



KMCURA

Knowledge Mobilisation & Community
University Research Alliances

Welcome to the KMCURA Newsletter

What is KMCURA?

KMCURA is a network of individuals and organisations committed to advancing knowledge mobilisation (KM) and community-university research alliances (CURAs). Faculty, students, and community service leaders are brought together by KMCURA initiatives to exchange ideas and resources and to identify research needs. Created by the UW Faculty of Arts, community organisations such as the United Way, and the Canadian Centre for Knowledge Mobilisation, KMCURA is a forum for increasing the usefulness of research in addressing social issues in everyday life.



What motivated the creation of KMCURA?

- Faculty of Arts renewed investments in the engagement, outcomes, and impact of research
- The UW 6th Decade Strategic Plan: “service to society through the transfer of knowledge”
- SSHRC funding initiatives for knowledge mobilisation and community-university research partnerships
- Arts 600: *Knowledge Mobilisation to Serve Society*, the first Arts multidisciplinary and multi-sector graduate course
- Emerging career opportunities in knowledge mobilisation and community-university research
- Commitment to research and knowledge mobilisation activities that are driven by stakeholder interests. KM and CURA work hand-in-hand.

From Ken Coates, Dean of Arts...on the creation of KMCURA

“Students in the Faculty of Arts understand that the ideas and research developed in the humanities, social sciences and fine arts contribute significantly to the betterment of society. As we seek to work our way through a complex, rapidly-changing and integrated world, we are increasingly aware of the need to draw for direction and inspiration on the very best insights, ideas and research available to us. We know, too, that the Social Science and Humanities Research Council, advocating a shift from a granting council to a knowledge council, is ever more supportive of initiatives that mobilize the work of the academy in the effort to address pressing social, economic, cultural and political challenges in Canada and around the world. The University of Waterloo has long understood the benefits – and the responsibilities – of engagement with our communities and has a superb track record for working closely with community, regional, national and international groups. KMCURA seeks to build on the strengths of our Departments and our scholars, to support and encourage collaboration across disciplines and to help UW students and faculty find ways to extend the impact of their scholarship and their understanding beyond the boundaries of the university campus.”

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Welcome to KMCURA

ARTS 600-FALL 2007...

KMSS Winter 2007 Highlights



What does KMCURA offer?

- A forum for faculty, student, and community researchers
- Resources for graduate student research projects
- Linking practical knowledge to community organisations
- Information and advice for KM and CURA funding
- Connections to national and global KM and CURA activities
- A repository of articles, websites, tools, and more

From Dean Coates... on why this is the right time for KMCURA

“KMCURA is a timely initiative for it promises to complement and support many new initiatives underway in the Faculty of Arts and at the University of Waterloo. The establishment of such units as the Social Innovation Generations @ Waterloo and the Jim Balsillie School of International Affairs demonstrate the University’s strong commitment to community engagement. Faculty members in all disciplines are building impressive new partnerships and re-enforcing existing connections with various communities and organizations. Students, particularly at the graduate level, are demonstrating strong interest in working across disciplines and in consort with community groups to address pressing public policy and social justice issues. KMCURA does not seek to replace or supplant any of their research initiatives or disciplinary-based activities. Rather, by providing a forum for the ongoing discussion of knowledge mobilization and community engagement, KMCURA provides the University of Waterloo with enhanced ability to respond constructively and pro-actively to the major issues and needs of our generation.”

What’s happening at KMCURA now?

- Distribution of the KMCURA newsletter
- Invitations to participate in KMCURA
- Development of online forum
- Arts 600 – Fall 2007 – *Knowledge Mobilisation to Serve Society*
- Planning Fall KMCURA events

How to join KMCURA?

If you or others you know would like to be included on the KMCURA mailing list, send your email address to kbloom@cckm.ca. If you received the Newsletter by email, and prefer not to be on the KMCURA mailing list at this time, send a note to cckm@cckm.ca. KMCURA is open to anyone in the Waterloo region interested in knowledge mobilisation and/or community-university research.



ARTS 600 – Fall 2007 – Knowledge Mobilisation to Serve Society (KMSS)

Winter 2007 brought the launch of a graduate seminar that demonstrated concepts, methods, and creative opportunities for moving scholarly research to policy, practice, and the public. The seminar was designed for interdisciplinary learning and was conducted in partnership with the Canadian Centre for Knowledge Mobilisation.

Participants in the seminar were

- 14 graduate students representing 6 disciplines
- 9 faculty guest speakers representing 9 departments
- SSHRC senior policy officer, Deputy Minister of Education, and Ottawa-based journalist

Outcomes included

- Better understanding of the national and global knowledge mobilisation movement
- Increased skills and commitment to moving scholarly work beyond the academy
- Ability to frame and articulate research findings to non-specialists
- Connections with relevant public and private sectors
- The creation of “knowledge products”
- Work and career opportunities



KMSS Winter 2007 Highlights

• Overview of Student Knowledge Products

Knowledge Source	Product
“Sales Speak” Detector: How marketing affects the way politicians and policy makers speak to the public	News Media
How a simple memory cue (friendship bracelet associated with messages of safe sex) reduces unsafe sex of youths even after social drinking	News Media
The accuracy and reliability of war coverage in Afghanistan and Iraq by embedded journalists	News Media
Developing human resources for effective airport screening of baggage	News Media
How female politicians are portrayed in the media with respect to personal characteristics	News Media
How pesticide use has been framed in municipal governments, and how this is related to policy outputs	Fact Sheets
The rights of employees to defend against verbal and physical aggression from customers	Fact Sheets
Effects of non-traditional work arrangements on the lives of parents of school age children	Fact Sheets
Incorporating student survey data on physical activity and tobacco use into existing curricula by teachers to increase awareness and critical thinking	Lesson Plans
How infectious disease health policy changes with respect to security priorities	Policy Brief
Why religious affiliates are disconnected from their religious organisations	Stakeholder Report
The impact of Third Wave feminism on Women’s Studies programs in universities	Stakeholder Report
How community practitioners measure knowledge and attitude change following nutrition incentives	Stakeholder Report

Two Examples:

Lesson Plans; Erin Hobin and Melissa Roth

The SHAPES-Ontario project surveys secondary students on their physical activity and tobacco use. This KMSS project mobilised research knowledge by bringing together university researchers, teachers, and public health staff who together incorporated the survey data within standard curricula. The group developed lesson plans designed to increase teacher and student awareness and critical thinking around physical activity and tobacco use in their school and region. Lesson plans were posted on the SHAPES website for teacher resources. The KMSS project was presented by Erin Hobin at an Education Conference, and future plans include collaboration with the Ontario Physical and Health Education Association to incorporate the lesson plans into the Ontario Education Curriculum (<http://www.shapes.uwaterloo.ca/teacher%5Fresources/>).

Fact Sheets; Margo Hilbrecht

Templates for fact sheets were developed based on results from the 2005 General Social Survey (Statistics Canada). The fact sheets are intended to disseminate credible information concerning the effects of non-traditional work arrangements on the lives of Canadian parents who have or are considering non-traditional employment. The templates include descriptions of work schedules, and parents’ perceptions of work-life balance, time pressure, stress, and overall satisfaction with life. Testimonial quotes from parents engaged in non-traditional work schedules provide relevant and meaningful perspectives to the target audience. The KMSS project led to potential community partnerships. For example, the Canadian Telework Association supported the inclusion of their logo on the telework fact sheet and agreed to post it on the Association’s website. Once completed, the fact sheets will be made available to Human Resource Centres and various organizations that offer non-traditional work arrangements, and to the public via the Internet.



• Guest Speakers – Two Examples:

Dr. Sandra Burt

Building Consensus on Nutrition Labeling

Dr. Burt described the process of bringing research to policy development using her international work in nutrition labeling. She gave students a close-up view of barriers and benefits of multi-sectored “working groups” composed of national and international policy analysts, academics, and community advocates. Students learned about the give-and-take dynamics of sharing knowledge in policy development. Those with interests in the political process and in nutrition have continued to meet with Dr. Burt.

Mr. Wayne Kondro

Research Meets the Press

As Ottawa-based award-winning free-lance journalist, associate news editor of the Canadian Medical Association Journal, and Canadian correspondent for the journal Science, Mr. Kondro shared invaluable advice and experiences with the students individually in a workshop, and collectively in the seminar session. He facilitated a dynamic discussion concerning the obligations of publicly-funded researchers to disseminate their findings beyond academic journals. Of particular importance was the discussion of how academics can best relate to the media, and how an effective “voice” can be developed when writing for nonacademic audiences. Mr. Kondro outlined the barriers faced by journalists who want to publicize research in the social sciences, and gave hints on how students can effectively tailor and move their research findings to media outlets and journalists.

• Career Opportunities – 2007 Summer Employment

Five graduate students from the Winter KMSS seminar received part-time summer employment at the Canadian Centre for Knowledge Mobilisation. They worked on a variety of projects including the development of a KM training manual, development community research forums, assessment of KM impact, and KM strategic planning for community organisations.

Outreach learning included work with ESL Settlement Centres, public health associations, and the Canadian Centre for Advanced Research. CCKM benefits from skills and interdisciplinary perspectives of KMSS-trained students.

As a result of its success, KMSS became Arts 600, the first Faculty of Arts graduate course. KMSS will be offered this Fall, 2007, Wednesdays, 6-9PM, PAS 3026. Students interested in registering for the course are asked to contact Kathleen Bloom at kbloom@cckm.ca, ext. 84009.



Where have all the SSHRC-CURAs gone?

Discover institutions and organisations that have received SSHRC CURA funding. Learn more about UW CURA achievements and opportunities

New Arts Graduate Seminar - Winter 2008
Building Community-University Research Alliances