



National Prevention Science Coalition

to improve lives

Knowledge Mobilization Committee

Description: The Knowledge Mobilization Committee's role, in support of NPSC's mission, is to effectively frame and communicate prevention science knowledge and best practices for adoption by decision-makers, practitioners, and the general public.

We accomplish our mission through activities targeted to specific audiences that promote the embedding of prevention science principles, practices, and policies with the goal to reduce health disparities and provide opportunities for all to flourish.

Types of Activities:

- Framing and integrating scientific content into influential platforms (e.g., legislation, media outlets, educational resources) for different target audiences
- Determining best communication practices for different target audiences
- Determining and defining key take home messages
- Vetting materials from various sources to determine degree to which the information is research- or evidence-based
- Identifying specific calls to action
- Analyzing and adapting strategies to optimize success
- Identifying effective dissemination vehicles
- Determining metrics of success
- Refining KM's objectives and methods on an ongoing basis in response to feedback and new information

Audiences:

- Policymakers
- General public
- Young people/students
- Agency administrators
- Local leaders/community stakeholders

Products:

- Factsheets
- Policy journal articles
- Booklets
- White papers
- Op-eds
- Briefings
- Videos
- Webinars
- Talking points
- Trainings