

CREATIVE KNOWLEDGE TRANSLATION: IDEAS AND RESOURCES



October, 2015

ACKNOWLEDGEMENT

The Alberta Addiction & Mental Health Research Partnership Program (Research Partnership Program) was established in 2005 through a collaborative process. The implementation of the program was based on a thorough consultation that was led by the Research Partnership Committee. The intent of the partnership program is to increase research and its application in addiction and mental health services and in public and population health.

This document was produced on behalf of the Alberta Addiction & Mental Health Research Partnership Program through the efforts of Alberta Health Services, Provincial Addiction and Mental Health.

DISCLAIMER

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PROJECT TEAM

PROJECT MANAGER

Heather Scarlett-Ferguson, Manager, Knowledge Exchange, Performance Measurement & Knowledge Exchange, Provincial Addiction and Mental Health, Alberta Health Services

PREPARED BY

Yasemin Tulpar, Knowledge Management Coordinator, Knowledge Exchange, Performance Measurement & Knowledge Exchange, Provincial Addiction and Mental Health, Alberta Health Services

Neha Batra-Garga, Knowledge Management Coordinator, Knowledge Exchange, Performance Measurement & Knowledge Exchange, Provincial Addiction and Mental Health, Alberta Health Services

Cathy Aspen, Research Coordinator, Knowledge Exchange, Performance Measurement & Knowledge Exchange, Provincial Addiction and Mental Health, Alberta Health Services

CITATION

For citation purposes, please use the following format:

Alberta Addiction & Mental Health Research Partnership Program. (2015). Creative KT: Ideas and Resources. Edmonton, AB: Author.

For more information about this report, contact Knowledge Exchange, Provincial Addiction & Mental Health, Alberta Health Services at researchpartnership@albertahealthservices.ca.

TABLE OF CONTENTS

Acknowledgement.....	2
Project team.....	3
Background.....	6
Purpose.....	6
Research on Creative Knowledge Translation.....	6
Film and Animation.....	8
Film and Animation Examples.....	8
Film and Animation Resources.....	11
Digital Storytelling.....	12
Digital Storytelling Examples.....	12
Digital Storytelling Resources.....	14
Infographics.....	15
Infographic Examples.....	15
Infographic Resources.....	17
Websites.....	18
Website Examples.....	18
Website Resources.....	20
Games.....	21
Game Examples.....	21
Maps.....	23
Map Examples.....	23
Theatre and Live Performance.....	24

Theatre and Live Performance Examples	24
Exhibits and Visual Art	25
Exhibit and Visual Art Examples	25
Music and Dance	27
Music and Dance Examples	27
References.....	29



BACKGROUND

Purpose

The purpose of this document is to provide examples of knowledge translation products that use different formats to express key messages. This document provides information about and examples of knowledge translation activities primarily related to addiction and mental health. It may be used by individuals, clinicians, or researchers who are interested in how other individuals and organizations conduct knowledge translation. It is hoped that this document will increase awareness of creative approaches to knowledge translation and be a useful resource.

The examples provided in this document demonstrate that complex information can be distilled into essential parts, which can be adapted to fit various physical and technological formats. This is important because certain formats can better suit the presentation of certain types of information, while appealing to different audiences. For example, children might respond strongly to knowledge translation in the form of sing-along songs, while older adults might prefer live presentations.

Applying different creative knowledge translation techniques also has the advantage of potentially enabling collaboration from a variety of disciplines. It is possible to find new and possibly more effective methods of knowledge translation by exploring different applications. The examples in this document are intended to appeal to various interests and budgets. While it may not be feasible for a small organization to create an immersive video game, a comic book can be created with ease in a short amount of time using free online tools.

The list of examples in this document is not exhaustive: it is intended to be a sample of interesting and well-executed work in the area of addiction and mental health knowledge translation. Where applicable, a few resources are listed for each section that are intended to give users a starting point for initiating their own creative knowledge translation projects.

Research on Creative Knowledge Translation

The Canadian Institutes of Health Research (2012) contend that knowledge translation activities should focus on non-academic modes of communication, and make extensive use of lay language and popular formats such as websites, podcasts, webinars, and YouTube videos, as well as film, theatre, and art. Particular media should be chosen based on what is deemed to be most effective for a group of knowledge users.

Research suggests that conducting knowledge translation using animated videos can aid comprehension and improve subject-matter attitudes. Meppelink, van Weert, Haven, and Smit (2015) found that delivering health information using spoken narration improved

recall and attitudes of individuals with low health literacy (as opposed to presenting written information). This positive effect of spoken narration was increased when combined with animation, bringing the recall of individuals with low health literacy up to the levels of individuals with high health literacy. For this reason, the researchers concluded that this is the most effective way to communicate health information to individuals with both high and low health literacy. Animation with spoken narration also has the advantage of being easily translatable into other languages at comparatively little expense.

Hattaway Communications (2014) conducted interviews and roundtable discussions with thought leaders in several industries about communicating information using digital storytelling. Participants reported that a major value of digital storytelling is that “well-crafted stories can communicate abstract and complex ideas in ways that encourage understanding” (p. 6). Participants echoed a strong need for organization capacity building in the area of digital storytelling, specifically on the importance of communicating information through stories, and the elements of compelling, strategic stories. The researchers identified the following most effective tools and platforms available for digital storytelling:

1. **Blogs and content management systems** allow the use of multi-media formats and can easily link to other platforms.
2. **Email** has been shown to capture and maintain the attention of individuals who do not regularly visit an organization’s website.
3. **Social Media** connects organizations and individuals and allows both to create and contribute to conversations.
4. **Video and audio** can be very captivating, and is the most popular format: users are more likely to watch videos than view other content.
5. **Curation platforms** allow users to collect and post content from other sources to create their own narratives.
6. **Monitoring platforms** allow users to collect data about real-time and historical social media conversations that provide metrics to measure the effectiveness of engagement strategies.

Dell (2011) argued that music can provide a culturally-relevant and accessible way to engage research participants and record their experiences, which can create a more effective product to share with knowledge users. Eakin and Endicott (2006) disseminated research findings about workplace injury by putting on a play. They found that theatre was a suitable medium for converting abstract research concepts into concrete scenarios through the use of metaphor, dialogue, and fiction. The researchers argued that injured workers strongly identified with the content of the play, and “[felt] a sense of being understood for the first time” (p. 3). Boydell and Jackson (2010) put on a dance performance about the experience of first episode psychosis and help-seeking, and received overwhelmingly positive feedback from audiences.

These findings suggest that creative approaches have great potential as knowledge translation techniques. In keeping with traditional knowledge translation strategies, evaluation and monitoring are key to verifying the effectiveness of engagement, comprehension, and recall of knowledge users regardless of the method of delivery.

FILM AND ANIMATION

Live action and animated videos are a versatile way to present many different types of information. While animation allows manipulation of objects without restriction, film can easily capture a strong emotional appeal. A combination of film and animation can result in an interesting mix of human interest with synthesized phenomena that would otherwise be difficult to view or understand.

Film and Animation Examples

I Had a Black Dog, His Name was Depression



"Reclining black dog" by Joe Parks is licensed under CC BY 2.0 / Cropped from original

Author	World Health Organization , Matthew Johnstone
Year	Posted in 2012
Genre	Animation
URL	https://www.youtube.com/watch?v=XiCrniLQGYc
Description	A narrative animation illustrating the feelings and symptoms associated with depression using the analogy of depression as a black dog. By recognizing his depression and seeking help, the protagonist is able to overcome his depression. Accompanying information on mental health can be found at the World Health Organization's Mental Health website .

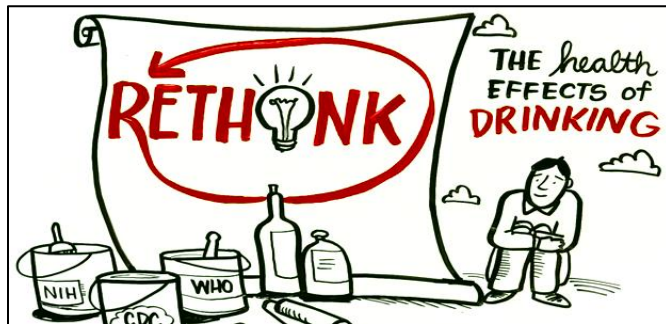
InBrief: Early Childhood Mental Health



"Soapbubbles-SteveEF" by Steve Ford Elliott is licensed under CC BY 2.0 / Cropped from original

Author	Center on the Developing Child at Harvard University
Year	Posted in 2015
Genre	Film with illustrative animations
URL	https://www.youtube.com/watch?v=L41k2p-YRCs
Description	A documentary-style information clip for parents about children's mental health. Experts are asked questions about signs and symptoms of mental well-being and mental illness in children. Their responses are illustrated with simple animations. Additional resources on early childhood mental health can be found at the Centre on the Developing Child's Mental Health website .

A Rethink of the Way We Drink



Screenshot used with permission from [Evans Health Lab](#)

Author	Dr. Mike Evans , the research team of Dr. Katharine Bradley
Year	Posted in 2015
Genre	Visual lecture
URL	https://www.youtube.com/watch?v=tbKbq2lytC4
Description	A lecture about reconceptualizing attitudes toward alcohol use and treatment, and advising about the use of low-risk drinking guidelines. The lecture is made accessible through the addition of drawings and sound effects. More visual lectures on different health topics have been created by the Evans Health Lab .

If Physical Health Problems Were Treated Like Mental Health Problems



Screenshot used with permission from [BuzzFeedYellow](#)

Author	BuzzFeedYellow
Year	Posted in 2015
Genre	Short film
URL	https://www.youtube.com/watch?v=0B5nfkaeplc
Description	A short film illustrating the problem with the attitude that mental illness is “not a real illness”. This video shows how inappropriate it seems when people make dismissive comments toward individuals with physical health problems, such as “are you even trying to get better?” The film’s message is that mental health needs be taken as seriously as physical health.

Frames of Mind: A Monthly Mental Health Film Series



Screenshot used with permission from [Frames of Mind](#)

Author	University of British Columbia Institute of Mental Health , Department of Psychiatry, and Pacific Cinematheque
Year	2002 to present
Genre	Film series
URL	http://artshealthnetwork.ca/initiatives/frames-mind-mental-health-film-series
Description	The University of British Columbia holds a monthly film night featuring feature films and documentaries from around the world that provide community and professional education about mental health issues. In 2003, the film series was awarded Most Outstanding Psychiatry Continuing Education Activity in Canada.

BBC Three Documentary: Diaries of a Broken Mind



"39.365 #106 in explore ! fact." by [ashley rose](#). is licensed under [CC BY-NC-ND 2.0](#) / Cropped from original

Author	BBC Three
Year	2013
Genre	Documentary film
URL	https://www.youtube.com/watch?v=ATTbHvI-pVU
Description	A documentary revealing how it feels to live with a mental illness. For 6 months, 25 young people growing up with mental illness filmed themselves with handheld cameras. The film depicts their everyday challenges at school, work, and relationships, as well as the social stigma they face. In 2014, the film received a Mind Media Award for 'Best Documentary'. More information can be found at the BBC website.

Disconnected: A Short Film on Schizophrenia



"Schizophrenia image" by [Marco Castellani](#) is licensed under [CC BY-SA 2.0](#) / Cropped from original

Author	Alberto D'Onofrio, DOnofrio Film
Year	2011
Genre	Short film
URL	https://www.youtube.com/watch?v=Weg8r3G4Hg8
Description	A short artistic film illustrating one teenage boy's struggles living with schizophrenia. The film shows how those with schizophrenia might have a drastically different perception of the world than those who do not. The film also gives some emotional insight into the mental state of someone living with schizophrenia.



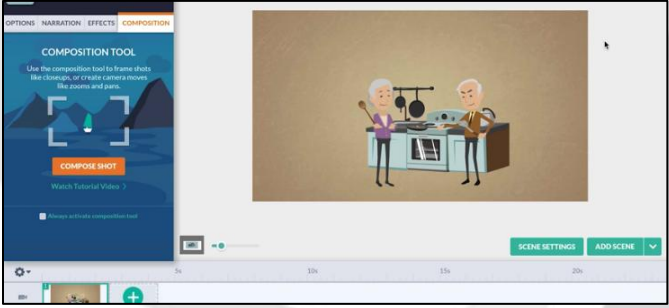
Debunking the myths of OCD



Screenshot used with permission from [TED-Ed](#)

Author	Dr. Natascha M. Santos
Year	Published in 2015
Genre	Animated Lesson
URL	http://ed.ted.com/lessons/debunking-the-myths-of-ocd-natascha-m-santos
Description	A TED-Ed animated lesson intended to dispel common misconceptions about OCD, and highlight inaccuracies in how OCD is often portrayed in popular culture.

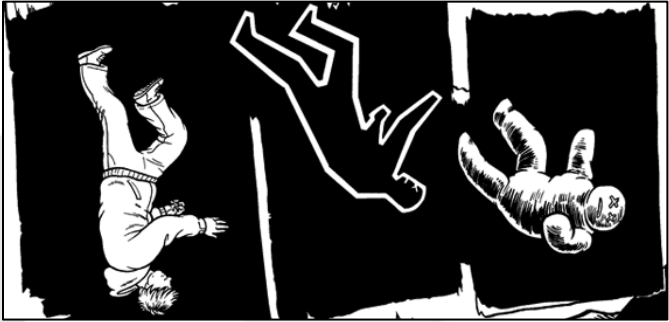

Film and Animation Resources

Moovly									
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<p><i>Screenshot used with permission from GoAnimate</i></p>									

DIGITAL STORYTELLING

Digital storytelling allows you to illustrate text with digital images, or tell a story entirely through digital images. While web comics (those published exclusively online) and graphic novels are common types of digital storytelling, other novel ways are possible as well. For example, blog posts can be interspersed with short comics to create an appealing story that is quick and easy to read.

Digital Storytelling Examples

Look Straight Ahead											
	<table border="1"> <tr> <td>Author</td> <td>Elaine M. Will</td> </tr> <tr> <td>Year</td> <td>2012 to 2013</td> </tr> <tr> <td>Genre</td> <td>Online graphic novel</td> </tr> <tr> <td>URL</td> <td>http://blog.e2w-illustration.com/?webcomic_post=look-straight-ahead-chapter-1-cover</td> </tr> <tr> <td>Description</td> <td>A narrative fiction comic book about the author's own experience going through a mental breakdown. The protagonist has bipolar disorder and is trying to cope with high school, bullying, and peer pressure, all while suffering from severe delusions. In 2012, the comic was awarded a grant from the Xeric Foundation.</td> </tr> </table>	Author	Elaine M. Will	Year	2012 to 2013	Genre	Online graphic novel	URL	http://blog.e2w-illustration.com/?webcomic_post=look-straight-ahead-chapter-1-cover	Description	A narrative fiction comic book about the author's own experience going through a mental breakdown. The protagonist has bipolar disorder and is trying to cope with high school, bullying, and peer pressure, all while suffering from severe delusions. In 2012, the comic was awarded a grant from the Xeric Foundation .
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Screenshot used with permission from [Elaine M. Will](#)

Screenshot used with permission from [Darryl Cunningham](#)

Adventures in Depression



"Happy sad faces" by Prerana Janqam is in the public domain (CC0 1.0) / Cropped from original

Author	Allie Brosh, Hyperbole and a Half
Year	2011
Genre	Illustrated blog post
URL	http://hyperboleandahalf.blogspot.ca/2011/10/adventures-in-depression.html
Description	A blog post illustrated with short comic-style images about the author's experience with depression. The comics make the text easier to read and the emotive drawings increase the appeal of the story.

Just a Story



Screenshot used with permission from the [Healthy Aboriginal Network](http://thehealthyaboriginal.net/wp-content/uploads/2014/04/Just-a-Story.pdf)

Author	Steven Keewatin Sanderson
Year	2009
Genre	Graphic novel
URL	Preview at http://thehealthyaboriginal.net/wp-content/uploads/2014/04/Just-a-Story.pdf
Description	A graphic novel with the goal of reducing mental health stigma. This is one of many graphic novels addressing a specific topic written for Aboriginal youth by the Healthy Aboriginal Network. This novel was funded by the BC Ministry of Child and Family Development.


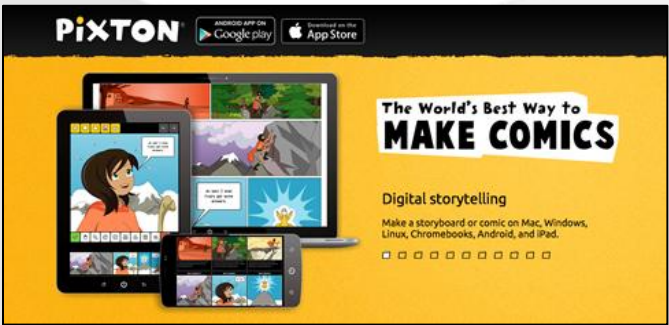

Invisible injury: Beyond PTSD



"MPOTY 2014 Helping someone get treatment for mental health issues" by Devin N. Boyer is in the public domain (CC0 1.0) / Cropped from original

Author	Jeff Severns Guntzel, Andy Warner
Year	2013
Genre	Journalistic comic
URL	http://www.publicinsightnetwork.org/2013/06/21/invisible-injury-beyond-ptsd-illustrated-story/
Description	Written by journalists, this comic illustrates reporting conducted with veterans about their experiences moving on from war. The illustrations make the journalistic content accessible, and the concepts easy to read and understand.

Digital Storytelling Resources

Comic Life									
	<table border="1"> <tr> <td>Author</td> <td>plasq</td> </tr> <tr> <td>Type</td> <td>Comic creation application</td> </tr> <tr> <td>URL</td> <td>https://plasq.com/apps/comiclife/macwin/</td> </tr> <tr> <td>Description</td> <td>An easy-to-use mobile application for creating comics from your own images. The app allows you to lay out your story, customize lettering, and apply filters to make your images look more like drawings. A free subscription allows you to create unlimited comics for one month.</td> </tr> </table>	Author	plasq	Type	Comic creation application	URL	https://plasq.com/apps/comiclife/macwin/	Description	An easy-to-use mobile application for creating comics from your own images. The app allows you to lay out your story, customize lettering, and apply filters to make your images look more like drawings. A free subscription allows you to create unlimited comics for one month.
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Image source: Pixton Comics									
Digital Storytelling for Social Impact									
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<i>"Wordpress-blog-post-cms-265132" by pixelcreatures is in the public domain (CC0 1.0) / Cropped from original</i>									

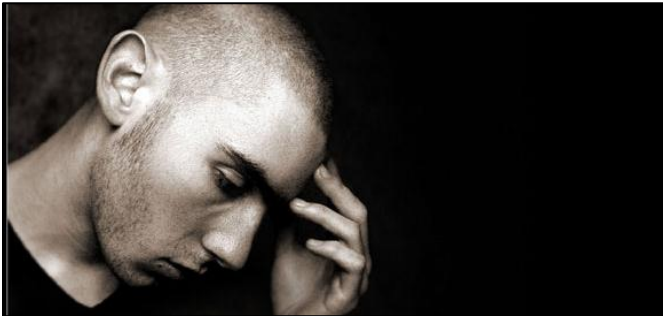
INFOGRAPHICS

Infographics are typically graphical representations of data that are designed to summarize information about one topic in a format that is quick and easy to understand. Summary statistics, such as percentages and averages, are well suited to use in infographics because they can be presented in simple charts and graphs to aid reader comprehension. Infographics also lend themselves to novel visualizations using images. For example, you can present the relative proportions of smokers among groups by using pictures of cigarettes scaled to the correct proportions (i.e., a larger cigarette indicates more smokers). Intermingling data with images makes infographics accessible to a wide-range of readers, including those who might not be comfortable reading written research results.

Infographic Examples

Aboriginal Addiction and Mental Health in Alberta																													
<table border="1"> <caption>Substance Use, Gambling & Mental Health</caption> <thead> <tr> <th>Category</th> <th>Aboriginal</th> <th>Non-Aboriginal</th> </tr> </thead> <tbody> <tr> <td>Heavy Drinking</td> <td>31%</td> <td>18%</td> </tr> <tr> <td>Current Smoking</td> <td>40%</td> <td>22%</td> </tr> <tr> <td>Problem Gambling</td> <td>3-4x higher</td> <td>-</td> </tr> <tr> <td>Good or Excellent Mental Health</td> <td>66%</td> <td>75%</td> </tr> <tr> <td>Diagnosed with a Mood Disorder</td> <td>12%</td> <td>7%</td> </tr> </tbody> </table> <p>Image source: Alberta Health Services</p>	Category	Aboriginal	Non-Aboriginal	Heavy Drinking	31%	18%	Current Smoking	40%	22%	Problem Gambling	3-4x higher	-	Good or Excellent Mental Health	66%	75%	Diagnosed with a Mood Disorder	12%	7%	<table border="1"> <tr> <td>Author</td> <td>Alberta Health Services, Alberta Addiction and Mental Health Research Partnership Program</td> </tr> <tr> <td>Year</td> <td>2014</td> </tr> <tr> <td>Genre</td> <td>Infographic</td> </tr> <tr> <td>URL</td> <td>http://www.albertahealthservices.ca/assets/info/res/mhr/if-res-mhr-aboriginal-amh-infographic.pdf</td> </tr> <tr> <td>Description</td> <td>This infographic highlights research findings that suggest Aboriginals in Alberta are more likely to suffer from substance use, gambling, and mental health problems than non-Aboriginals.</td> </tr> </table>	Author	Alberta Health Services, Alberta Addiction and Mental Health Research Partnership Program	Year	2014	Genre	Infographic	URL	http://www.albertahealthservices.ca/assets/info/res/mhr/if-res-mhr-aboriginal-amh-infographic.pdf	Description	This infographic highlights research findings that suggest Aboriginals in Alberta are more likely to suffer from substance use, gambling, and mental health problems than non-Aboriginals.
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Description	This infographic highlights research findings that suggest Aboriginals in Alberta are more likely to suffer from substance use, gambling, and mental health problems than non-Aboriginals.																												
The Impact of Substance Use Disorders on Hospital Use																													
<p>Report: The Impact of Substance Use Disorders on Hospital Use</p> <p>ALCOHOL overshadows all other substances</p> <p>ALCOHOL 10x MORE DAYS SPENT IN HOSPITAL THAN OPIOIDS, THE NEXT HIGHEST SUBSTANCE USE DISORDER (SUD) IN 2011</p> <p>Screenshot used with permission from the Canadian Centre on Substance Abuse</p>	<table border="1"> <tr> <td>Author</td> <td>Canadian Centre on Substance Abuse</td> </tr> <tr> <td>Year</td> <td>2014</td> </tr> <tr> <td>Genre</td> <td>Infographic</td> </tr> <tr> <td>URL</td> <td>http://www.ccsa.ca/Resource%20Library/CCSA-Substance-Use-Hospital-Impact-Infographic-2014-en.pdf</td> </tr> <tr> <td>Description</td> <td>This infographic depicts key statistical findings from a report on the cost of substance use disorders on the Canadian health care system.</td> </tr> </table>	Author	Canadian Centre on Substance Abuse	Year	2014	Genre	Infographic	URL	http://www.ccsa.ca/Resource%20Library/CCSA-Substance-Use-Hospital-Impact-Infographic-2014-en.pdf	Description	This infographic depicts key statistical findings from a report on the cost of substance use disorders on the Canadian health care system.																		
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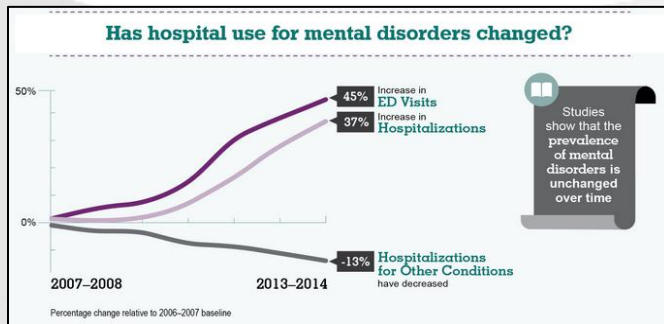
Mental Illness in Canada



“Melancholys Warm Embrace” by Andrew Mason is licensed under CC BY 2.0 / Cropped from original

Author	Reach out Centre for Kids (ROCK)
Year	2015
Genre	Infographic
URL	http://rockonline.ca/news/infographic-on-mental-health-in-canada/
Description	This infographic highlights research findings about mental health issues affecting Canadian youth. The data were taken from Statistics Canada, the Canadian Mental Health Association, and Ontario’s Ministry of Children and Youth Services.

Child and Youth Mental Health in Canada



Screenshot used with permission from the [Canadian Institute for Health Information](http://www.cihi.ca)

Author	Canadian Institute for Health Information (CIHI)
Year	2015
Genre	Infographic
URL	https://www.cihi.ca/en/types-of-care/specialized-services/mental-health-and-addictions/infographic-many-more-young
Description	This infographic highlights research findings from a CIHI report on caring for children and youth with mental disorders. The infographic was posted with an accompanying media release which adds some detail to the topics mentioned in the infographic itself.

Exercise and Depression

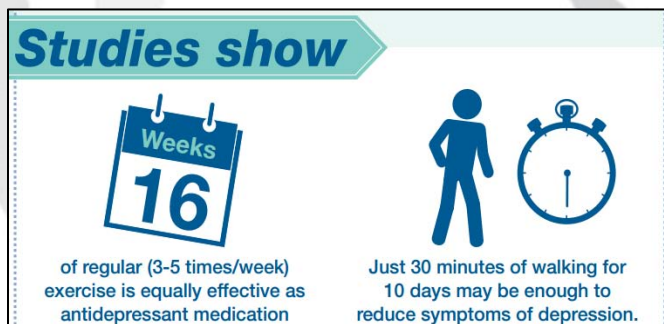
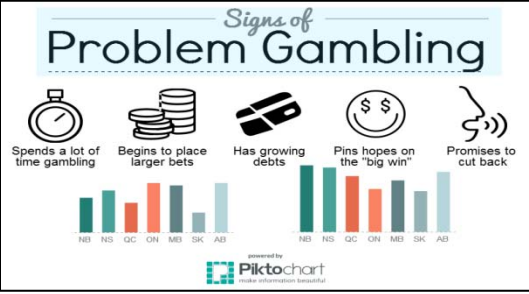
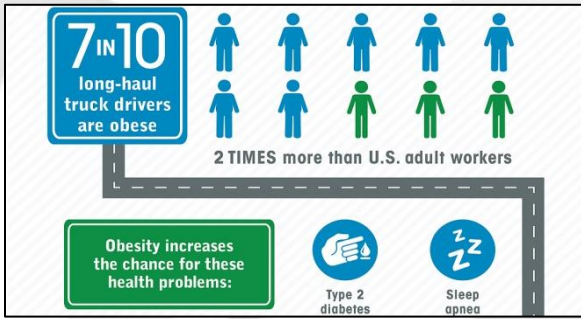
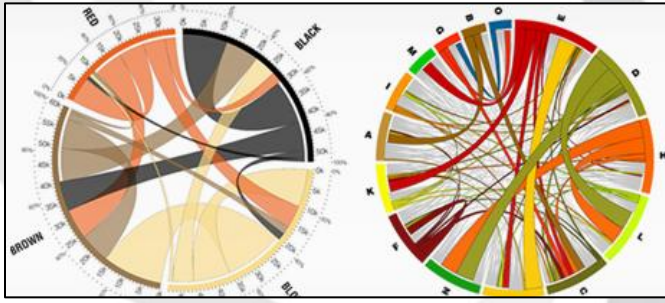


Image source: [Alberta Health Services](http://www.albertahealthservices.ca)

Author	Alberta Health Services Mental Health Strategic Clinical Network
Year	n.d.
Genre	Infographic
URL	http://www.albertahealthservices.ca/assets/about/scn/ahs-scn-amh-exercise-depression.pdf
Description	This infographic gives a brief reminder about good exercise habits, and the benefits of exercise on mental health. This format would make a good reference poster because it gives very simple, general information.


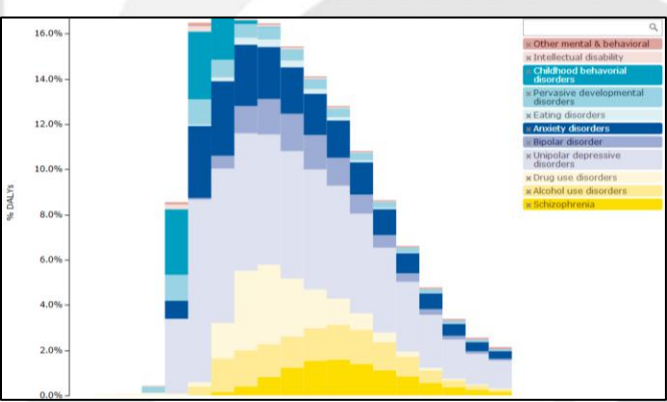
Infographic Resources

Piktochart		
 <p><i>Image created using Piktochart</i></p>	Author	Piktochart Infographics
	Type	Infographic creation tool
	URL	http://piktochart.com/
	Description	An image-focused infographic creation tool that is ideally suited to data that are easily represented as images.
	Infogram	
 <p><i>"Truck driver infographic (16703600641)" by NIOSH is in the public domain (CC0 1.0) / Cropped from original</i></p>	Author	Infogram SIA
	Type	Infographic creation tool
	URL	https://infogr.am/
	Description	A data-focused infographic tool with many options to customize charts and graphs. This tool is ideally suited to represent numeric and categorical data.
	Circos	
 <p><i>Screenshot used with permission from Martin Krzywinski</i></p>	Author	Martin Krzywinski
	Type	Data visualization tool
	URL	http://circos.ca/
	Description	A unique data visualization tool used to represent relationships between objects in a circular format. This tool is ideally suited to genomic data, but can be used with various types of numeric and categorical data. Originally intended to help communicate complex relationships to non-specialists with visual appeal.

WEBSITES

Websites are useful for presenting information in a variety of ways. Allowing users to interact with data has the potential to increase comprehension and interest in subject matter. There are few limitations on the type of websites possible, and different formats will suit different types of information better. Building in the possibility for users to post and collaborate on information is one way to increase a body of knowledge and get users excited about learning and contributing.

Website Examples

	<h4>Naloxone Info</h4>	
Author	Open Society Foundations	
Year	2013	
Genre	Marketing campaign	
URL	http://naloxoneinfo.org/	
Description	International campaign to promote the use of the drug Naloxone as an antidote for opioid overdose. The KT project overview describes the motivation behind the website, print materials, and social campaign.	
Screenshot from Naloxone Info is licensed under CC BY-NC-ND 3.0		
<h4>Institute for Health Metrics and Evaluation: Data Visualizations</h4>		
	Author	
Author	University of Washington Institute for Health Metrics and Evaluation	
Year	2013	
Genre	Data visualizations	
URL	http://www.healthdata.org/results/data-visualizations	
Description	A series of global health data visualizations with customizable content and formats. This tool allows you to look at specific health conditions and associated risk factors by year and geography, as well as by specific researchers or projects.	
Screenshot from the GBD Compare visualization (accessed August, 2013) used with permission from the Institute for Health Metrics and Evaluation		

MoodGym



Screenshot used with permission from the [Australian National University](#)

Author	National Institute of Mental Health Research at the Australian National University College of Medicine, Biology & Environment
Year	Launched in 2004
Genre	Interactive depression prevention website
URL	http://moodgym.anu.edu.au/
Description	This interactive website provides online cognitive behaviour therapy designed to prevent depression based on research done at the Australian National University. The website consists of learning modules, interactive games, assessments, relaxation audio, a workbook, and assignments for feedback.

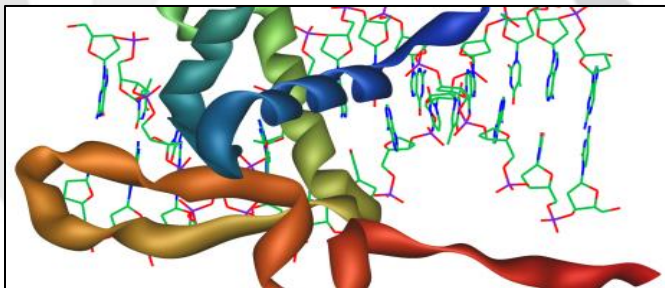
MOA CAT (Museum of Anthropology's Online Collections)



"The Raven and the First Men, Museum of Anthropology (7960613420)" by [InSapphoWeTrust](#) is licensed under [CC BY-SA 2.0](#) / Cropped from original

Author	University of British Columbia Museum of Anthropology (MOA)
Year	n.d.
Genre	Online museum collection
URL	http://collection-online.moa.ubc.ca/
Description	This free database is designed to share MOA research collections with the world. Each item in the museum catalogue is listed along with timelines, narratives, videos, and other relevant information. The content is regularly updated to encourage research sharing and collaboration between scientists, and provide information to the public.

Transcription Factor Encyclopedia



Screenshot from [Transcription Factor Encyclopedia](#) is licensed under [CC BY-SA 3.0](#)

Author	Wasserman Lab
Year	n.d.
Genre	Wiki-based encyclopedia
URL	http://www.cisreg.ca/cgi-bin/tfe/home.pl
Description	This is a wiki-based online encyclopedia containing information about transcription factor genes. Experts can contribute short summaries of the different genes and upload supporting materials like publications and 3D models. The encyclopedia is intended as a single point of reference for researchers, doctors, scientists, and clinicians to find up-to-date research information.



Website Resources

Impactstory	
<p>Screenshot from ImpactStory is in the public domain (CC0 1.0)</p>	<p>Author Heather Piwowar, Jason Priem</p>
	<p>Type Research collaboration and impact visualization tool</p>
	<p>URL https://impactstory.org/</p>
	<p>Description An online curriculum vitae (CV) tool for scientists to share papers, posters, datasets, codes, slides and more. The impact map tracks discussion on social media forums, giving researchers an indication of the “actual” impact their research has on other researchers and the public.</p>
Wordle	
<p>Image created using Wordle</p>	<p>Author Jonathan Feinberg</p>
	<p>Type Word cloud creation tool</p>
	<p>URL http://www.wordle.net/</p>
	<p>Description A free word cloud generation tool that uses text or a website as its input. Word sizes in the cloud can be set to represent frequencies (word with higher frequencies appear larger). Colour, configuration, and other details can be customized.</p>
QRStuff	
<p>“QR Code Masking Example” by Bobmath is in the public domain (CC0 1.0) / Cropped from original</p>	<p>Author QRStuff</p>
	<p>Type Quick Response (QR) code generator</p>
	<p>URL http://www.qrstuff.com/</p>
	<p>Description This website allows you to generate basic QR codes for free that can be downloaded for print materials. Viewers use a mobile device to scan the QR code, which can be programmed to play a video or take viewers to a particular website. QR codes are often printed on posters, as viewers can capture relevant information through the code without having to write anything down.</p>

GAMES

Games can serve as a highly interactive way for users to experience, understand, and manipulate information. Both simple and complex games can create a rich user experience. Computer games are well suited to creating environments and scenarios that would be difficult to experience in real life, such as a different time period. Board and card games are well suited to fostering interactions between individuals on a collaborative or competitive basis. Different types of games may be better suited to different types of information, for example, a first-person computer game can help you understand someone else's mindset, while a board game can encourage a group of people to learn and refine new information together.

Game Examples

Depression Quest		
 <p><i>"...Hope..." by Darren Tunnicliff is licensed under CC BY-NC-ND 2.0 / Cropped from original</i></p>	Author	Zoe Quinn
	Year	2013
	Genre	Text-based game
	URL	http://www.depressionquest.com/
	Description	Players play as someone living with depression and choose their reactions to different written scenarios. The game has 2 goals: to help individuals with depression to feel like they are not alone, and to illustrate to others the profound impact depression can have a person's life. The game is available for free or by donation.
Hellblade		
 <p><i>"Depression man burn dark thoughts 242024" by bykst is in the in the public domain (CC0 1.0) / Cropped from original</i></p>	Author	Ninja Theory
	Year	Expected release in 2016
	Genre	AAA video game
	URL	http://www.hellblade.com/
	Description	Game developers partnered with a professor of psychiatry from the University of Cambridge to create a game that portrays a character with psychosis in an accurate and sensitive manner. The main character experiences vivid hallucinations during an engaging, action-based storyline. An early game trailer is available, and the game will be available for purchase in 2016.

Actual Sunlight



Screenshot used with permission from [Actual Sunlight](#)

Author	Will O'Neill
Year	2013
Genre	Interactive story game
URL	http://www.actualsunlight.com/
Description	An linear, interactive story with minimal gameplay and lots of text descriptions. Players portray a character who goes through a period of depression. They experience his challenges, meet people who try to change him, and feel the consequences of his decisions. The game is for purchase for approximately \$5.

Phylo: The Trading Card Game



Screenshot from [Phylo: The Trading Game](#) is licensed under [CC BY-NC-SA 3.0](#)

Author	David Ng, The Phylo(mon) Project
Year	2010 to present
Genre	Trading card game
URL	http://phylogame.org/
Description	A card game to teach children about biodiversity that was developed through crowd sourcing. Art, scientific expertise, gaming advice, and programming were all donated by members of the online community. The game is freely available online, and a mobile version is in development.

Drugs are a Losing Game



"Imported drugs" by [tOrange](#) is licensed under [CC BY 4.0](#) / Cropped from original

Author	Victor Greene
Year	1999
Genre	Board game
URL	http://www.worldcat.org/title/drugs-are-a-losing-game/oclc/62879453
Description	An educational board game designed to teach children about the dangers of drug and alcohol abuse in an entertaining way. The game encourages players to make smart decisions by showing the potential negative effects of substance abuse.

MAPS

Maps are an effective tool for visualizing geographic data such as the number of health care providers by region. Information can be colour coded to make it intuitive, for example in the style of a heat map where darker colours mean greater density, while lighter colours mean less density. Allowing users to interact with maps can make the experience more interesting. By providing the option to customize which information is displayed on the map, you are invite users to create their own visualization. Another option is to have a map reveal different layers of information when zoomed in, compared to when zoomed out.

Map Examples

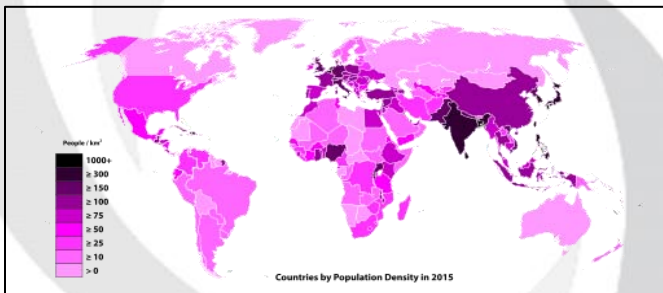
Mapping the Gaps: Mental Health in California



"California county map (labeled)" by [Thadius856](#) is in the in the public domain (CC0 1.0)

Author	California HealthCare Foundation
Year	2013
Genre	Map-based data visualization
URL	http://www.chcf.org/publications/2013/07/data-viz-mental-health
Description	An interactive map that compares rates of serious mental illness with rates of poverty and density of psychiatrists by geographic region in California. The map allows users to focus on specific regions and view graphs corresponding to the data shown on the maps. The results suggest that the areas with highest poverty have fewest psychiatrists, and the highest rates of mental illness.

Health Map





"Countries by Population Density in 2015" by [Ali Zifan](#) is in the public domain (CC0 1.0)

Author	Boston Children's Hospital
Year	Founded in 2006
Genre	Aggregator of public health threats in real-time
URL	http://www.healthmap.org/en/
Description	This map aggregates a variety of online sources to monitor disease outbreaks and emerging public health threats. The map shows data in real time from newspapers, eyewitness reports, expert discussions, and official reports. Intended audiences are libraries, local health departments, governments, and travelers.

THEATRE AND LIVE PERFORMANCE

Theatrical and live performances are effective because they can have a great emotional impact on an audience. There is also the option of direct engagement of an audience through interactive performances, such as improvisation. Performances are suited to recreating interactions between characters, and letting the audience witness life and relationship challenges. Performances might appeal more to certain groups (such as older individuals), and could therefore form one piece of a larger knowledge translation plan.

Theatre and Live Performance Examples

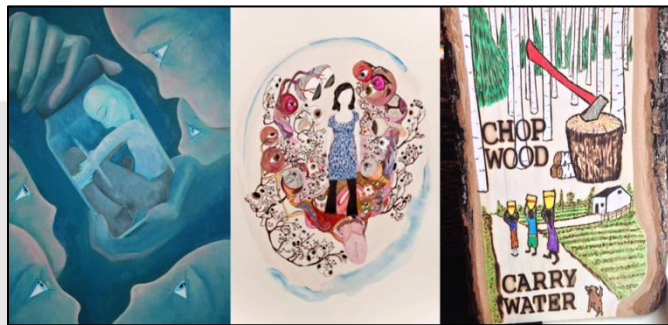
maladjusted											
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<p>Screenshot used with permission from Theatre for Living Photographer: David Cooper; Cast (from left): Columpa Bobb, Micheala Hiltgerke, Sam Bob, Marin Filby, Sam Bob; 'maladjusted': produced by Theatre for Living (copyright 2015)</p>											
Two-person Monologue											
	<table border="1"> <tr> <td>Author</td> <td>Lucie Kocum, Catherine Loughlin, Lynne Robinson, Mindful Things Research Institute</td> </tr> <tr> <td>Year</td> <td>n.d.</td> </tr> <tr> <td>Genre</td> <td>Theatre script</td> </tr> <tr> <td>URL</td> <td>http://www.iwantedyoutoknow.ca/second-draft-of-monologue.html</td> </tr> <tr> <td>Description</td> <td>A parallel monologue between two fictional characters who have to tell their colleagues they have cancer. The script was constructed using original quotes from a qualitative research study. The script was intended to be a starting point for individuals who are struggling to figure out how to disclose their cancer to others.</td> </tr> </table>	Author	Lucie Kocum, Catherine Loughlin , Lynne Robinson , Mindful Things Research Institute	Year	n.d.	Genre	Theatre script	URL	http://www.iwantedyoutoknow.ca/second-draft-of-monologue.html	Description	A parallel monologue between two fictional characters who have to tell their colleagues they have cancer. The script was constructed using original quotes from a qualitative research study. The script was intended to be a starting point for individuals who are struggling to figure out how to disclose their cancer to others.
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<p>"People theatre monologue 430544" by binpage is in the public domain (CC0 1.0) / Cropped from original</p>											

EXHIBITS AND VISUAL ART

Exhibits and visual art pieces allow people to view and experience information in interesting ways. Exhibits are suited to providing information in a variety of mediums using interactive displays. Visual art is suited to giving individuals the opportunity to imagine the perspectives and mental states of others. Allowing viewers to contribute to displays is one way to foster creative collaboration on information between artists and viewers.

Exhibit and Visual Art Examples

Multiple Layers: Mental Health Art Exhibition



Screenshots used with permission from the [Boynton Arts Program](#)

Author	University of Minnesota students, staff and faculty
Year	2015
Genre	Visual art exhibit
URL	http://www.bhs.umn.edu/art-program/mental-health-exhibition.htm
Description	The purpose of this exhibit was to encourage and normalize discussion of mental health. The art pieces represented different mental health topics such as the experience of mental illness, techniques for coping with mental illness, stigma reduction, and using art to reduce stress and promote healing.

Argent, jeux et enjeux (“Money, gambling, challenges”)



Screenshot used with permission from [Ville de Neuchâtel Musée d'Art et d'Histoire](#)

Logo designed by [Dada Design](#)

Author	Ville de Neuchâtel Musée d'Art et d'Histoire
Year	2013 to 2014
Genre	Interactive multimedia art exhibit
URL	http://www.mahn.ch/collections-numismatique-expositions
Description	This Swiss multimedia museum exhibit shared information about the dangers of problem gambling in an accessible way. The exhibit focuses on individuals who gamble, games of chance, and gambling governance. The exhibit was described in the Alberta Gambling Research Institute's Fall 2014 newsletter .

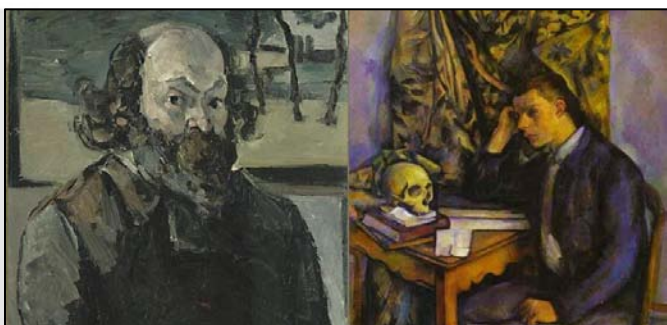
Shutter Release: Overcoming Addiction



Screenshot used with permission from [PhotoVoice](#)

Author	PhotoVoice , Participants of a photography workshop for individuals recovering from alcohol or drug addiction
Year	2013
Genre	Photo story exhibit
URL	http://www.photovoice.org/shutter-release/
Description	A project to help people rebuild their lives after addiction. Participants used photography to chronicle the barriers and anxieties they faced. These photo-stories were then turned into exhibits to increase public awareness of substance use issues.

Using Artwork to Understand the Experience of Mental Illness: Mainstream Artists and Outsider Artists



[“Self-portrait”](#) and [“Young man with a skull”](#) by Paul Cézanne in the public domain (CC0 1.0) / Cropped from originals

Author	Terry A. Rustin
Year	2008
Genre	Research paper on visual psychodrama
URL	http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2736519/
Description	This research was conducted by a psychiatrist who sought to better understand his patients by creating paintings of their mental illness experiences. The paper links to images of the author’s paintings, as well as those done by famous artists known to have mental illnesses.

Awake: Seeing Mental Health through Art



[“Paranoid-schizophrenia”](#) by [Thomas.ZAPATA](#) is licensed under [CC BY-SA 4.0](#) / Stretched from original

Author	Active Minds, University of Minnesota students
Year	n.d.
Genre	Visual art exhibit
URL	http://www.tc.umn.edu/~aminds/AwakePPT.pdf
Description	An art exhibit by university students about their own experiences with mental health problems. The exhibit was put on by a student-run advocacy group at the University of Minnesota with the goal of educating students about mental health and reducing the stigma of mental illness.

MUSIC AND DANCE

Music and dance can provide memorable, engaging ways to convey information. A song with catchy music or lyrics can be easy for people of all ages to remember and sing, which can improve recall and allow individuals to think about the content again later. Dance can be in the form of performance, or it can be interactive, teaching simple moves to others that represent something significant about the information being conveyed.

Music and Dance Examples

From Stilettoes to Moccasins



Screenshot used with permission from [Colleen Dell](#)

Author	Violet Naytowhow , Mae Star Productions
Year	Posted in 2009
Genre	Song and music video
URL	https://www.youtube.com/watch?v=1QRb8wA2iHs
Description	This song and music video was written about Aboriginal women recovering from drug addiction. This was one piece of a larger knowledge translation strategy developed following illicit drug use research by Dr. Colleen Anne Dell .

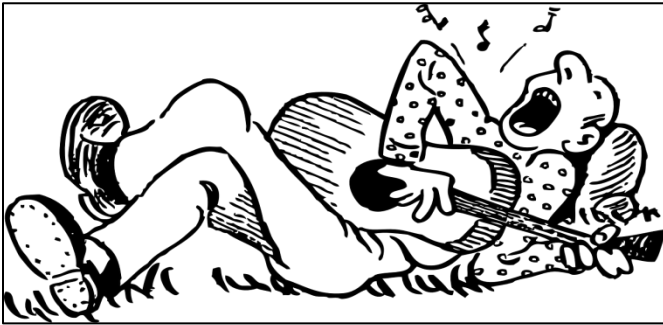
Communicating Research Differently: Research Based Dance as a Knowledge Translation Strategy



Screenshot used with permission from [Katherine Boydell](#)
Photographer: Ashley Hutchison

Author	Dr. Katherine Boydell
Year	2009
Genre	Dance
URL	http://www.ktecop.ca/resource-library/presentations/research-based-dance-as-knowledge-translation/
Description	This dance number was developed based on qualitative research interviews with adolescents who have experienced first episode psychosis. Pictures of the dance can be found in this PowerPoint Presentation ; clips and articles of the dance performance and associated research can be found on Dr. Boydell's website .

Healthier Minds through Songs and Rhymes



"Laying back singing" by Mitchell Smith is in the public domain (CC0 1.0) / Stretched from original

Author	Dr. Gary Rasberry , Queen's University students
Year	Various
Genre	Songs
URL	https://ahealthiermindthroughsongsandrhymes.wordpress.com/original-songs/
Description	A collection of songs promoting positive mental health and wellbeing written by education students at Queen's University. The songs are based on research conducted with children and youth, and are intended for an elementary school-aged audience.

Dance your PhD



Screenshot used with permission from [John Bohannon](#)

Author	John Bohannon , Black Label Movement
Year	Posted in 2011
Genre	Lecture with accompanying dance
URL	http://tedxtalks.ted.com/video/TEDx-Brussels-John-Bohannon-Bla
Description	A TED talk arguing that complex scientific dissertations could be expressed through dance. The author demonstrates an example with a dance group that perform work from his own physics dissertation.

Doing the Stroke



Screenshot used with permission from [Hip Hop Public Health](#)

Author	Hip Hop Public Health
Year	Posted in 2012
Genre	Song and music video
URL	https://www.youtube.com/watch?v=tyBoRHIFNpQ
Description	A rap song with accompanying music video about how to recognize and react to stroke symptoms. The catchy chorus makes it easy to remember the lyrics which describe what to do in the event of witnessing a stroke.

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