



EVALUATING KTT: FROM ACTIVITIES TO IMPACT

To enhance the impact of research, knowledge must be effectively created and shared between researchers and the people who can use this knowledge. **Evaluation** can help you understand and improve Knowledge Translation and Transfer (KTT) activities and articulate what changed.



Planning Your KTT Evaluation...



WHY are you evaluating?

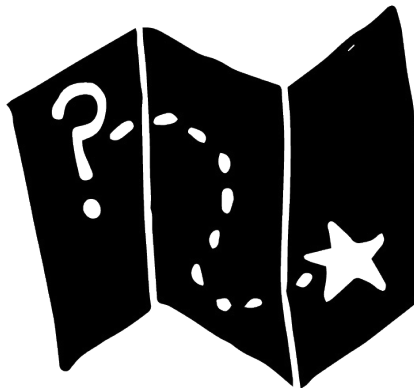
Identify what stakeholders want to learn from KTT evaluation and how they will use the results

- For example: reach, quality and usefulness, uptake and use, outcomes and impacts

WHAT are you evaluating?

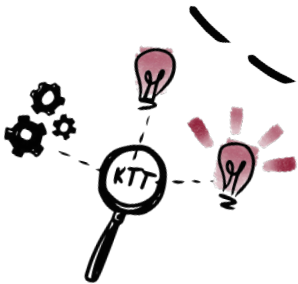
Explain your KTT rationale with a logic model, or theory of change

- Link activities with expected outcomes; note assumptions and external factors
- Prioritize what parts are in scope for evaluation



Is your plan FEASIBLE?

Make sure your plan matches your capacity, budget, resources, and timelines.



HOW are you evaluating?

Determine the best way(s) to capture the information you need.

- Identify methods and indicators (from metrics to stories)
- Specify logistics (when/where/who)

Looking for other ways to enhance the impact of your research? Check out other resources and our workshop series here: uoguel.ph/research-impact

This infographic was developed based on content from the Evaluating KTT Activities workshop by Anne Bergen, Knowledge to Action Consulting

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