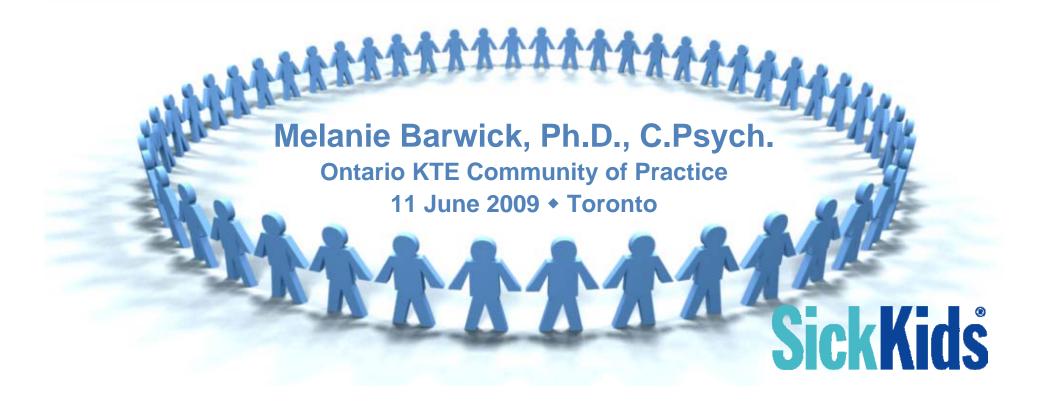
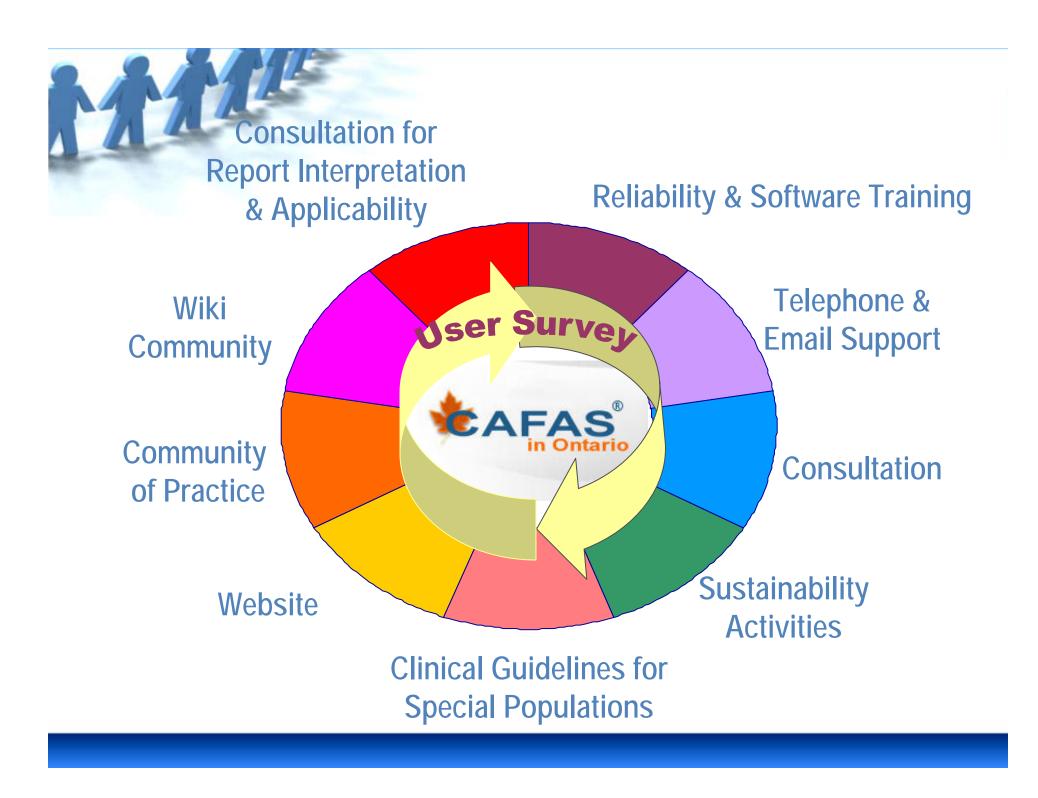
## Knowledge Translation Strategies in Support of Ontario's Outcome Measurement Initiative in Child and Youth Mental Health

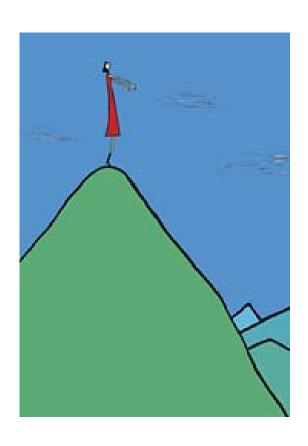


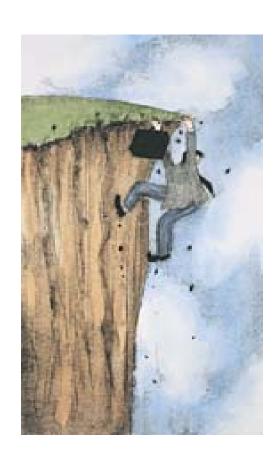


### 20/20 Hindsight... what we wish we'd known going in

- Develop a plan based on organizational / practitioner readiness for change
- Communicate...communicate Redundancy is key
- Be solution-focused in the face of resistance
- But, know when to drop the ball and move on
- Anticipate barriers and plan accordingly
- Anticipate strengths and weaknesses in your target audience i.e., computer literacy
- Develop a marketing plan based on how the innovation improves the life/work of the user
- Base much of your support for implementation on face-to-face interaction, and back it up with additional supports
- Use face-to-face venues as opportunities for innovators and early adopters to influence late adopters and laggards ©
- Develop incentives for compliance and ensure there are penalties for lack of compliance; although the "carrot" is preferred, both approaches are needed

#### The first mountain you climb is never the last...





#### Practice change takes time...



"Excuse me, but I've been waiting for service for over 3 seconds now. What kind of place are you running here?"

# Face-to-face... is the key to knowledge transfer

