



THE SPORT INFORMATION RESOURCE CENTRE

Your first stop for knowledge in sport essentials.

KNOWLEDGE MOBILIZATION SERVICES

Knowledge mobilization is the process of sharing research findings and evidence with an audience who can use those findings in practice.

SIRC's knowledge mobilization services include the development of tailored knowledge mobilization plans, execution of high-quality deliverables, and evaluation of the final product(s).

HOW DOES IT WORK?



Step 1: Every knowledge mobilization project begins with a **consultation meeting**. The consultation meeting is free of charge and gives SIRC the opportunity to learn more about the project so that we can provide direction on the knowledge approach. We'll also ask about your timeline and budget.



Step 2: After the consultation meeting, SIRC will conduct a **research review**. During this step, SIRC completes a comprehensive review of all data sources from which the knowledge is being mobilized.



Step 3: Following the consultation meeting and research review, SIRC will propose a **detailed knowledge mobilization plan** that includes one or more of the deliverables discussed.

WHAT SIRC OFFERS



Knowledge Mobilization Plans

We develop tailored knowledge mobilization plans that help you get your message to the right people, in the right format, at the right time.



Reports and Resources

We write content and provide creative direction for various text-based products with graphic elements, including (but not limited to) reports, bulletins, briefs, infographics, templates, toolkits and more.



Communications

We develop messaging and communications expertise to help new research resonate with the sport and physical activity sector.



E-learning

We develop content and provide design oversight for e-learning modules and related learning materials, including training manuals, workbooks, and learning activities.



Knowledge Sharing Events

We plan, coordinate and co-host live and virtual knowledge-sharing events, including webinars, workshops, symposia and conferences for the sport and physical activity sector.



Videos

We engage in storyboarding, scriptwriting, recording, and production oversight to develop a range of video-based products.



TESTIMONIAL

"Just completed the [Air Quality and Outdoor Sport Safety module](#). Really great and informative information to know when it comes to sport participation and today's changing climate!"

- Luis Paredes, Education and Membership Coordinator at PGA of Canada, on the AQHI learning module created by SIRC in partnership with Health Canada



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