

# Community-Based Participatory Research (CBPR): Lessons Learned and Local Adaptations

July 12, 2023





# Poll Time

*How familiar are you with  
community-based participatory and  
action research?*



# CCPH Mission

Community-Campus Partnerships for Health promotes **health equity** and **social justice** through partnerships between communities and academic institutions.



# CCPH's Strategic Pillars



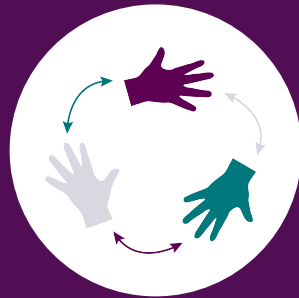
Leading



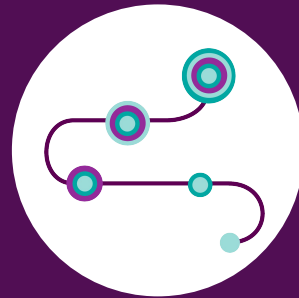
Convening



Disseminating



Partnering



Training



# Icebreaker

- Name and pronouns
- Tell us where you're from and what community groups you work with.



# Key Terms

- Community
- Community-based participatory research (CBPR)
- Health disparities
- Social determinants of health (SDOH)





# Learning Outcomes



**Discuss contrasts between traditional, scientific research and participatory research**



**Review lessons from the GHDC and action research in the field**



**List strategies to advance health equity in your community through action-based research.**



# Panel of Experts



**Christina Yongue**  
Panelist



**Matt Manning**  
Panelist



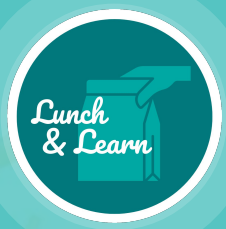
**Rebekah Chandler**  
Panelist





# Chat Storm

*Tell us an example of how you have engaged in collective action for health improvement.*



# What is Community?

## A group of people affiliated by:

- Geographic proximity
- Background
- Circumstance
- Similar situations to address issues affecting their wellbeing

One person can belong to many different communities.



# Key Terms

## Health Disparities

Preventable differences in the burden of disease, injury, violence, or opportunities to achieve optimal health that are experienced by socially disadvantaged populations.

## Social Determinants of Health

Conditions in the places where people live, learn, work, and play that **affect a wide range** of health risks and outcomes.

- *Centers for Disease Control & Prevention (CDC)*



# Community-Based Participatory Research (CBPR)

Collaborative research approach designed to ensure and establish structures for participation by communities affected by the issue being studied, representatives of organizations, and researchers in all aspects of the process.

- *Agency for Healthcare Research and Quality (AHRQ)*

## TRADITIONAL RESEARCH

Outside Expert

Expert defines what needs to be researched and how

Findings may or may not be used to make changes

Expert interprets findings and disseminates data to academic community

Capacity leaves with expert

Values academic knowledge and disregards lay knowledge

Does not address inequities in partnerships

Does not integrate political reflection and action (praxis)

## COMMUNITY-BASED PARTICIPATORY RESEARCH

Team of Stakeholders

Stakeholders collectively decide focus of research

Early buy-in from stakeholders increases impact

Community partners interpret and disseminate data to affected community

Capacity is built internally

Values both lay and academic knowledge

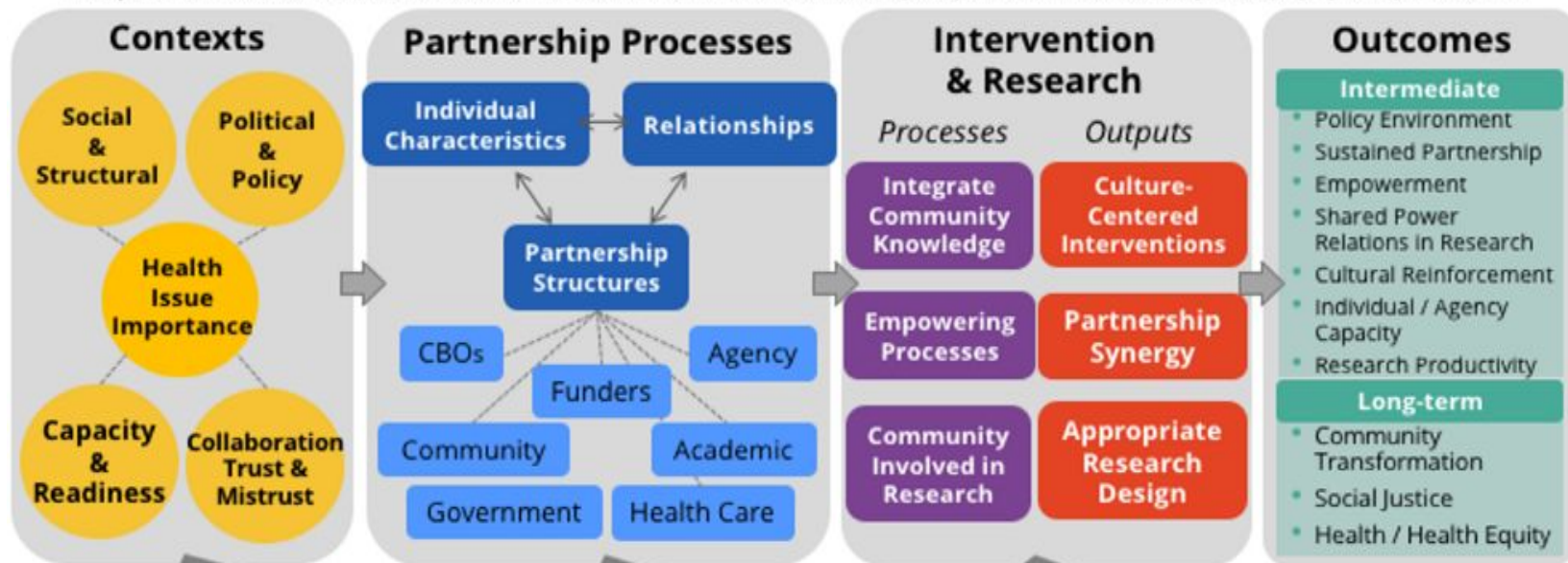
Promotes equitable partnership practices at every stage of the project

Integrates political reflection and action (praxis)



# Engaging Communities CBPR Conceptual Model

Adapted from Wallerstein et al, 2008 & Wallerstein and Duran, 2010, <https://cpr.unm.edu/research-projects/cbpr-project/cbpr-model.html>



Visual from amoshealth.org 2017

# Breakout Exercise

**Please work in teams for the next 15 minutes:**

How has your community group come together to define and address health issues? Please share any lessons or challenges in your teams.



# Greensboro Health Disparities Collaborative - CBPR in Practice



**greensboro**  
health disparities  
collaborative





# Any Questions?



**Feel free to reach out at:**  
[feedback@ccphealth.org](mailto:feedback@ccphealth.org)



## Explore CCPH's Training Offerings

Schedule a training session tailored to your organization's specific needs!

# Chan Zuckerberg Initiative





# Thank You!



Visit our website: [www.ccphealth.org](http://www.ccphealth.org)



[twitter.com/CCPH\\_News](https://twitter.com/CCPH_News)



[facebook.com/CommunityCampusPartnershipsforHealth](https://facebook.com/CommunityCampusPartnershipsforHealth)



[linkedin.com/company/community-campus-partnerships-for-health](https://linkedin.com/company/community-campus-partnerships-for-health)

# Save the Date!

Join us for future Lunch & Learn events.

**Culturally-Responsive Dissemination**

August 9, 2023, 12pm - 1pm ET

**Community Advisory Boards**

September, 13, 2023, 12pm - 1pm ET

