

Culturally-Responsive Dissemination

Community-Forward Design:
Methods to Advance Community
Voices in Health Studies





Poll Time

How would you describe your level of knowledge about community-engaged evaluation and dissemination?



CCPH Mission

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

North Carolina Central University
Department of Public Health Education
Helping Communities Be Well, Stay Well, Fare Well



CCPH's Strategic Pillars



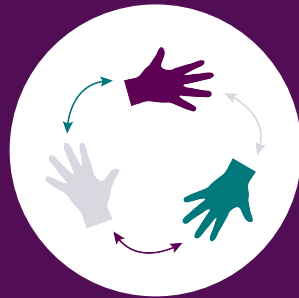
Leading



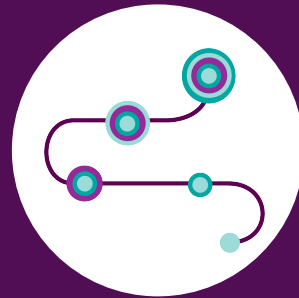
Convening



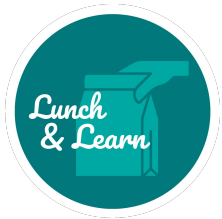
Disseminating



Partnering



Training



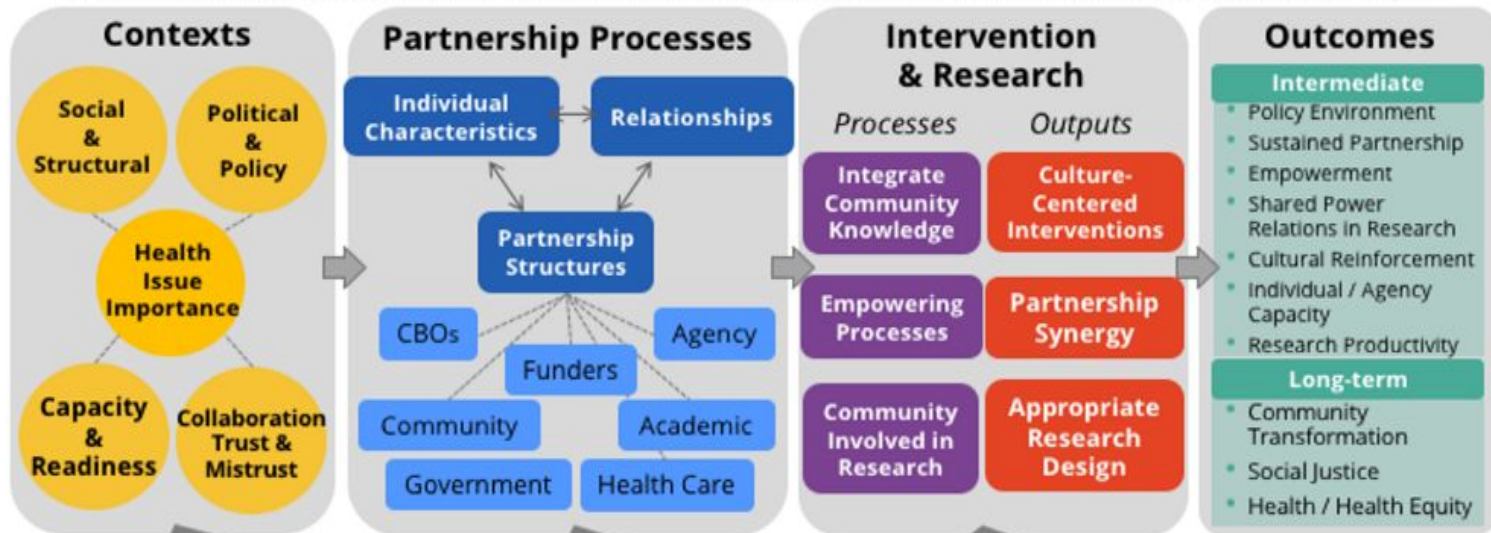
Icebreaker

- Please share your name and pronouns
- Where are you from?
- What community groups do you work with?



Key Terms

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

Community-Based Participatory Research

Research Design / Logic Models

Dissemination and Evaluation

Backwards Design





Learning Outcomes



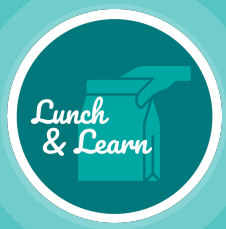
Explain the importance of dissemination in the community-engaged research process.



Evaluate collaborative culturally appropriate dissemination practices.



Explore culturally responsive dissemination venues.



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)*



CBPR in Practice

Recognizes community as a unit of identity.

- Builds on assets
- Facilitates collaborative partnerships in ALL phases of the research
- Integrates knowledge and action for mutual benefit of all partners

Promotes a co-learning and empowering process that attends to social inequalities.

- Involves a cyclical and iterative process
- Addresses health from both positive and ecological perspectives
- Disseminates findings and knowledge gained to all partners

TRADITIONAL RESEARCH IN HEALTH STUDIES

Academic experts define focus of research and research aims

Research aims to create original knowledge with systematic, objective methods

Experts interpret findings and disseminate data to academic community

Research aims to describe and document health disparities

CBPR IN HEALTH STUDIES

Community members and academic experts define focus of research and research aims

Research aims to make change with collective approach to problem solving

Impacted community members and researchers collaboratively interpret findings and disseminate data

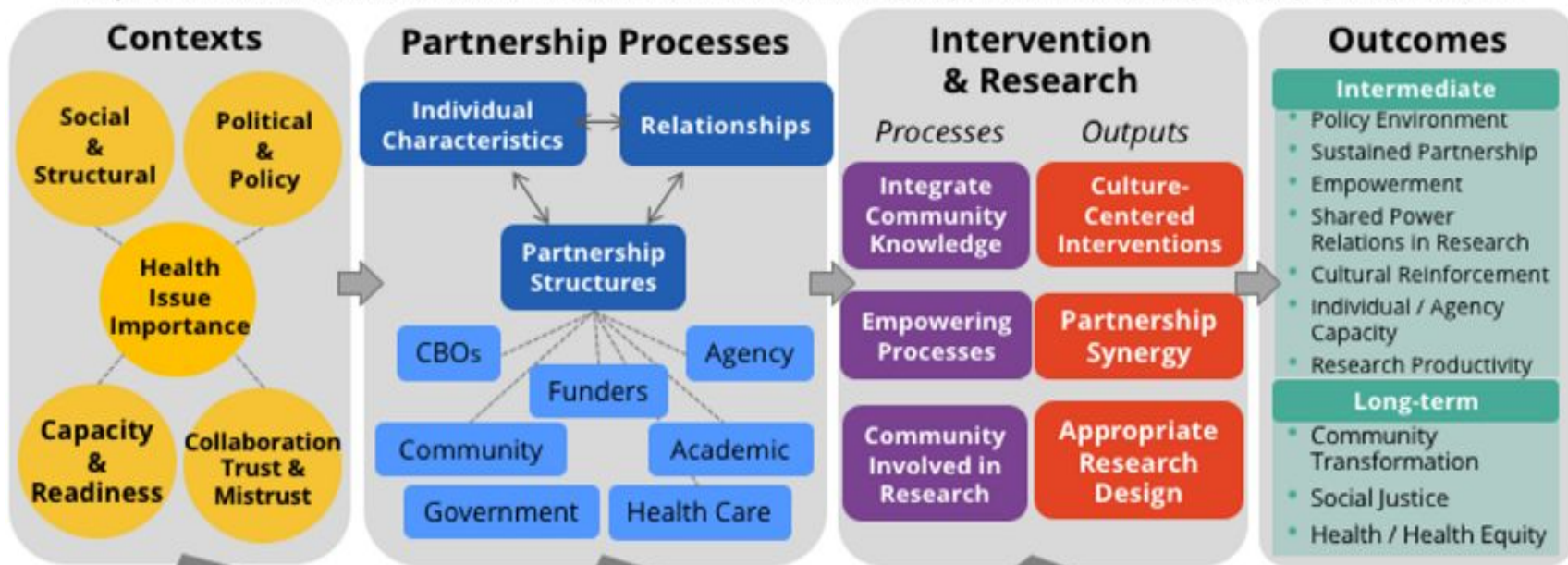
Research aim to solve problems that cause health disparities



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



Research Design in Community Practice

Plan dissemination from the onset:

What does the community want to see and how will we measure the success of the programs?

What information do we collect?

How will we use it to make change?

How do we decide to measure success?



Chat Storm

How have you facilitated community members to make decisions about a research plan?



Panel of Experts



Andrew Young
Panelist



Lennin Caro
Panelist

Breakout Exercise

Please work in teams for the next 15 minutes:

Brainstorm and list methods to apply a CBPR approach to dissemination in your community.



Any Questions?



Feel free to reach out at:
feedback@ccphealth.org



Explore CCPH's Training Offerings

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

Chan Zuckerberg Initiative





Thank You!



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Save the Date!

Join us for future Lunch & Learn events.

Community Advisory Boards

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

Partnership Literacy

October 11, 2023, 12pm - 1pm ET