

Building A Community of Practice through Online Knowledge Translation: Lessons from the *Listening to One Another to Grow Strong* (LTOA) Program

Leah Birch & LTOA Team Members¹



INTRODUCTION

- The *Listening to One Another to Grow Strong* (LTOA) program is a culturally adapted, community-based, mental health promotion program for Indigenous youth and their families.
- The program is delivered in 14 sessions across 3 modules to **families in their communities by local facilitators**.
- Due to restrictions in place from the **COVID-19 pandemic**, LTOA shifted their attention to virtual knowledge translation & community of practice development.
- Knowledge translation** is “the practice, the science, and the art of bridging [...] the gap between accumulation of knowledge and its subsequent use².”
- Community of practice** is “a group of people with a shared interest who meet together regularly to share and learn from one another, and to support and inspire one another³.”

AIMS & OBJECTIVES

- Knowledge Translation Activities:**
 - Create Instagram page.
 - Develop Facebook page.
 - Develop Facebook group.
 - Host virtual partner meetings.
 - Create a podcast.
 - Write Spotlights in our Newsletters.
 - Create a toolkit of virtual activities for community organizations.
- Objectives for strengthening our community of practice (CoP):**
 - Growth of members.
 - Increase engagement of our CoP.
 - Produce knowledge in partnership with members of our CoP.

FIGURE 1: KNOWLEDGE TRANSLATION & COMMUNITY OF PRACTICE

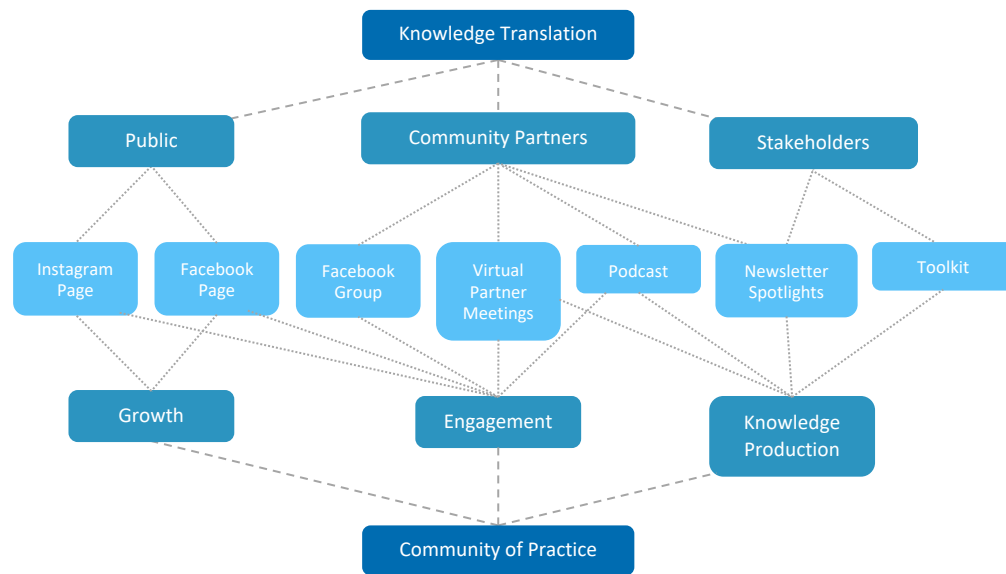


Figure 1 . Knowledge translation in the LTOA program occurred through three pathways that engage with different groups of people: the public, LTOA community partners and stakeholders. Knowledge was disseminated or exchanged via seven different actions. Community of practice development had three sub-goals: (1) grow community; (2) increase engagement of community of practice; (3) produce more knowledge. Each of these goals is advanced by the seven knowledge translation actions.

KEY RESULTS

- Instagram is the most effective **platform** for expanding our virtual community of practice, measured by a continual rise in reach and impressions.
- Data from both Instagram and Facebook Page's concluded that most of our **followers** are from Canada & are women between the ages of 25 and 44.
- Engagement** on the Facebook Group is led by the research team, with some meaningful contributions from community partners.
- Virtual Partner Meetings present **challenges** such as lack of engagement in virtual spaces, of access to Internet, and of technological expertise.
- The podcast allows us to engage the community in knowledge translation **activities**.
- Both newsletter spotlights & the toolkit allow us to **produce knowledge** with other research teams and organizations that share similar interests.

IMPLICATIONS

- Knowledge translation activities targeting different audiences can **advance key goals** for developing a strong virtual community of practice (VCoP).
- New **social media platforms** present an opportunity to grow VCoP by utilizing platforms frequented by target audiences.
- Engaging VCoP in the knowledge translation activities** such as the creation of a podcast is expected to grow VCoP & engagement levels.
- Establishing **meaningful connections** can be a factor in increasing engagement.
- Limitations** in access to Internet and technology will also be limitations in accessing knowledge & VCoP.

FUTURE OPPORTUNITIES

- Develop new ways to **meaningfully engage** community partners online.
- Work towards engaging more **youth** in our community of practice.

ACKNOWLEDGEMENTS

- ¹Kirmayer, L.J.; D'Souza, N.; Kehoe, M.; Supino, T.; Field, M.
- ²Davison, C. M. (2009). Knowledge translation: implications for evaluation. *New Directions for Evaluation*, 2009(124), 76.
- ³LTOA Team (2020). *Building a community of practice in Nunavik: a conversation with Dr. Lucie Nadeau and Janique Johnson-Lafleur. LTOA Newsletter*, 2020(1), 9.