

# Planning for Research Impact

## Creating a Knowledge Mobilization Strategy

### Hidden in the Everyday: Financial Abuse as a Form of Intimate Partner Violence in the Toronto Area

This project was led by CESI's Community Engaged Teaching and Learning program in partnership with WomanACT in Toronto, and was funded by the City of Toronto.

#### Project background

The project explores the experiences and impacts of financial abuse as a form of intimate partner violence in the Toronto area. Financial abuse is commonly used as a form of power and control over women and very often entangled in other forms of violence. It involves behaviours that control a woman's ability to be economically independent and self-sufficient. Examples of financially abusive tactics include demanding to know how money was spent, withholding financial information, building up debt in a partners' name and making a partner ask for money. Evidence in Canada has shown that 50% of survivors residing in shelters have experienced financial abuse.

#### Methods

- Interviews with survivors of financial abuse
- Surveys and focus groups with service providers

#### Key findings

- Financial abuse is a distinct form of abuse used as a tactic to harm and control. The systems and institutions that survivors interact with, such as banks, social assistance programs and child and spousal support orders, do not always take into account the potential of financial abuse or its implications.
- Financial abuse leads to long-term economic consequences for many women, mainly in the form of debt and damaged credit. Addressing debt or damaged credit after leaving an abusive relationship is a complex and time consuming process.
- Financial abuse is a key barrier to women leaving relationships. Without access to money, women are unable to plan or even imagine leaving an abusive relationship.
- Financial abuse often continues after the relationship has ended. Abusers can use financial support systems, including spousal and child support orders, to maintain some financial control and manipulation.
- Financial abuse is difficult to identify for survivors and service agencies. Financial abusive behaviours can be considered normal because of gendered roles and norms related to money, family and relationships.

## Activity 1 (15 minutes)

- What is your knowledge mobilization goal?
  - Identify 1-2 goals that you might want to achieve by sharing this knowledge
- Who is your target audience?
  - Brainstorm ideas of audiences who could act on this knowledge
  - Be as specific as possible!
- What key messages would you need to share?
  - Write down one actionable message for one of your identified audiences.
  - Try to keep it clear, concise and compelling.

### **Some examples of broad audience groups**

- Service providers and organizations
- Community associations and groups
- Activists, artists
- People with lived experience
- (Specific portions of) the general public
- Policy-makers (local, provincial, national, international)
- Politicians
- Industry and businesses
- Research funders
- Professional associations or groups
- Researchers

## Activity 2 (10 minutes)

Choose 1 goal and audience from your first breakout activity.

- What activities could you use to engage your audience? Brainstorm possible activities, reflecting on:
  - Which activities would be most appropriate for this audience?
  - Who is a credible messenger/intermediary?
  - What capacity & resources would be required?
  - When could your audience be involved throughout the research cycle?
- Select the activity that seems most appropriate for your goal and audience. Consider:
  - Could this activity be further tailored to your audience? What other factor(s) should you take into account?
- Brainstorm a couple of indicators that could help you evaluate the outcomes of this activity. Try to think of impact in the short, medium and long term

**Examples of KMB activities (don't limit yourselves to those!)**

PRODUCTS	EVENTS
<input type="checkbox"/> blog	<input type="checkbox"/> annual meeting
<input type="checkbox"/> case study	<input type="checkbox"/> awards ceremony
<input type="checkbox"/> e-newsletter	<input type="checkbox"/> conference
<input type="checkbox"/> educational material	<input type="checkbox"/> debate
<input type="checkbox"/> fact sheet	<input type="checkbox"/> forum
<input type="checkbox"/> FAQ	<input type="checkbox"/> interactive workshop
<input type="checkbox"/> handbook	<input type="checkbox"/> lunch and learn
<input type="checkbox"/> journal article	<input type="checkbox"/> media event (e.g. TV or radio segment)
<input type="checkbox"/> magazine article	<input type="checkbox"/> panel
<input type="checkbox"/> newspaper article	<input type="checkbox"/> presentation
<input type="checkbox"/> podcast	<input type="checkbox"/> symposium
<input type="checkbox"/> PowerPoint presentation	<input type="checkbox"/> training session
<input type="checkbox"/> press release	<input type="checkbox"/> other: <input type="text"/>
<input type="checkbox"/> promotional material	
<input type="checkbox"/> reference list	<b>NETWORKS</b>
<input type="checkbox"/> report	<input type="checkbox"/> chat room
<input type="checkbox"/> research summary	<input type="checkbox"/> community of practice
<input type="checkbox"/> success story	<input type="checkbox"/> discussion board
<input type="checkbox"/> toolkit	<input type="checkbox"/> listserv
<input type="checkbox"/> video	<input type="checkbox"/> online forum
<input type="checkbox"/> webinar	<input type="checkbox"/> social media
<input type="checkbox"/> website content	<input type="checkbox"/> other: <input type="text"/>
<input type="checkbox"/> wiki	
<input type="checkbox"/> other: <input type="text"/>	