**Knowledge exchange Plan**

The ***Knowledge Exchange Plan*** will help you develop an effective dissemination strategy. This tool will help you outline what you want to achieve through sharing information with your relevant audiences. You will also consider **what, how** and **when** the information should be shared.

The ***Knowledge Exchange Plan*** can be used any time you want to share information with your stakeholders throughout the planning, implementation or evaluation of your program. For example, you may want to share key information gathered in the “Assess Public Health Need” step in the “*Situational Assessment*” stage with relevant stakeholders to determine next steps for your project.

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| Target Audiences:  Identify the relevant audiences to share information with  (e.g. Senior Leadership Team) | Goals:  Specify the goals you hope to achieve by sharing the information (e.g. increase awareness, shift practices) | Key Messages:  For each audience, determine what information needs to be shared | Communication Format & Channels:  Determine the appropriate format (e.g. Infographic, Presentation) and channels (e.g. electronic, in-person) to effectively communicate the information | Timeline & Resources:  Determine when information needs to be shared. Identify timelines (e.g. sharing information bi-weekly) and resources (e.g. Communication Support) required for a successful dissemination |
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