

An Evaluation of the Healthy Start/Départ Santé (HSDS) Knowledge Development and Exchange (KDE) Strategy

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HSDS KDE Evaluation Framework

1. **What** should be transferred to decision-makers (the message)?
2. **To whom** should research knowledge be transferred (the target audience)?
3. **By whom** should research knowledge be transferred (the messenger)?
4. **How** should research knowledge be transferred (the KDE processes and supporting communications infrastructure)?
5. **With what effect** should research knowledge be transferred? (Lavis et al., 2003)

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- To what extent has a community of practice (CoP) been developed as a result of the KDE strategy?

KDE Strategy Evaluation Questions

1. What was the message transferred to stakeholders according to the HSDS KDE Strategic Plan?
2. What was the target audience of the KDE Strategy? Was the message delivered tailored for the audiences?
3. By whom was the message transferred using the KDE Strategy? Was the message deliverable by sources deemed credible by those receiving the message?
4. What were the knowledge transfer processes and the supporting communication infrastructure?
5. How has the information transferred by the KDE strategy been used?
6. To what extent have the target audience members adopted and implemented the HSDS program as a result of the KDE strategy?
7. To what extent have the target audience members maintained the HSDS program as a result of the KDE strategy?
8. To what extent has a community of practice been developed as a result of the KDE strategy?



METHODS

Document reviews

- Review of HSDS data sources (e.g. reports, presentations, media and social media)
- Review of previously collected data (Training questionnaires)

Survey

- Adapted survey (WATI, Norman & Huerta, 2006)
- 49 Total responses (43 English, 6 French)
- 87.8% Saskatchewan, 12.2 New Brunswick
 - 44% directors; 23% educators; 9% support workers; 23% other

Key Informant Interviews

- Community trainers, Pre-K coordinator (4)



RESULTS

Results

1. **WHAT?:** HSDS provides actionable messages.

- Reports, presentations, training material and KDE tools provide clear messages that include concrete steps to implement HSDS

2. **TO WHOM?:** HSDS tailors messages to specific target audience groups.

- Offers flexible, client-centered booster sessions; HSDS Fact Sheets offered in different versions for directors, educators, cooks and parents;

3. **BY WHOM?:** HSDS information is transferred by credible messengers.

- Trainers were "*knowledgeable and engaging*"
- Presenters included project managers, members of the research team, project committee members, etc.

Results cont'd

4. **HOW?** HSDS uses interactive methods to transfer knowledge!

- Hands-on approach is most effective for training – movement, interaction and live discussions

5. **WITH WHAT EFFECT?**

LEAP/HOP Manual Binder	67%	32
LEAP Food Flair Manual Binder	56%	27
Active Play Equipment (APE, Active Kids Toolkit)	61%	29

WATI Survey, CoP

Figure 3: Community of Practice Formed in Saskatchewan:

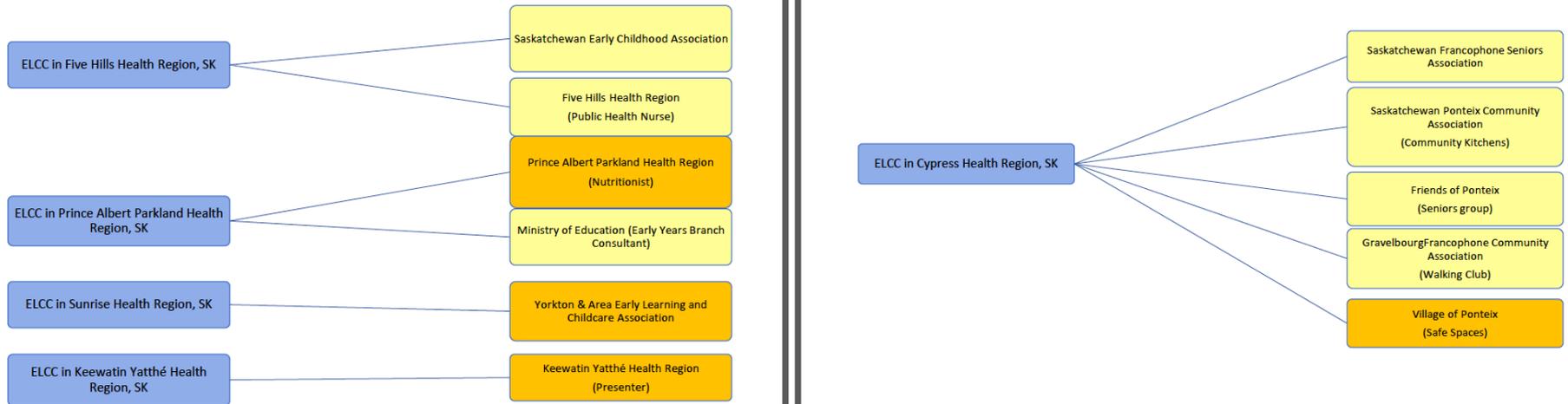
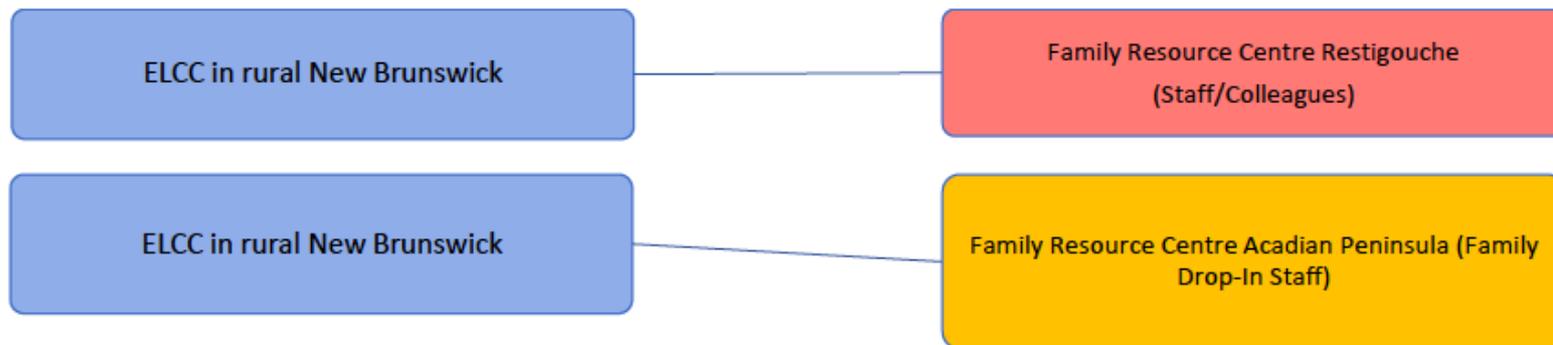


Figure 4: Community of Practice Formed in New Brunswick:



RECOMMENDATIONS

Promoting	Newsletters and social media pages
Targeting	a broader scope of early years settings
Providing	more opportunities for parents to get involved
Increasing	communication between trainers/program coordinators and ELCCs
Creating	opportunities for networking to develop a strong community of practice
Developing	an infrastructure to evaluate the KDE strategy on a continuous basis

References

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