

OPERATIONALIZING COMMUNITY ENGAGEMENT IN RESEARCH

RPN Workshop
February 27, 2024

LEARNING OBJECTIVES

- ▶ Explain why community engaged research is important.
- ▶ Describe best practices of community engaged research.
- ▶ Identify at least one way to operationalize community engaged research across the engagement spectrum spanning communication to co-production.

PRESENTERS



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NORTHERN NEW ENGLAND
CLINICAL & TRANSLATIONAL
RESEARCH NETWORK



South Carolina
Clinical & Translational
Research Institute



Clinical & Translational Science Institute:
Community Engagement Program



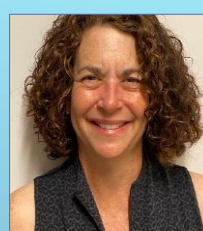
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FACILITATORS

TRUE OR
FALSE?

Good evidence
is automatically
translated into
action.

TRUE OR
FALSE?

Participants in
health research
represent
a diverse cross-
section of the
community.

TRUE OR
FALSE?

Community partners and stakeholders will readily trust you because your research is good and important.

TRUE OR
FALSE?

The review of scientific research grants increasingly includes community engagement and stakeholder inclusion in its scoring.

Word Cloud Activity:
In one word, how would you describe community engagement?



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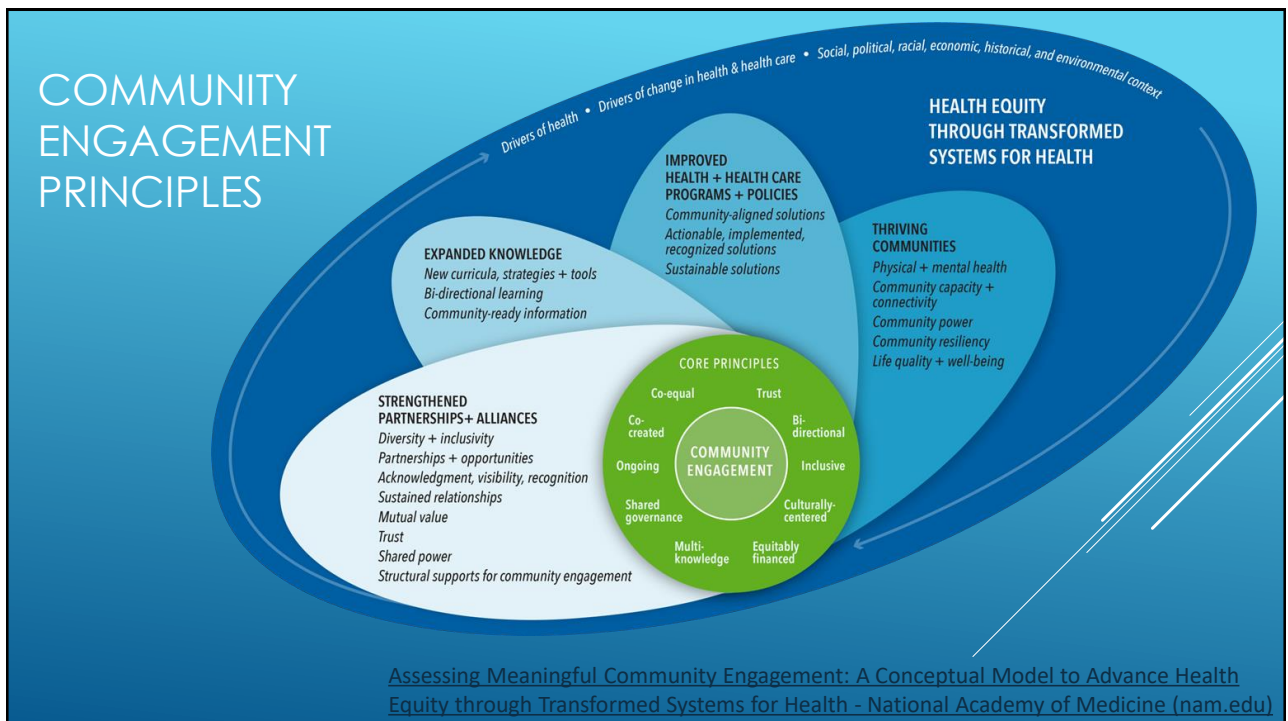
COMMUNITY ENGAGEMENT DEFINED

“The process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people” (CDC, 1997, p9)

COMMUNITY ENGAGEMENT DEFINED

A strategic process to directly involve local populations in all aspects of decision-making, policy development and implementation to strengthen local ownership, capacities and community structures as well as to improve transparency, accountability and optimal resource allocations across diverse settings.

(Community Engagement Guidelines On Peacebuilding And Sustaining Peace United Nations 2020)



CONTINUUM OF COMMUNITY ENGAGEMENT

Increasing Level of Community Involvement, Impact, Trust, and Communication Flow

<i>Outreach</i>	<i>Consult</i>	<i>Involve</i>	<i>Collaborate</i>	<i>Shared Leadership</i>
<p><i>Some Community Involvement</i></p> <p>Communication flows from one to the other, to inform</p> <p>Provides community with information.</p> <p>Entities coexist.</p> <p>Outcomes: Optimally, establishes communication channels and channels for outreach.</p>	<p><i>More Community Involvement</i></p> <p>Communication flows to the community and then back, answer seeking</p> <p>Gets information or feedback from the community.</p> <p>Entities share information.</p> <p>Outcomes: Develops connections.</p>	<p><i>Better Community Involvement</i></p> <p>Communication flows both ways, participatory form of communication</p> <p>Involves more participation with community on issues.</p> <p>Entities cooperate with each other.</p> <p>Outcomes: Visibility of partnership established with increased cooperation.</p>	<p><i>Community Involvement</i></p> <p>Communication flow is bidirectional</p> <p>Forms partnerships with community on each aspect of project from development to solution.</p> <p>Entities form bidirectional communication channels.</p> <p>Outcomes: Partnership building, trust building.</p>	<p><i>Strong Bidirectional Relationship</i></p> <p>Final decision making is at community level.</p> <p>Entities have formed strong partnership structures.</p> <p>Outcomes: Broader health outcomes affecting broader community. Strong bidirectional trust built.</p>

Principles of Community Engagement (Second Edition), 2011. Figure adapted from the International Association for Public Participation and titled "Increasing Level of Community Involvement, Impact, Trust, and Communication Flow."

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CHALLENGES TO COMMUNITY ENGAGED RESEARCH



Effective collaboration and crossing cultures



Time and capacity



Misaligned incentives and resources



Bringing evidence to practice

WHY COMMUNITY ENGAGEMENT?



Builds trust with communities



Advances health equity



Contextualizes data findings and facilitates dissemination



Informs relevant measures and tools



Meets expectations of funders

KEY QUESTIONS FOR ENGAGEMENT

Why are you engaging the community?

Who are you engaging?

When in the project are you engaging them?

How are you engaging them?

Do you have a budget for these activities?

Are you evaluating your engagement?

OPERATIONALIZING CE

Increasing Level of Community Involvement, Impact, Trust, and Communication Flow

Outreach

- Disseminate findings – beyond publication
- Present findings to relevant audiences—e.g., **Stakeholder Plan**

Consult

- Organize and facilitate **Community Engagement Studios**

Involve

- Connect researchers and stakeholders working in similar topics
- **Community Advisory Boards**

Collaborate

- Work jointly on shared goals—e.g., **apply for funding together**

Shared Leadership

- Collaboration lasts beyond one project
- Formalized roles and decision-making – e.g., **Co-PI's**

Uni-directional

Bi-directional

CREATING A STAKEHOLDER PLAN

- What is the research?
- Which decisions is the research meant to inform?
- Who makes those decisions?
- Who is affected by those decisions?

The 7Ps Framework

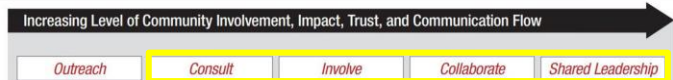
Category	Description
Patients and Public	Current and potential consumers of patient-centered health care and population focused public health, their caregivers, families and patient and consumer advocacy organizations.
Providers	Individuals (e.g. nurses, physicians, mental health counselors, pharmacists, and other providers of care and support services) and organizations (e.g. hospitals, clinics, community health centers, community based organizations, pharmacies, EMS agencies, skilled nursing facilities, schools) that provide care to patients and populations.
Purchasers	Employers, the self-insured, government and other entities responsible for underwriting the costs of health care.
Payers	Insurers, Medicare and Medicaid, state insurance exchanges, individuals with deductibles, and others responsible for reimbursement for interventions and episodes of care.
Policy Makers	The White House, Department of Health and Human Services, Congress, states, professional associations, intermediaries, and other policy-making entities.
Product Makers	Drug and device manufacturers
Principal Investigators	Other researchers and their funders

Practical Guidance for Involving Stakeholders in Health Research - PubMed (nih.gov)

COMMUNITY ADVISORY BOARDS

Typically comprised of community members who share a common identity, history, language, and/or culture by which the community's interests in research can be conveyed

Can engage across the research spectrum



Israel, 1994

BREAKOUT ROOMS

Rooms
1 & 2

Budget & Grant Planning

Working through administrative barriers: partner agreements, budgets, compensation

Rooms
3 & 4

Partnership Readiness & Outreach

Identifying and approaching partners, stakeholder analysis, engaging special populations

Rooms
5 & 6

Decision Making, Communication, and Conflict Resolution

Reviewing CEnR scenarios and evaluating how to communicate most effectively

Rooms
7 & 8

Engagement structures across the spectrum

Methods, structures and resources for engaging communities across the spectrum

Rooms
9 & 10

Partnership Evaluation

How do we know if the partnership is working?

BREAKOUT ROOM REPORT OUT

Budget and Grant Planning

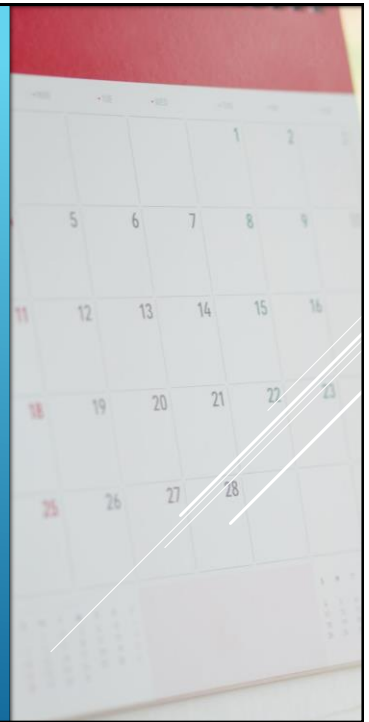
Partnership Readiness and Outreach

Decision Making, Communication, and Conflict Resolution

Engagement Structures Across the Spectrum

Partnership Evaluation

OVER THE NEXT WEEK, WHAT'S ONE
THING YOU CAN TAKE FROM
TODAY'S SESSION AND APPLY?



QUESTIONS?

STAY CONNECTED TO
THE RESEARCH
PROFESSIONALS
NETWORK FOR
FUTURE COMMUNITY
ENGAGED RESEARCH
WORKSHOPS!



SOURCES

Assessing Meaningful Community Engagement: A Conceptual Model to Advance Health Equity through Transformed Systems for Health, [National Academy of Medicine](#)

Spectrum of Community Engagement, [Principles of Community Engagement, 2nd Edition](#)

The 7 P's Framework and [Stakeholder Engagement Worksheet](#)

Additional resources document attached separately