

The F-words in Childhood Disability: Embracing Opportunities for Knowledge Translation

Andrea Cross^{1,2}, Peter Rosenbaum^{1,2}, Danijela Grahovac¹, Diane Kay¹, Sue Baptiste^{1,2}, Jan Willem Gorter^{1,2}

CanChild, McMaster University, Hamilton, Ontario¹; School of Rehabilitation Science, McMaster University, Hamilton, Ontario²

Background

- In 2012, *CanChild* researchers published: “The ‘F-words’ in childhood disability: I swear this is how we should think!”
- Building on the WHO’s International Classification of Functioning, Disability and Health (ICF) framework, the article featured key strengths-based ICF themes – Function, Family, Fitness, Fun, Friends, and Future.

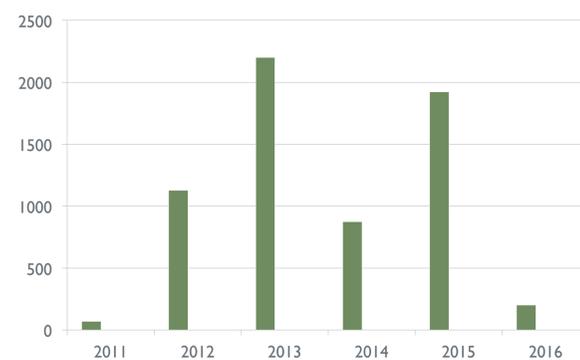
Objectives

- This poster reports how the Diffusion of Innovation (DOI) theory has been used in the knowledge translation (KT) journey we have been on to move the F-words ideas into practice.

DOI Theory

- Aims to explain **how** and **why** an innovation (or an idea) is adopted.
- It identifies four key factors that influence the adoption process: time, social networks, communication channels and the innovation itself.

Results



Article downloaded **6,395 times** (September 2011 – January 2016)



Presented **> 60 times** (including **34** local, **7** national, and **21** international presentations)

Video Evaluation (137 respondents):

- **55%** had not previously heard of the ‘F-words’
- **88%** indicated they would share the video
- **93%** wanted to learn more about the ‘F-words’
- **98%** ‘extremely liked’/‘liked’ the ideas



Video views **> 2,000 times**

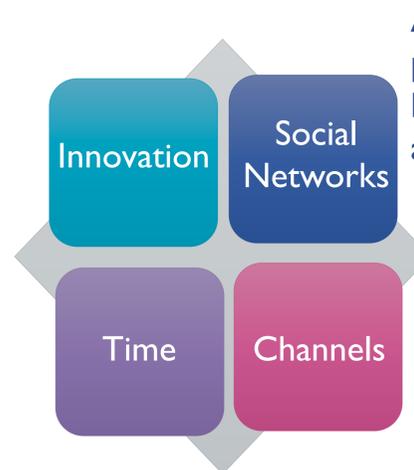


Multiple Facebook posts, tweets, articles in newsletters, and online blogs... **#CanChild**

Discussion

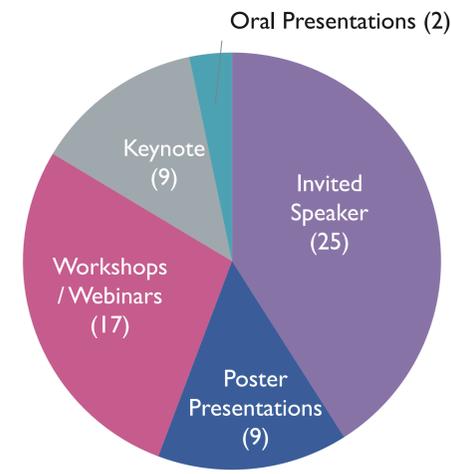
The DOI theory lists five key characteristics of an innovation: relative advantage, compatibility, complexity, triability, and observability. We agree that each factor is important for innovation uptake.

Knowledge translation is a process that takes time and commitment. Be patient and persistent.



All of our KT activities are performed in partnership with knowledge users (i.e., parents and clinicians).

We have used various channels to reach a wide audience (websites, social media, webinars, publications, presentations).



Conclusions

- Partnership is a key component to effective knowledge translation.
- It is important to take the time to build partnerships and foster opportunities for engagement.
- Moving forward we hope to continue to foster our current relationships and build new opportunities for knowledge brokering.
- Our next step is to evaluate the impact of an online F-words Knowledge Hub for families and service providers.

Acknowledgements

- Thank you to all the families and researchers, health care professionals, and organizations that are helping to spread awareness on the F-words in Childhood Disability..

For more information:

- Please visit *CanChild's* F-words in Childhood Disability Knowledge Hub:



<https://www.canchild.ca/en/research-in-practice/f-words-in-childhood-disability>