

Tailoring Your Knowledge Translation Strategies for Your Intended Users

KTDRR's 2023 Virtual KT Conference

November 6, 8, and 9

Center on
**KNOWLEDGE TRANSLATION FOR
DISABILITY & REHABILITATION RESEARCH**

UMass Chan
MEDICAL SCHOOL



STAY

TUNED



SUPPORTING TRANSITION AGE YOUTH
WITH MENTAL HEALTH CONDITIONS

Podcasts Are Powerful

Emily Sudbrock



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Acknowledgments

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Evolution of a Podcast

- The popularity of podcasts among young adults (YAs) is exploding: 42% of those between the ages of 18 and 34 listen to podcasts at least once a week, with an even higher percentage for 12- to 17-year-olds.
- We thought that a podcast might be a good dissemination tool to reach YAs.
- The Young Adult Advisory Board was in agreement.
- A framework of what it would look like was developed.



S.T.A.Y. Tuned: Supporting Transition-Age Youth

- A podcast for young adults, about young adults, and made by young adults.
- Mental health services need to change for current/future YAs.
 - What worked in the past may not be applicable now.
- The purpose is to share research on how transition-age youth/YAs navigate school or work.
- Our guests include research collaborators from across the globe.
- We discuss the challenges and opportunities faced by YAs with mental health conditions.

Hosts

- Emily and Mei — two YAs with lived mental health experience
- Aim to make the podcast relatable, interesting, and palatable to other YAs
 - Something both of us would be interested in listening to
 - Creates a sense of connection
 - Self-disclosure



Image by [Jayr](#) from [Pixabay](#)

Audience

- Young adults are an underserved population in the mental health field.
- Our goal is to help our audience feel less alone and discover resources that are available to them.



Image by [Natalia Ovcharenko](#) from [Pixabay](#)

Guests – Researchers

- Started out by interviewing researchers.
 - Interesting and important, but wasn't gaining enough traction from young adult audiences.
 - Research can be confusing and inaccessible.



Image by [Md Ziaul Hameed](#) from [Pixabay](#)

Guests – Young Adults

- Began reaching out to YAs with lived mental health experiences.
 - Having them on allows them to share their stories.
 - Resonate with our target demographic.
 - Reduce stigma surrounding mental health.

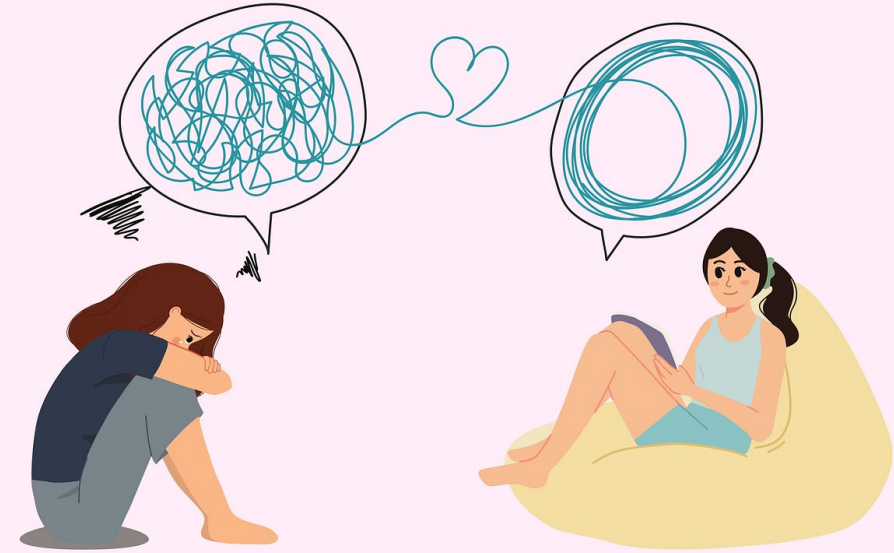


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“

From the outside I looked like I was doing okay, but underneath the surface I really wasn't.”

Ali Gold

Ep. 8: Prioritizing YOU – Taking a Leave of Absence



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Pre-Production

- Guests: ongoing list
- Topics/theme: specific to episode and/or guest
- Questions: 5–6 per episode
- Recording time & date



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Post-Production

Workflow

- Recording
- Editing (audio and video)
- Upload to Anchor
- Episode title & description
- Publish and promote

Software & Equipment

- Microphones
- Audacity & Descript
- Anchor
- YouTube



Image by [GEOVANIA SILVA OLIVERIA](#) from [Pixabay](#)

Dissemination & Accessibility

Available on:

- Spotify
- Google
- Pandora
- Stitcher

Next steps:

- Transcripts – descript
- YouTube videos
- Apple Podcasts



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Things We Have Learned

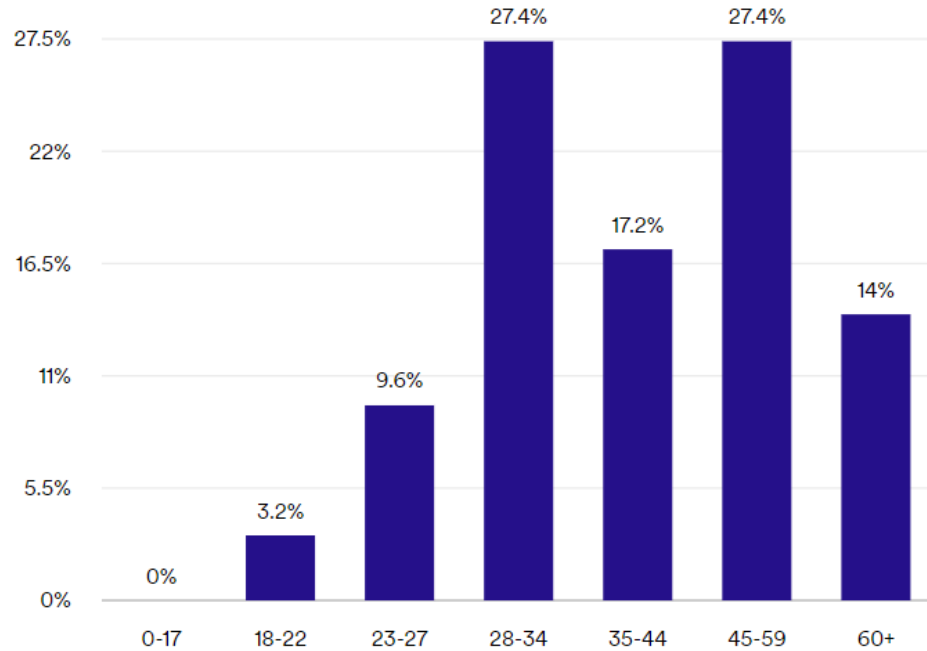
- Accessibility matters.
 - Transcripts
 - Video podcasts are in the works
- The “status” of our guests matters.
- We reach more YAs with podcasts that feature YAs.



Image by [Anna Lysenko](#) from [Pixabay](#)

2022 versus 2023

Age



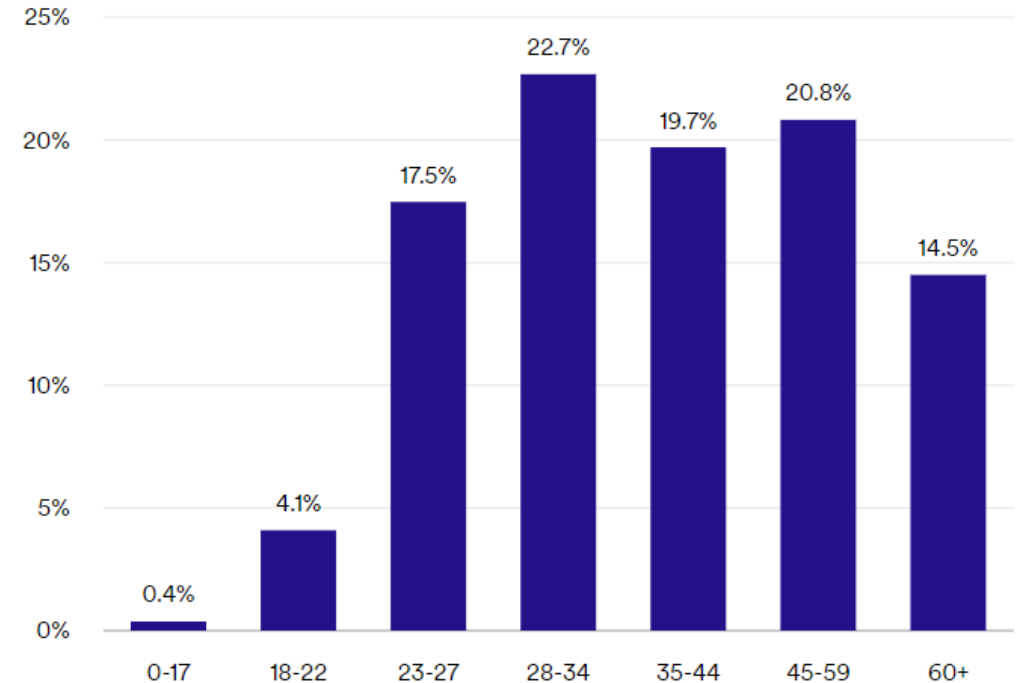
Source:  Spotify

In 2022, we published 5 podcasts, each featuring a researcher talking about YAs.

2022 versus 2023

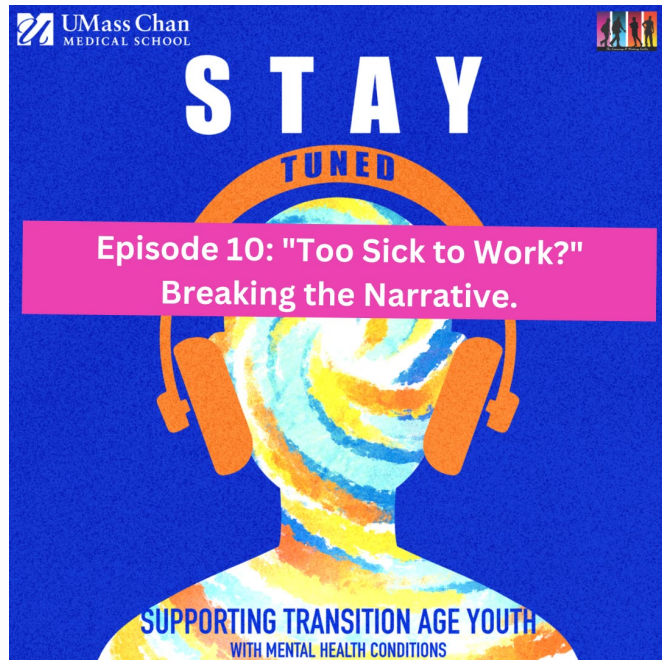
In 2023, we have published 6 podcasts to date, 5 featuring a YA talking about their personal experiences.

Age



Source:  Spotify.

We Invite You to Listen



<https://www.umassmed.edu/TransitionsACR/youth-voice/stay-tuned-podcast/>



Q&A

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