**2020 Online KT Conference:**

**Social Media Strategies for Knowledge Translation**

*NIDILRR Update and Perspectives on KT*

Kristi Hill and Pimjai Sudsawad

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>> KATHLEEN MURPHY: Ok I think we can get started. We’re going to start. We really appreciate having NIDILRR leadership with us. Kristi Hill is the Acting Director and our project officer and the NIDILRR KT program coordinator is Pimjai Sudsawad will be speaking with us. Pimjai works with us during the year to plan this conference. We could not appreciate her support and insight more. That’s really all I have to share with you now. Kristi, are you ready to go?

>> KRISTI HILL: Thank you. I'm all ready. On behalf of the ACL Administrator, Lance Robertson, and the NIDILRR team I would like to thank you all for your interest in and commitment to knowledge translation. I'm excited to be here and I’m also excited and enthusiastic about the broad and diverse participation in today's conference once again. I want to take a moment to say thank you and to recognize the KTDRR team for their stellar work.

While NIDILRR continues to evolve programmatically and organizationally, our missions remain constant to generate new knowledge and promote its effective use. As the mission is unchanged, so is NIDILRR’s commitment to fostering and promoting knowledge translation as a normal course of our business. For those of you who are not familiar with NIDILRR, it's the federal government’s primary disability research agency. We have achieved our mission by sponsoring research and demonstration, training and technical assistance and related activities to maximize full inclusion and integration into society. We focus on employment and independent living, family support and economic and social self-sufficiency for individuals with disabilities of all ages. We also promote transfer youth and focus on the youth adoption of information technology for many individuals with disabilities.

We also ensure that there is a widespread distribution of practical scientific and technical information in usable format. As the center within the administration for community living, we offer a programmatic budget of just about $110 million which is relatively small for a federal agency.

We manage a grant portfolio of about 270 grants and contracts in any given year. Across NIDILRR’s research portfolio the central focus is on the whole person with a disability whose ability to function and quality of life are dependent upon the complex interactions among personal, societal and environmental factors. NIDILRR’s target population, again, is all disabilities and age groups. Knowledge translation, as I said, is a substantial part of our portfolio and it is at the core of our everyday work. That is as we have designed it. It's intertwined tightly with the other R&D programs and activities we sponsor. It's cross cutting and it’s foundational to the accomplishment of our statutory mission.

NIDILRR is tasked by the Administration for Community Living with bringing its core research capabilities and complimentary to nearly every service delivery, policy and advocacy program in ACL.

When we consider knowledge translation, we do so in the terms of increasing the understanding of strategies and practices that will lead to successful KT research contexts, increasing the adoption and use of relevant research findings and increasing the capacity of our stakeholders to plan and engage knowledge translation activities. With those interests in mind, NIDILRR is proud of its substantial knowledge translation investment that have been proven to be innovative, rigorous and impactful over the years.

As we’ve heard, this year’s conference is focused on the use of use of social media in KT. The presenters will present a broader way of issues and questions regarding the utility and value of social media in our everyday work.

How can you better engage stakeholders and advance your research endeavor using social media? You'll hear about ethical issues and the use of social media as a communication tool. It's a packed agenda. I'm excited about your participation and look forward to having an informative collection of presentations and robust dialogue over the course of the conference.

As I wrap, I again, want to take a quick moment to of thank the KTDRR team who worked hard to put this conference together. And of course, I would like to acknowledge Pimjai Sudsawad, NIDILRR’s KT expert who has centered our thinking at NIDILRR and really guided our priorities around knowledge translation for many years. So, with that I'll turn it over to Dr. Pimjai Sudsawad.

>> PIMJAI SUDSAWAD: Thank you, Kristi. Good afternoon everyone. I would like to extend a warm welcome to the 2020 Virtual Knowledge Translation Conference hosted by the Center on Knowledge Translation for Disability and Rehabilitation Research. As Kristi mentioned, our institute has a strong commitment to advancing knowledge translation and supporting this conference is one of our ways to do it. We also fund several knowledge translation centers to help provide training and technical assistance to grantees on knowledge translation best practices as well as to share information and resources on knowledge translation freely to the larger community as we are doing now in in conference.

We believe that KT is an encompassing process that has several components in it and we have to pay attention to all of the components in order for KT to be successful including knowledge creation, dissemination, implementation and also how outcomes are measured.

So, you see that reflected in the conference agenda where, you know, we have the session that social media will be used in several components of the KT. This is the eighth year of the conference. The topic of past and present conferences have been chosen based on current interest in the field and also on conference attendees like yourself. Like previous years, you will have a chance to provide that input along with other feedback about the conference in the conference evaluation and that we would greatly appreciate you letting us know.

We are pleased to see growing interest and participation from colleagues, both domestically and internationally, as one of the purposes of the conference is to facilitate information exchanges within the international KT community in this free forum where participants can advance their knowledge and skills in the area as well as to have a chance to talk to fellow KT enthusiasts, so to speak. So, without further delay, I'll pass on the microphone to Ann Outlaw who will be introducing the first speakers are for the day.