

SPARK Knowledge Mobilization (KMb) Program KMb Products, Services, and Fees

Last updated: November 20, 2024

KMb Options	Description	Budget To be funded through the grant budget <i>Children's Healthcare Canada is required to include HST for products & services</i>
Spark: Live	<p>A bi-weekly webinar series on topics of interest to the child health community</p> <p>To provide a mechanism to engage audiences, broaden your reach, share findings with a national audience, discuss implications for practice, health system leadership, policy, lived/living experience)</p>	<p>\$5000 (+HST) each* (if we host only) *additional fee if other elements, such as survey, evaluation reports) are required</p>
Newsletters Spark News Advocacy	<p>SPARK: News - a bi-weekly e-bulletin reaching ~10,000 members & strategic partners</p> <ul style="list-style-type: none"> To share articles (written by the research team) about the issue of interest, preliminary or final results, and implications for children's healthcare professionals, health system leaders, and/or policymakers To promote awareness of your project, recruit participants or research partners, maintain engagement with your audience(s), and build anticipation for study findings. 	<p>\$600/post or article</p>
Spark: Impact	<p>A Knowledge Mobilization consultation and support service for researchers and research teams, enabling access to knowledge translation/mobilization expertise, guidance, and support to:</p> <ul style="list-style-type: none"> Inform the development of integrated and end-of-grant knowledge translation/mobilization plans as part of a grant application Provide a letter of collaboration or partnership in support of grant application Incorporate lived experience (e.g., family partners) into their research Apply best practices in knowledge translation/mobilization to enhance research impact Employ components of Children's Healthcare Canada's Spark: Knowledge Mobilization Program, including webinars, podcasts, newsletters, to share your findings with the Canadian child health and health systems community 	<p>In-kind:</p> <p>One 30-60 minute consultation session with the Children's Healthcare Canada's SPARK Team to:</p> <ul style="list-style-type: none"> Discuss the project and KT/KMb goals, audience(s), and tactics Collaboratively develop, advise on, or contribute to the KT portion of your grant Inform the development of a Letter of Collaboration or Partnership for the proposed study or project Discuss options for support from Children's Healthcare Canada Discuss other products and channels that target or are tailored for your primary audience(s) <p>Fee-based:</p> <ul style="list-style-type: none"> In this table, you will find additional Children's Healthcare Canada's products and services and the associated fees. The fees for selected products and services are intended to be built into the grant budget.

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Annual Conferences	<p>Children's Healthcare Canada hosts an in-person Annual Conference.</p> <p>The annual conference provides opportunities to share your work with a national audience of over 400 front-line healthcare professionals, clinician scientists, health system leaders, and policymakers through pre-conference skill development workshops, keynote presentations, concurrent sessions, posters (with a Better Poster design), and more.</p>	<p>In kind: For the Annual Conference, you may submit an abstract (poster or oral presentation/panel discussion) possible inclusion in the Annual Conference Program. Abstracts related to SPARK: Impact projects receive "extra" points in the adjudication process (Scientific Stream)</p> <p>Fee-based: For the Annual Conference</p> <ul style="list-style-type: none"> • \$15,000 to convene a hive (focused meeting of up to 50 participants) • \$25,000 to host/provide a 45-minute presentation/workshop during a breakfast session • \$30,000 to host/facilitate a 3-hr pre-event workshop • \$10,000 to host a poster fair stream or lead a focused poster tour
Focused pop-up event or series (virtual or in person)	<p>Pop-up events or series (virtual, in-person, hybrid) are</p> <ul style="list-style-type: none"> • mini-conferences, knowledge exchange forums, and/or discussion or consensus meetings • characterized by a focus on a specific area of child and youth health/healthcare that fits within Children's Healthcare Canada's identified or emerging priorities. 	<p>\$30,000 (+HST)/one day, virtual event, unlimited participants</p> <p>\$90,000 (+HST)/one-day, in-person event involving 100 participants</p>

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<p>Networks (National Family Network, Practice Networks, Child Health Hubs, Communications Network)</p> <p>For more information on these Networks and Child Health Hubs visit our website at the link provided.</p>	<p>Children's Healthcare Canada hosts a variety of knowledge-sharing, practice and policy, and peer (or affinity) networks comprised of subject matter experts from among our members and strategic partners.</p> <p>Practice and Policy Networks We provide network leadership for the following networks:</p> <ul style="list-style-type: none"> • Child and Youth Mental Health • Children with Medical Complexity • Pediatric Pain Management <p>In addition, we lead a National Family Network and a Communications Network, comprised of communications leads from member organizations.</p> <p>COMING SOON Affinity (or Peer) Networks Through this forum, Children's Healthcare Canada members discuss issues and identify solutions to common challenges together with their system-level peers. Together, peers and experts explore critical issues affecting their work. They identify new department- or role-specific strategies to improve processes in their healthcare organizations.</p> <p>Additional Affinity Network supports may include:</p> <ul style="list-style-type: none"> • A landing page and content on Children's Healthcare Canada website • Dedicated in-person meeting space during the Children's Healthcare Canada Annual Conference <p>These networks provide you with opportunities to</p> <ul style="list-style-type: none"> • Access the Family Network for engagement of patient partnership in research • outreach to relevant network(s) via email • Present to relevant networks to seek input on research priorities, recruitment, data collection tools, interpretation of findings, dissemination channels and strategies 	<p>Fees vary according to the nature of the network engagement, e.g.,</p> <ul style="list-style-type: none"> • Family Network, e.g., <ul style="list-style-type: none"> ○ Emails: \$300/email ○ Presentation: \$2000/presentation ○ Focus group: \$2000/session • Communications Network: \$300/email • Practice & Policy Networks: <ul style="list-style-type: none"> ○ Email: \$300/email ○ Presentation: \$2000/presentation ○ Focus group: \$2000/session ○ New network creation & facilitation: \$50,000/network/y (+HST) (minimum 3-year commitment) • Peer/Affinity Network: <ul style="list-style-type: none"> ○ New network creation & facilitation: \$50,000/network/y (minimum 3-year commitment) ○ Peer network supports (dependent on nature and duration of supports): e.g., Landing page & Conference meeting space: \$8000
<p>Social media</p>	<p>LinkedIn</p> <p>Instagram</p> <p>X</p>	<p>Re-sharing your posts: No fee - simply tag us @ChildHealthCan</p> <p>\$300/graphic (if designed by CHC)</p>

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Infographics	<p>A visual representation of data/information to share key highlights of your research or program.</p> <p>We work with you and the research team to identify your audience(s), data to be highlighted, and key messages; discuss your branding/vision for the infographic; and share ideas of our own. We produce the infographic for your review and approval.</p>	\$3000/infographic
Whiteboard videos	<p>This is a simple engaging information, data, or story explainer video grabs the attention of viewers using images. Text is used to support the visuals.</p> <p>We work with the research team to identify your audience(s), data to be highlighted, and key messages; discuss your story, vision, and branding; and share ideas of our own. Together we will create the script and storyboard. We produce the video.</p>	\$6000/video
Plain language video summaries (co-branded)	<p>Brief co-branded video recording to share in plain language the key messages (for various audiences) of your research and their implications for children's health/healthcare practice, policy, system leadership, research, and family partnership/engagement</p> <p>Includes: initial meeting to discuss goals, data, story, key messages; storyboard development in 2 drafts, meetings to review drafts, final summary.</p>	Plain language summary - Video: \$6000 (+ additional licensing fees for stock photography and videos, as required)
Policy Briefs	<p>A concise (1-3 pages) document providing a brief analysis and explanation of policy issues and problems relevant to your research focus together with the policy options and recommendations for addressing those issues or problems.</p>	\$5000 (+HST)
Study collaborator	<p>The Children's Healthcare Canada CEO; Senior Advisor, Knowledge Mobilization; and/or other internal leaders and staff are often invited by</p>	Fee determined by the nature of the collaboration (e.g., # meetings/y, CHC position involved)

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or KT/KMb/KU partner	research teams to be active partners, collaborators, or committee members in research grants or project proposals.	(e.g., Senior Advisor, KMb: ~\$175/h) Terms of reference for specific committee participation is appreciated.
Child health research colleagues, <ul style="list-style-type: none"> If you would like knowledge mobilization support from Children's Healthcare Canada in additional formats or channels, let's chat. We are always interested in improving and adding to products that will help you reach your desired audiences. We can also provide suggestions for additional external knowledge mobilization channels to explore, depending on your audience(s). 		