

Women-Centred HIV Care Hub | Event Suite:
WCHC Hub Knowledge Mobilization (KM)
Event Guide, Checklist, and Templates



0.0 | Table of Contents

[Section 1.0 – Introduction](#)

[Section 2.0 – What Is A WCHC Hub KM Event?](#)

[Section 3.0 – Checklist](#)

[Section 4.0 – Tips and Advice](#)

[Section 5.0 – Supporting Materials](#)

[Section 6.0 - Reporting and Evaluation Requirements](#)

1.0 | Introduction

The Women-Centred HIV Care (WCHC) Hub is a virtual, nationally-operated, feminist network that unites clinicians, community members, researchers, service providers, and others involved in the field of HIV and STBBI care for women and gender diverse people, to collaborate in enhancing health outcomes and eliminating gaps in healthcare for these populations.

All of the operations of the WCHC Hub are based on 5 key objectives: 1) WCHC curriculum development, 2) knowledge mobilization, 3) creating a centralized repository, 4) training and mentoring, and 5) scaling up and long-term sustainability. Notably, the second objective in this list is **knowledge mobilization** – the process of disseminating knowledge that has been generated so that it can be taken up and employed by knowledge users.

Knowledge mobilization or “KM” events are a major part of how the WCHC Hub engages and shares knowledge across our network. This manual aims to provide an overview of how to prepare and facilitate a WCHC Hub KM event with some helpful tips and templates to use.

2.0 | What is a WCHC Hub KM Event?

Knowledge mobilization (also known as “knowledge translation” (KT) or “knowledge dissemination”) is a form of sharing knowledge such that it can be applied into real-world thinking, policy, and action. KM events facilitate the sharing of this knowledge to a larger group of people in an accessible way. A WCHC Hub KM event is one that integrates the women-centred HIV care (WCHC) model into its teachings in alignment with the mission, values, and frameworks of the WCHC Hub.

What does a WCHC Hub KM event look like?

A WCHC Hub KM event can be presented in many different ways! The most common way of hosting a KM event has been by using a slideshow/PowerPoint to present findings and details or to host a

panel with some slides/thumbnails to complement the information. Since the WCHC Hub is a national network that operates virtually, Hub KM events are typically done online using platforms like Zoom. They are often recorded and posted on the WCHC Hub YouTube channel to ensure accessibility for all but, although highly preferred, this is not a mandatory practice depending on the content of the event.

While Hub events are normally held virtually, in-person KM events may also be explored depending on feasibility, interest, and logistics. If you are interested in hosting an in-person KM event, please contact the Hub's central coordinator, Logan Kennedy, at logan.kennedy@wchospital.ca, as well as the coordinator for the sub-hub which best reflects the region in which you would be aiming to host the event.

Who can host a Hub KM event?

Anyone in the Hub! We welcome interested hosts from across the Hub's national network to hold KM events. However, there are a few expectations for these events that must be met:

1. The topic of the talk must be directly related to women and/or gender diverse people and HIV, the WCHC Model, the WCHC Hub, or the values, frameworks, and goals that are reflected in the Hub.
2. To uphold our guiding principle of “nothing about us, without us” and maintain a community-based approach, all Hub KM events relating to women and HIV must be prepared in collaboration with at least one community member or community-based organization (CBO) that works in the field of supporting women and gender diverse people with HIV. If you are unsure about who to connect with for your particular topic, it is suggested that you look into individuals from our list of supporters in [section 5.0!](#)
3. The event must integrate the women-centred HIV care (WCHC) model. This looks like:
 - a. Using the template slide (see section 5.0) as your second slide to introduce the WCHC Hub and its structure as well as the WCHC model.
 - b. Connecting your topic to a part of the model or the Hub and explaining their relevance. You can find content to include in your event in the [WCHC Toolkits](#) or on the [Hub's website](#).

Who do I talk to about hosting a KM event?

If you are interested in hosting a WCHC Hub KM event, and feel confident that the event meets the requirements listed above, please contact the central coordinator, Logan Kennedy, at logan.kennedy@wchospital.ca, as well as any relevant coordinators from the WCHC Hub's sub-hub network.

3.0 | Checklist

To ensure that your KM event is in alignment with WCHC Hub mission, vision and values , and will be approved for promotion through the Hub network, please use the checklist below as a tool when planning the event.

Slideshow Presentation

For KM events that employ the use of a slideshow/PowerPoint, the Hub has created 3 template slides that should be used to create the slideshow. It is mandatory that all WCHC Hub KM events include these 3 slides as the first 3 slides in the presentation.

- The three template slides are used as indicated above
 - First slide includes
 - Title/topic of the presentation
 - The official WCHC Hub Logo
 - Name(s) of presenter(s)
 - Email(s) of presenter(s)
 - Second slide includes
 - The official WCHC Hub logo
 - The WCHC Model diagram
 - Both hub leadership structure diagrams
 - Official WCHC Hub description
 - Links to
 - Central coordinator: logan.kennedy@wchospital.ca
 - WCHC Hub website: www.wchchub.ca
 - Third slide includes
 - The official WCHC Hub logo
 - Your local/personal land acknowledgements
 - The official Hub land acknowledgement
- The official script introducing the WCHC Hub for KM events in read in full and includes
 - The two-part land acknowledgement consisting of
 - Your local/personal land acknowledgements
 - The official Hub land acknowledgement
- A community-member or CBO was consulted in the creation of the KM event
- An explanation is included explaining the relationship between the chosen topic and the WCHC Hub or WCHC model

*Presenters may change the design from the template slide but the content should not be altered

Non-Slideshow Presentation

If your KM event does not make use of a slideshow presentation, it is still expected to meet the requirements listed in [section 2.0](#) and to relate back to the WCHC Hub. The requirements for a non-slideshow KM event are as follows:

- The official WCHC Hub logo is displayed in a visible format for the duration of the event
- Contact information/website and social media for the WCHC Hub is displayed in a visible format for the duration of the event, including that of the
 - Central coordinator: logan.kennedy@wchospital.ca
 - WCHC Hub website: www.wchchub.ca
 - Social media handles when they become active
- The official script introducing the WCHC Hub for KM events is read in full and includes
 - The two-part land acknowledgement consisting of
 - Your local/personal land acknowledgements
 - The official Hub land acknowledgement
 - The explanation of WCHC Hub, its leadership structures, and the WCHC model
- A community-member or CBO was consulted in the creation of the KM event
- An explanation is included explaining the relationship between the chosen topic and the WCHC Hub or WCHC model

4.0 | Tips and Advice

This section provides some general advice for facilitating a WCHC Hub KM event.

- Advertise/promote your event in advance
 - The WCHC Hub is proud to collaborate with so many incredible ASOs, CBOs, community clinics, and academic institutions. Reach out to these resources to promote the event to the relevant people.
 - Think about creating flyers for the event (templates available – see section 5.0)
 - Send promotional materials to the central coordinator with as much notice as possible so they can be uploaded to Basecamp, shared in the newsletter, and/or posted on the WCHC Hub website
- Familiarize yourself with the technology and materials you will be using
 - Are you using an online platform (e.g. Zoom, Teams, Meet)? Learn about how to best use its features and practice sharing materials before the event date (e.g. event registration)
 - If you are presenting in-person, familiarize yourself with the venue and layout to make sure it will be effective for your event
- At the beginning of the event, give your participants a roadmap of how the event will occur
 - Will you be recording? When will you start/stop?

- Will there be opportunities to ask questions? When?
- Introduce yourself and your background with the topic
 - People will be able to better understand your point of view and ask questions that are more suitable for your role/background
 - Creates a connection with your knowledge users
- Explain the relevance of the information you are sharing and emphasize key take-aways

Remember that The WCHC Hub is always ready to support you with planning or hosting these events – whether it is before, during, or after! Be confident and know that you have all the support that you could need to host an incredible event.

5.0 | Supporting Materials

Many supporting materials for KM events – including logos, graphics, and templates – can be found on the WCHC Hub website (www.wchchub.ca) under the “Member Resources” sub-tab. We invite you to make use of these resources in the development of any KM event and to explore the information on KM events available on the website.

Type of Material	Where to Find	When to Use
WCHC Hub logo	Member Resources > “Graphics”	First three slides of a presentation; wherever else the WCHC Hub is mentioned
Hub land acknowledgement	Member Resources > “About the Hub”	Second slide of a presentation (see template slides)
Template slides	Member Resources > “Templates”	First 3 slides of a presentation
Hub description/statement	Member Resources > “About the Hub”	Third slide of a presentation (see template slides)
Hub KM event script	Member Resources > “About the Hub”	Third slide of a presentation (see template slides) While describing the Hub
Inclusive language disclaimer	Member Resources > “About the Hub”	Third slide of a presentation (see template slides) While describing the Hub
WCHC Model	Member Resources > “Graphics”	third slide of a presentation (see template slides)
Hub Leadership diagrams	Member Resources > “Graphics”	third slide of a presentation (see template slides)

Template promotional flyers	Member Resources > “Templates”	Optional – before the event
WCHC Hub Supporters	Website footer	Optional – to contact partners of the Hub

If there are any materials from the WCHC Hub that are not included above but would be useful in the development of a KM event, please contact the Hub’s central coordinator, Logan Kennedy, at logan.kennedy@wchospital.ca to request the materials.

6.0 | Reporting & Evaluation Requirements

A key responsibility of a KM event host is to ensure that all of the reporting and evaluation requirements are filled out after an event. This responsibility is the same for all who host a KM event, whether it is by Hub Central, a sub-hub, a leadership team, or an individual Hub member.

There are two forms that the WCHC Hub requires KM Event Leads to manage.

- 1) **WCHC Hub KM Event General Survey** (Google Form)
- 2) **WCHC Hub - KM Reporting and Evaluation Data Collection Form** (REDCaP survey)

Form 1) KM Event Leads should request one of these forms from the central coordinator, Logan Kennedy, at logan.kennedy@wchospital.ca. Upon request, you will receive two links and a QR code to the form. The shorter link and QR code will link to a fillable version of the Google Form for attendees to complete. The QR code may be added to a slide while the link can be posted in a Zoom chat or otherwise written down. Participants should be asked to fill out the form in full to provide feedback for the Hub. The longer link will be an editing link which allows you to make changes to the form. Please note that you **may not remove** any of our standard questions. However, you are free to add questions specifically about your KM event as long as there is no identifiable information involved from participants.

In place of **Form 1**, we highly suggest that KM Event Leads implement their own form of live event evaluation that maintains the same level of anonymity, ease of access, and detail (includes all the same questions as the original form). This ensures that participants are more engaged in completing the evaluation and is more likely. Some ways of integrating a live replacement of **Form 1** include anonymous polling, a [Kahoot](#), a [Mentimeter](#), or a [Slido](#). Please note that the results of these live evaluations should be sent to the Central Coordinator, Logan Kennedy, at the end of the event.

Form 2) The second form will be emailed to the Event Lead(s) following the KM event. It will be a survey to be filled out in a secure research and data collection software known as REDCap. The survey will ask you to report general details about the event for the Hub’s records. The REDCap survey is to be submitted to the central coordinator, Logan Kennedy, at logan.kennedy@wchospital.ca **within 5 days** following the event date.

Upon successful submission of the REDCaP survey, the KM Event Lead(s) will also receive access to a WCHC Hub KM Event Summary Form (Excel document). This spreadsheet will be created directly from Form 1 (the Google Form) to provide an overview of the event's success, including average scores for satisfaction and engagement.

You are now ready to host a WCHC Hub knowledge mobilization event!