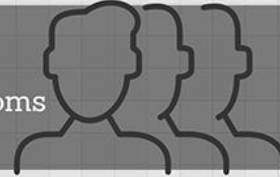


Young people



will benefit from youth engagement because it:

- ↑ Increases self-esteem
- ↑ Builds new relationships
- ↓ Reduces depressive symptoms
- ↓ Decreases risk of suicide



SOURCE: Mahoney et al., 2002; Ramey et al., 2010.

Increases coping mechanisms and well-being



SOURCE: Armstrong & Marston, 2007; Bickman et al., 2010; Ramey et al., 2010.

Reduces substance use and smoking



SOURCE: Chung & Elias, 1996; Younes et al., 1999.

Strengthens resiliency



SOURCE: Oliver et al., 2006.

Increases ownership for one's own care



SOURCE: Schauer et al., 2007.

Promotes personal growth and identity development



SOURCE: Dworkin et al., 2003; Finn & Checkoway, 1998; Pancer et al., 2002.

Increases critical thinking



SOURCE: Zeldin, 2008.

Improves academic performance and reduces drop out rates



SOURCE: Catalano et al., 1999.

Broadens and strengthens social networks



SOURCE: Dworkin et al., 2003; McGee et al., 2001; Barber et al., 2001; Ramey et al., 2010.

Enhances leadership skills



SOURCE: Gynali et al., 2007.

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TOGETHER **TO** LIVE

A toolkit for addressing youth suicide in your community

[Glossary](#)[Communities
in action](#)[In crisis?](#)[ABOUT ▾](#)[UNDERSTAND YOUTH SUICIDE ▾](#)[MOBILIZE YOUR COMMUNITY ▾](#)[FIND A RESOURCE ▾](#)[REQUEST CONSULTATION SUPPORT](#)

**SARNIA LAMBTON
SUICIDE PREVENTION**



Youth engagement

The Sarnia-Lambton Youth Suicide Prevention Committee engages youth in their work.

[HEAR FROM THE YOUTH INVOLVED](#)



Doing more with what you know
Knowledge Mobilization Toolkit

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[WHAT IS KMb?](#)

[THE TOOLKIT](#) ▾

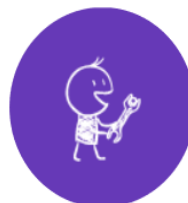
[WHAT ARE OTHERS DOING?](#)

SEARCH



Welcome to the Knowledge Mobilization (KMb) Toolkit

Child and youth mental health is continually changing, and the evidence-base is always growing. Our *Knowledge Mobilization toolkit: Doing more with what you know* will help you mobilize valuable knowledge and information in your community. It's designed to inform and equip you with the knowledge and tools you need to mobilize knowledge, and ultimately improve outcomes for children, youth and families. You'll also find inspiring stories from the field.



And we evaluate everything we do...

- Web analytics (downloads)
- Tracking implementation activities to support practice and policy change
- General questions on an annual survey

Questions?

Purnima Sundar, PhD
Director, Knowledge Mobilization

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BARRIERS TO SCIENCE COMMUNICATIONS

THE GOOD, THE BAD, AND THE UNBELIEVABLY OBTUSE, OBSCURE, COMPLEX,
INCOMPREHENSIBLE, UNINTELLIGIBLE, IMPENETRABLE, INDECIPHERABLE,
CONFUSING, PERPLEXING AND JUST DOWNRIGHT UGLY

JIM HANDMAN, SCIENCE MEDIA CENTRE OF CANADA (SMCC)

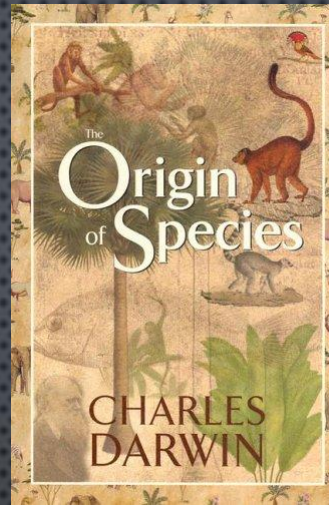


Quirks & Quarks

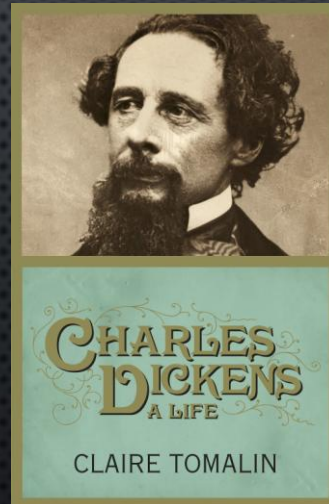
with Bob McDonald



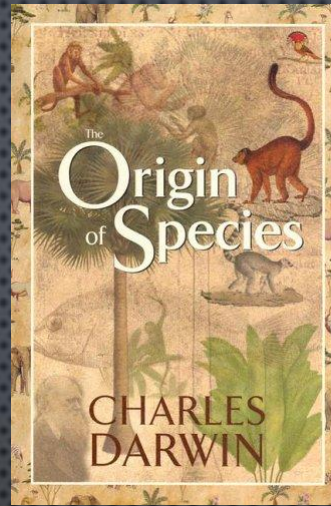
GOOD STORY



GOOD STORYTELLER

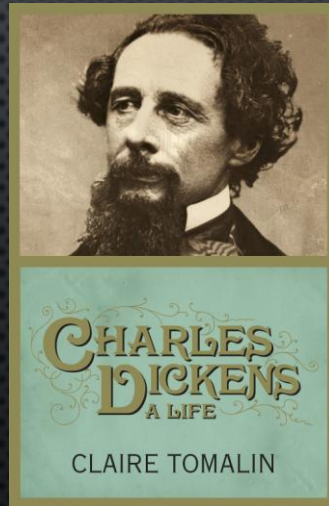


GOOD STORY



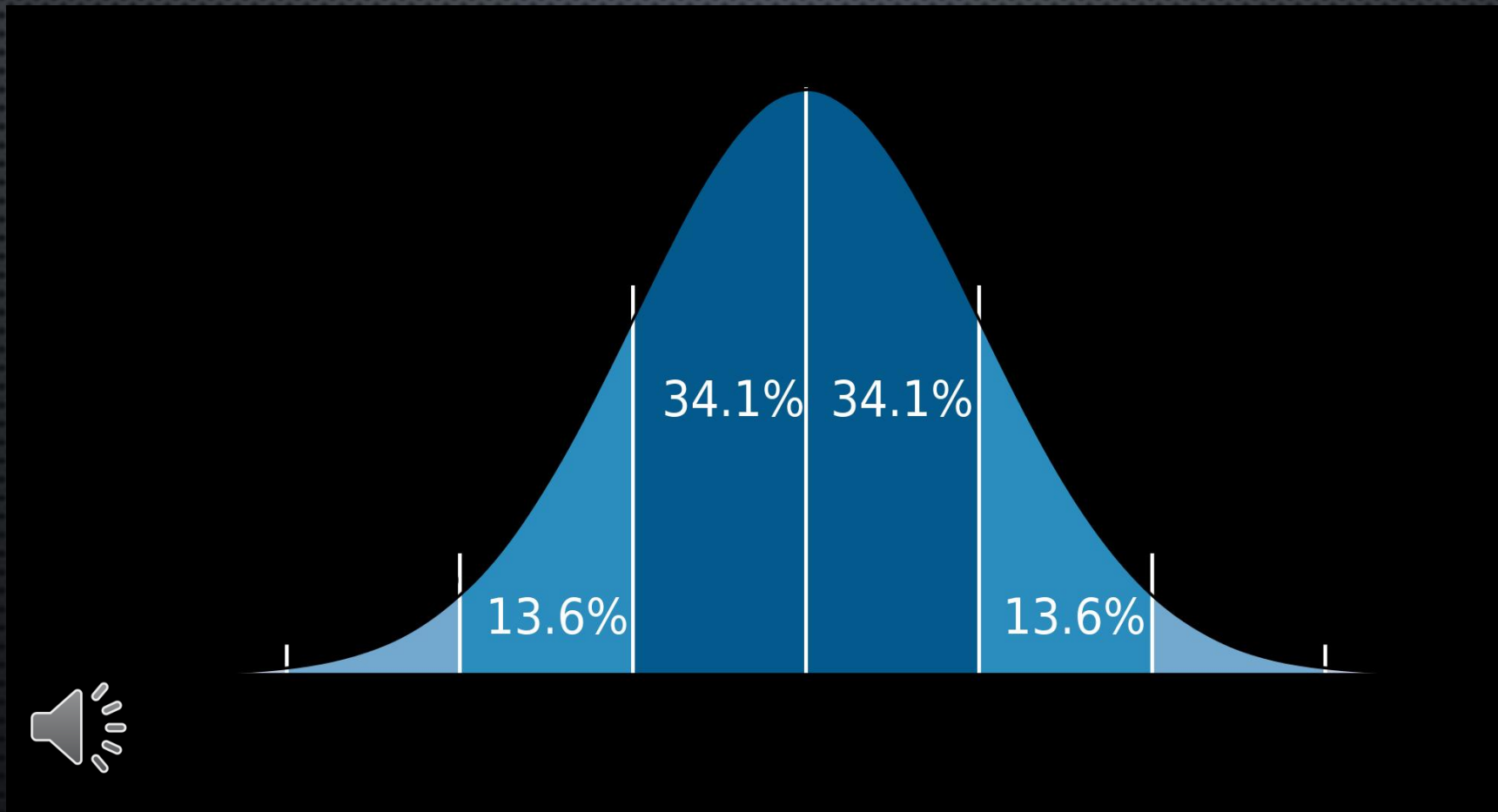
REALLY COOL OR REALLY RELEVANT

GOOD STORYTELLER

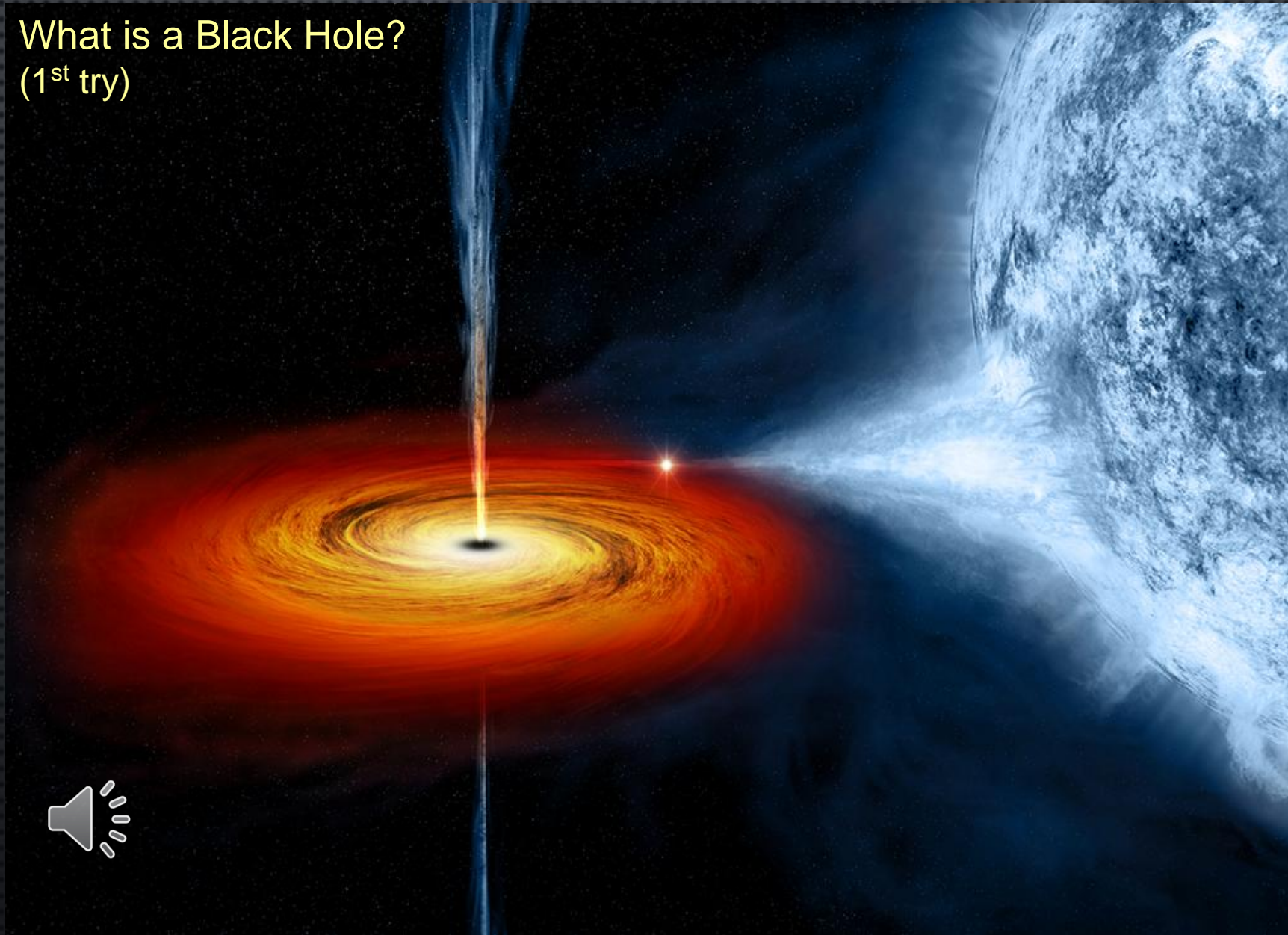




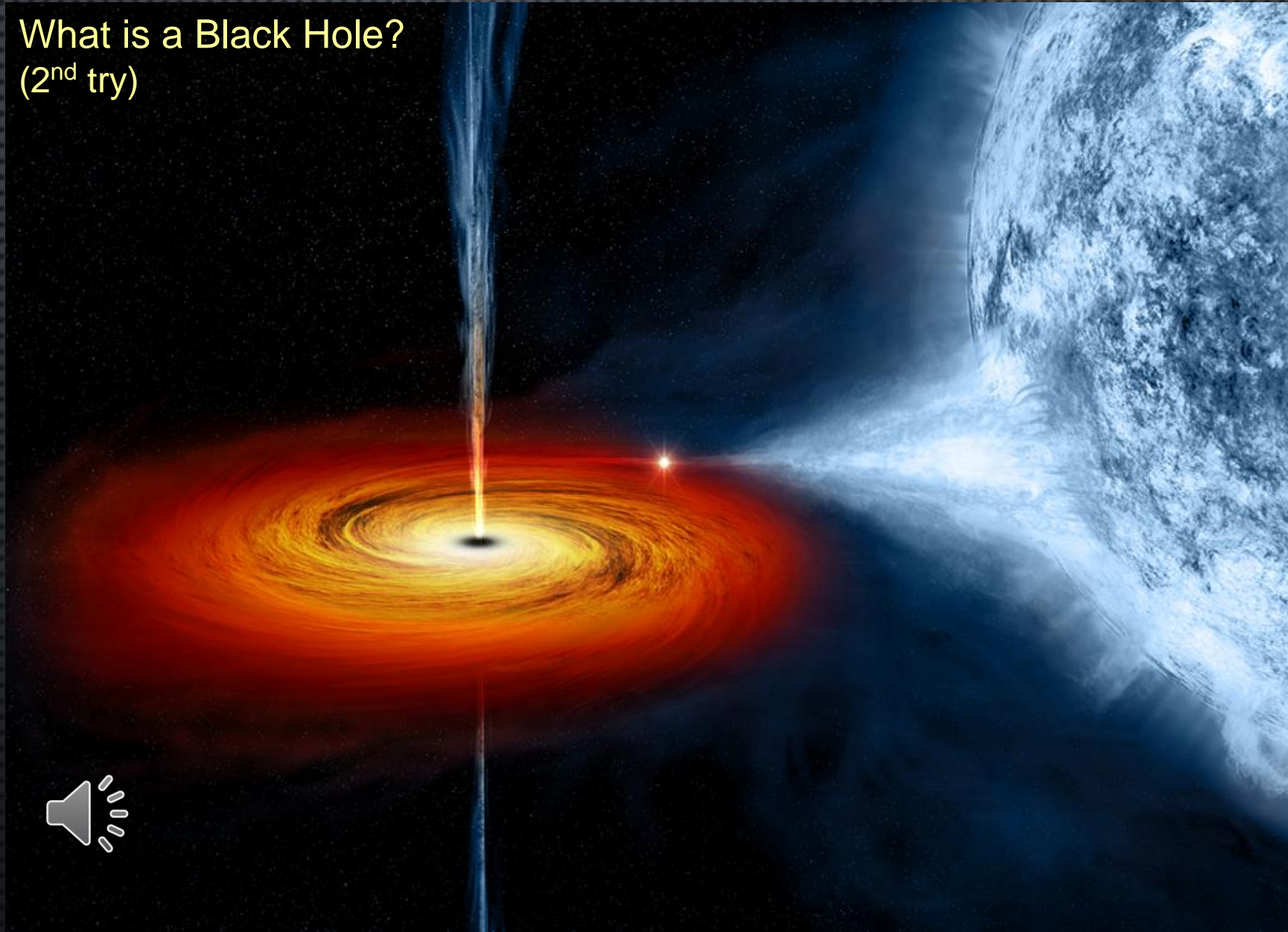
STANDARD DEVIATION OF THE MEAN



What is a Black Hole? (1st try)



What is a Black Hole? (2nd try)









Dr David Unwin, University of Leicester



Dr. Eric Snively, a Canadian at the University of Wisconsin, La Crosse.



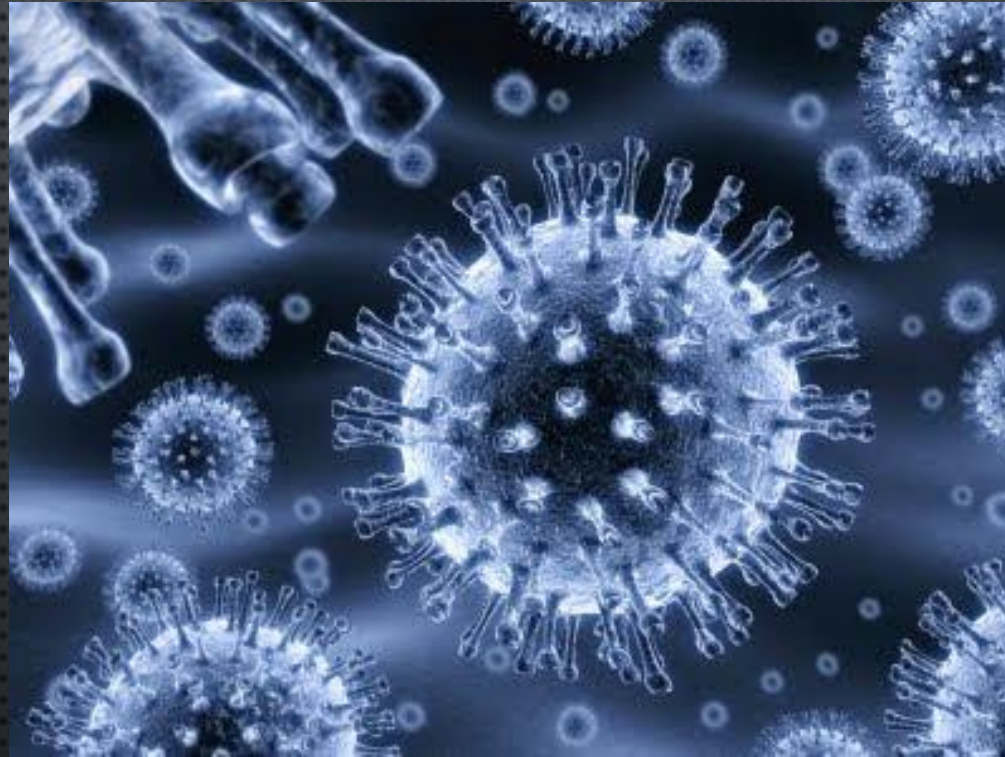
Blimey!





Dr. Barbara Sherwood-Lollar, a geochemist at the University of Toronto



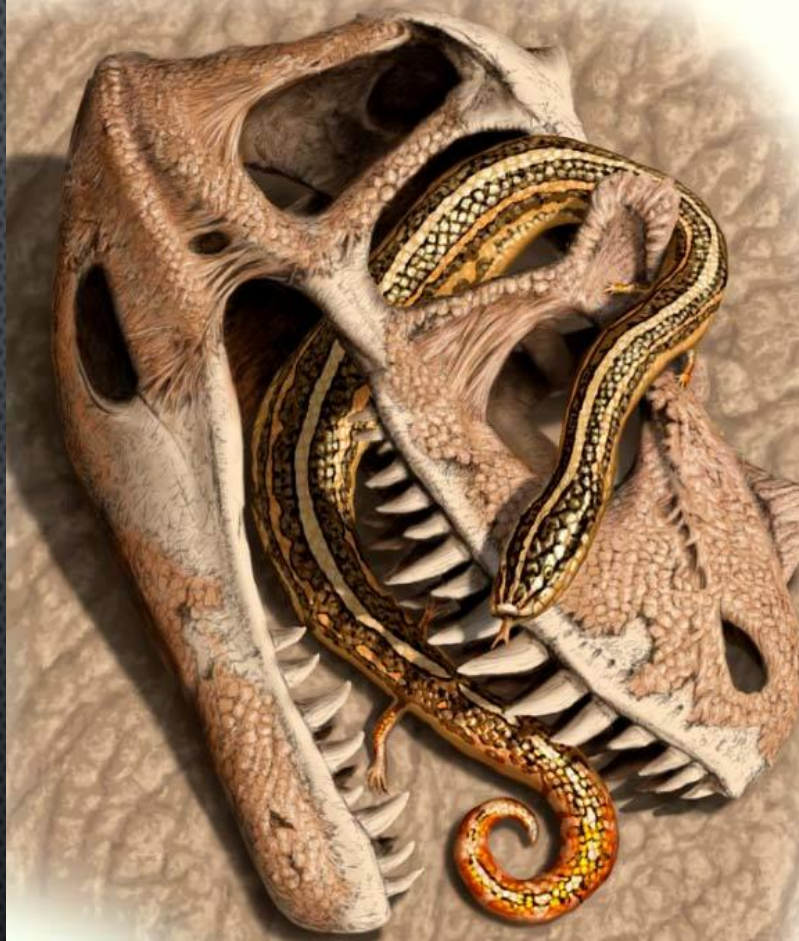


Seth Lloyd, professor of mechanical engineering and physics at MIT





Dr. Tim Spector, Professor of Genetics, King's College, London



University of Alberta paleontologist Michael Caldwell



Dr. Angela Lieverse, a bio-archaeologist from the University of Saskatchewan



PRETTI MONROE GREENE/GETTY IMAGES AUSTRALIA GROUP

Joanie Kleypas, National Center for Atmospheric Research





Annabel Beichman, UCLA





Christopher J. Neufeld, University of Alberta



We like to say that we're here to help when science hits the headlines.

The Science Media Centre of Canada (SMCC) is a non-profit, charitable organization formed in 2009 to help Canadian journalists cover science, and to help Canadian scientists communicate their research effectively to the public, policy makers and the media. This includes everything from stories where science is the story – such as the confirmation of gravitational waves – to stories where science provides the crucial

factual underpinning – such as extreme weather events.

The world of science encompasses the natural, social and biomedical sciences and also includes topics dealing with technology, engineering, the environment and some aspects of the humanities. These stories pervade today's world and form the basis for major issues we face as a society.



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