

Leading change through knowledge translation in health science and kinesiology.

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A widely accepted social mandate for science is to generate knowledge that promotes the public good. One overlooked topic when experts attempt to translate scientific knowledge into practical ends is suitability. Suitability is the systematic measure of a lay resource to determine the extent that end-users would find value in and could apply its content. Readability is one well-documented suitability issue that limits the effectiveness of science communication to lay audiences, irrespective of discipline. Suitability entails other indicators of end-user utility, indicators that are rarely studied with respect to physical activity promotion resources (Thomas et al., 2018). To advance knowledge on the prevalence of suitability issues within educational resources meant to promote physical activity among the public, we studied 139 free web articles published between 2008 and 2018 ($M=2015.97$, $SD=2.42$), produced by diverse sources, written in English, communicated primarily through text, and located using validated lay adult search strategies. The Suitability Assessment of Materials method was adapted (subdomains=20). Most web articles were at least satisfactory across 12 subdomains and unsatisfactory for the remaining 8. The results substantiate the hypothesis that suitability issues are not well understood by resource producers/selectors. Regardless of organizational type, most web articles did not pass critical criteria, suggesting that they were not ready for dissemination. The implication of these findings will be discussed. Given the social mandate for science to promote the public good, we will provide recommendations for a publicly engaged scholarship that supports the dissemination of suitable lay resources (Thomas et al., in press).

Thomas, J. D., Flay, B. R., & Cardinal, B. J. (2018). Are physical activity resources understandable as disseminated? A meta-analysis of readability studies. *Quest*, *70*, 492-518. <https://doi.org/10.1080/00336297.2018.1463269>

Thomas, J. D., & Cardinal, B. J. (in press). How credible is online physical activity advice? The accuracy of free adult educational materials. *Translational Journal of the American College of Sports Medicine*.

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