

Qualitative Research 101

January 10, 2024



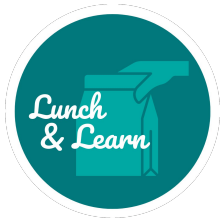
Lunch
& Learn

The graphic features a white circular border containing a teal silhouette of a hand holding a lunch bag. The text "Lunch & Learn" is written in a white, cursive font over the bag.



Poll Time

*How familiar are you with
community-engaged qualitative
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



CLINICAL
SCHOLARS

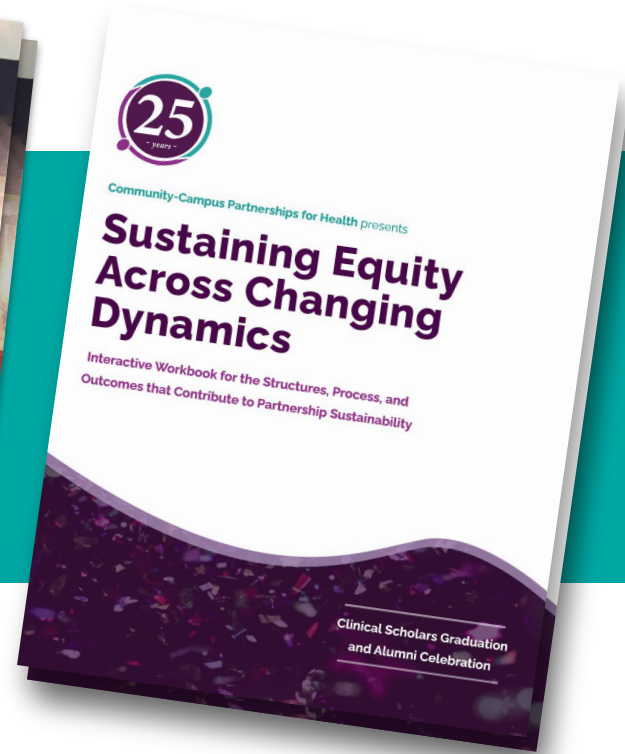
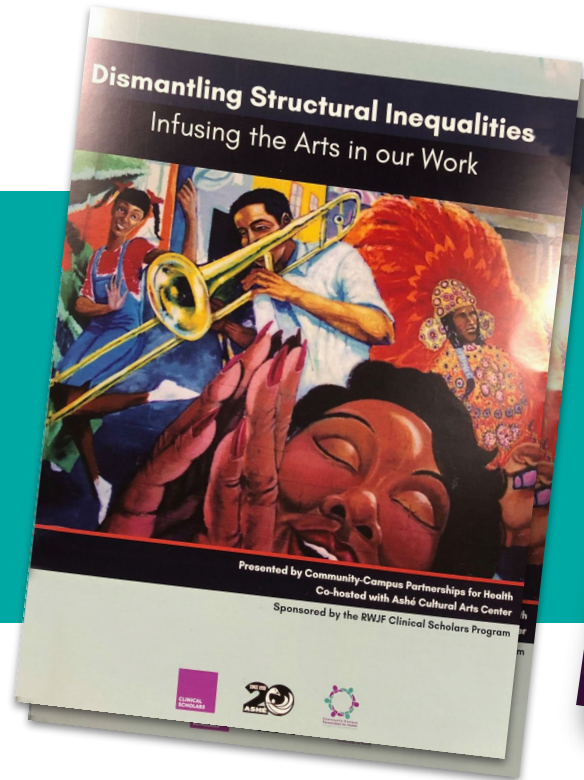
Clinical Scholars: Equity Centered Leadership

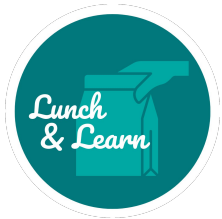
Funded by RWJF: Left to right: Tour at Stagville Plantation, NC, Structural Racism Intensive Presentation; Service trip at para la Naturaleza; Breakout session at the Clinical Scholars Graduation and Alumni Celebration





Sharing Technical Expertise





Icebreaker

- Name and pronouns
- Your organization or affiliation



Learning Outcomes



Understand how
community can
strengthen qualitative
methodology



Create structures to
support and sustain
community
engagement in
research



Center community
experiences to
determine qualitative
methodology

Key Terms



- Epistemology
- Methodology
- Methods
- Community engaged qualitative research

What is Qualitative Methodology?

- How people make sense of the world
- Inductive
- Exploratory
- Transferrable, not generalizable
- Not simply interviews and focus groups



Qualitative Research in Community Engagement

- Community drives research and data
- Participatory in nature (“democratic”)
- Assesses researcher positionality
- Reflexive in nature
- Can be narrative based, arts based

Community-Engaged Approach to Qualitative Research

Facilitators

- Bi-directional and iterative
- Equitable partnerships
- Culturally responsive dissemination of findings
- Builds capacity for future partnerships and research

Barriers

- Partnership sustainability concerns
- Limited funding
- Varying degrees of readiness and training needs



Chat Storm

What were some challenges you experienced doing qualitative research?



Panel of Experts



Alice Park, MPH
Research & Policy Analyst,
Equitable Recovery &
Reconciliation Alliance



Nancy Shore, PhD, MSW, MPH
Professor of Social Work,
University of New England

Racial Equity Coalition



Background

WHAT WAS THE PURPOSE?

- Identify commonalities and shared struggles experienced by 14 BIPOC organizations belonging to the Racial Equity Coalition (REC) to inform collective action.
- Understand what creates positive and challenging experiences with funders.
- Identify recommendations for funders to become more culturally responsive.

WHAT WAS THE ISSUE THAT BROUGHT REC TOGETHER?

- Persistent educational racial disparities exist.
- REC organizations require community-centered funding processes to support and sustain their culturally integrative youth services and system change work aimed at eliminating educational disparities.

Findings: Recommendations for funders to enhance responsive funding practices

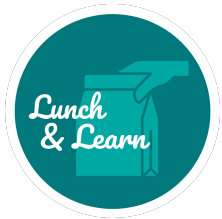
- Incentivize collaboration instead of fostering competition.
- Listen to communities to create culturally responsive definitions of success and measurement strategies that are aligned with BIPOC organizations' values versus imposing Eurocentric values.
- Eliminate barriers undermining organizations' abilities to secure grants such as colonial constructs that don't acknowledge cultural traditions or socioeconomic factors.
- Arrive at mutually agreed upon approaches with grantees versus having a "one-size-fits-all approach."
- Honor the connections BIPOC organizations have with their communities.
- Resist tendencies requiring BIPOC organizations to prove capacity more than white, mainstream organizations.
- Equitably allocate funding to BIPOC organizations versus funneling disproportionate dollars to white-led organizations.
- Provide unrestricted, multi-year funding to allow BIPOC organizations greater agency.
- Offer more BIPOC-aligned funding opportunities such as "hub-and-spoke" models and participatory funding that allow communities to determine how to prioritize and allocate funding.
- Actively listen and be responsive to how communities want to set priorities and determine what constitutes success versus telling them what needs to be done.
- Support smaller BIPOC organizations to help them grow capacity.



Recommendations for Action

- Funders work with communities to co-determine how to revise grant-making processes.
- Funders actively listen and be responsive to communities.
- Funders recognize how BIPOC organizations are uniquely positioned to serve BIPOC communities due to their deep connections with the communities they serve.
- Funders uproot dominant practices that are not inclusive.
- Funders learn more about the power of BIPOC coalitions to address persistent educational disparities.
- Funders hire more BIPOC individuals from affected communities into leadership positions.

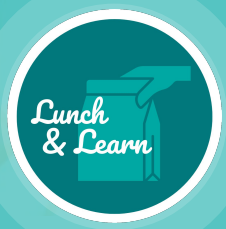
Racial Equity Coalition and United Way of King County Partnership (2023). Moving from transactional to relational: How funders can work in partnership with Black, Indigenous, and People of Color communities. *Progress in Community Health Partnerships: Research, Education, and Action*, 17(3), 439-446.



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Any Questions?



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feedback@ccphealth.org



Thank You!



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Thank You For
Attending Our
Lunch & Learn
Series!