

Strategies for Engaging Partnerships: Based on Lessons Learned using CBPR in an African-American Community

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**Perspectives:
Community Based Organization
Academic Partner
and
Community Expert (Resident)
on
Community Engagement**

COMMUNITY ENGAGEMENT

Socio-Ecological Model

Community Assets

Community Based Participatory Research

Socio-Ecological Model

Where is your focus?



Asset-Based Community Development Institute (ABCD) is co-directed by **John L. McKnight**, director of community studies at the **Institute for Policy Research (IPR)**, North Western **University** and his long-time collaborator in community research, **John P. Kretzmann**, an IPR senior research associated and authors of the book *Building Communities Inside Out*

www.sesp.northwestern.edu/abcd/about/

Do we need a different Approach?

“Much of the **social science research** produced by **universities** is designed to collect and **analyze data about problems**. Much of the funding directed to lower income communities by foundations and the United Way is based the **problem-oriented data collected** in “needs surveys”.....

Kretzman, J.P., Mcknight, J.L. *Building Communities from the inside out*. ACTA Publications, Chicago, IL 1993

Community Assets include:

- The skills of local residents
- The power of local associations
- The resources of public, private and non- profit institutions
- The physical and economic resources of local places.

www.sesp.northwestern.edu/abcd/about/

INCORPORATED CBPR THROUGHOUT PROJECT

Key Elements of Community-based Participatory Research (CBPR)

- “CBPR **builds on strengths** and resources within the community.”
- “CBPR fosters co-learning and **capacity building among all partners.**”
- “CBPR focuses on the local relevance of public health problems and on ecological perspectives that attend to the **multiple determinants of health.**”
- “CBPR involves a long-term process and **commitment to sustainability.**”

Israel, Barbara A., et al. Methods in Community-Based Participatory Research for Health. San Francisco, CA: Jossey-Bass, 2005.

COMMUNITY ENGAGEMENT

Global Perspective

Engagement- International Approach- Mining in Australia

Principle 10 of the Enduring Value Sustainable Development Framework “is to implement effective and transparent engagement, communication and independently verified reporting arrangements with our stakeholders”.

Australian Government: Department Industry of Tourism and Resources
Leading Practice Sustainable Development Program for The Mining Industry: Community Engagement and Development. October, 2006 available at
<http://www.ret.gov.au/resources/Documents/LPSDP/LPSDP-CommunityEngagement.pdf>

Defining Community in Scotland

“We need to be clear, when considering engagement, about the nature and characteristics of the communities we are dealing with. Each community has **unique characteristics**: its population and socio-economic profile, its **history and culture**, its level of autonomy or dependence, its level of organization, its isolation, and many other factors. As well as understanding these differences, it is important that **community planning does not adopt a “one size fits all” approach.**”

Engaging Community-Scotland

- Passive

-Community informed of decision (no voice)

- Reactive

-Community surveys, focus groups- (no voice in final decision)

Hashagen, Stuart, *Scottish Community Development Centre*. May 2002

www.seco.org.uk/eLibrary/documents/69.pdf

Engaging Community-Scotland Cont'd

- Proactive

- Interactive

- Community voice
determine priority-
Partnership

- Community voice engage;
joint effort to develop
plans-multiple
perspective-collective
decision

Hashagen, Stuart, *Scottish Community
Development Centre*. May 2002
[www.seco.org.uk/eLibrary/documents/69.
pdf](http://www.seco.org.uk/eLibrary/documents/69.pdf)


Engaging Community-Scotland Cont'd

- Community
Mobilization-
Empowerment

- Community take
independent action
steps- seek advice, but
maintain control

- Entrusted community
control

- Same as above,
community voice
leading influence over
policy and services



**RESEARCH,
PARTNERSHIP AND
OUTCOMES**

CONDUCT RESEARCH IN A LOW-INCOME, PREDOMINANTLY, AFRICAN-AMERICAN COMMUNITY

Aim 1: Develop a partnership between the neighborhood's Building Healthy Communities Initiative and Cleveland State University where in both citizens and research scientists understand CBPR

Aim 2: Work with residents to define a focus within the context of obesity and its consequences

Aim 3: Develop obesity-related health interventions based on best practices

Aim 4: Implement pilot projects to evaluate these interventions

Engaging the African-American Community in Reducing Obesity and its Consequences: Testing CBPR Methodologies in Cleveland, Ohio
(NIH/NCMH - R24 MD001794-01)

ESTABLISH PARTNERSHIP WITH ST. VINCENT CHARITY

Developed a partnership with St. Vincent Charity Hospital, local hospital that has a long relationship with the community. The hospital spearheaded the grassroots initiative Building Healthy Communities.

Building Healthy Communities (BHC):

Resident driven to develop action plans that determine programs and projects concerning these major challenges:

- Youth & Illegal Drugs
- Disease
- Transportation
- **A.C.T.=Advancing Central's Health Together (CBPR)**



ST. VINCENT CHARITY HOSPITAL

A partnership of

The Sisters of Charity
of St. Augustine Health System *and* **UniversityHospitals
HealthSystem**



PROJECT SUCCESSSES

- Gathered and analyzed data from over 419 community residents (i.e. youth, men, women) - Community identified prevention, youth, and women as focus of an obesity-related health intervention
- Community Advisory Committee made up of entirely community residents – non-traditional community leaders
- Utilized community health worker to work with community – a person from the community trained to work in the community

PROJECT SUCCESSES CONT'D

- Disseminated project's process through annual large town hall meetings engaging over 200 residents
- Implemented pilot intervention at four recreation facilities engaged 77 youth and over 50 family members
- Pilot intervention demonstrated significant physical/wellness and nutritional outcomes (i.e. cardiovascular risk reduction)
- CCHG Members continue to be engaged

COMMUNITY BASED PARTICIPATORY RESEARCH: THE PROCESS

Community Engagement:
Lessons Learned-Validation



OPEN COMMUNICATION (TRANSPARENCY)

- Be clear about project's goals & limitations
- Acknowledge financial & time constraints



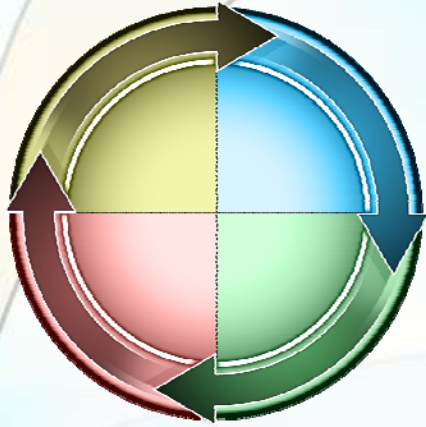
CREATE OWNERSHIP & ACCOUNTABILITY

- Establish a community advisory committee
- Identify training topics based on community's interest



DON'T ASSUME PARTNERS UNDERSTAND CBPR PRINCIPLES

- Bring everyone to the table **early**
- **Ongoing CBPR education** of the team including academicians, community partners, community residents



ORGANIC PROCESS

- Be flexible in design & implementation
- Respond to community dynamics & resident needs



COMMUNITY BENEFIT: PARTNERS & PEOPLE

- Demonstrate commitment to residents
 - Gain skill sets through leadership/empowerment **training**
 - Financial **incentives**
- Demonstrate commitment to community partners
 - Provide **sustainability tools** during and after research



ACKNOWLEDGING THE AFRICAN AMERICAN COMMUNITY

- Give residents a voice: empowerment-based strategies
- Recognize historical challenges related to research
- Recognize culturally specific dynamics (urban setting, socio-economic status, healthy soul food options)
- Ensure members of leadership team (academicians, partners, community residents & local leaders) are reflective of target population (culturally relevant)

COMMUNITY Engagement

Community Expert Perspective



Community Voice

- Why was it important to have a resident partnership?
 - Bringing residents to the table early
 - Owning the project goals and limitations
 - Identifying the broader community interest vs CCHG participant interest

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