

Building Partnerships: An Evaluation of CBPR
First Annual Symposium on Community-Based Participatory Research
Friday, April 28, 2006 9:30am – 3:00pm
Richard Oakes Multicultural Center, Cesar Chavez Student Center, San Francisco State University

Agenda

- | | |
|---------|---|
| 9:30am | Registration |
| 10:00am | Welcome
Dr. James Wiley, Director, SFSU Center for Health Disparities and Training |
| 10:10am | Introductions |
| 10:25am | Session I: Principles of CBPR
Dr. Nick Cutforth and Ms. Ivy Hontz, Community-Campus Partnerships for Health (CCPH) Consultancy Network |
| 11:55pm | Lunch <i>(provided)</i> |
| 12:35pm | Session II: Faculty incentives to conduct CBPR
Dr. Marilyn Verhey (Moderator), Dr. Mariana Ferreira, Dr. Edward Mamary, Dr. Juliana VanOlphen |
| 1:35pm | Break |
| 1:45pm | Session III: Partnership agreements
Dr. James Wiley (Moderator), Dr. Jessica Fields, Dr. Lawrence Green, Mr. Julian Lang |
| 2:45pm | Conclusion
Dr. James Wiley |
| 3:00pm | Adjourn |

The SFSU Center for Health Disparities Research and Training, in conjunction with the SFSU Office of Community Service Learning, is launching an annual symposium series on community-based participatory research (CBPR). In this annual event, we take a closer look at the practice of CBPR, asking how well CBPR has served its participants, and where the methodology can be improved. We envision the symposium to be an on-going event of open dialogue where faculty, community members, and university administration convene as peers to discuss the workings, the experiences, and the best practices of campus-community research partnerships. Similar to CBPR, the symposium emphasizes cooperation, practice, equality, and mutual learning among its participants.

The first symposium of the annual series focuses on building community-campus partnerships. CBPR demands that individuals and organizations from varying backgrounds and with varying interests build partnerships to work together as peers to solve a problem. As many a researcher and community organizer has found, such is easier said than done. The researcher must negotiate the often competing values of the community research partners, the academic institution, and her/his own career and personal life. Likewise the community must struggle on multiple fronts, such as on those of community and partnership, with issues of trust, power, representation, legitimacy, and ultimately, social change.

The symposium program is composed of a morning educational session followed by two midday roundtable dialogues. The symposium shall open with a discussion of the principles of CBPR, so that we may begin by learning, or re-learning, the fundamental principles which guide CBPR practice. Having established our CBPR framework, we shall then open our discussion to two topics. The first topic is the inter-organizational dynamics of CBPR and the retention, tenure, and promotion (RTP) process, with a particular focus on the faculty researcher. The second topic is the development of partnership agreements and memoranda of understanding. Each session is described in more detail below.

Session I: Principles of CBPR

Facilitator: Dr. Nick Cutforth, Campus-Community Partnerships for Health Consultancy Network
CBPR is a normative methodology, founded in social justice, which challenges hierarchical constructions of class, race, and knowledge. Since CBPR demands of its participants a restructuring of their social consciousness in all areas of their interaction, partnerships need a set of principles by which to guide their CBPR practice. In this session, we will learn principles which have helped to build successful partnerships and effective CBPR.

Session II: Faculty Incentives to Conduct CBPR

Roundtable participants: Dr. Mariana Ferreira, Assistant Professor of Anthropology, SFSU; Dr. Edward Mamy, Associate Professor of Health Sciences and MPH Program Director, SJSU; Dr. Juliana VanOlphen, Assistant Professor of Health Education, SFSU; and Dr. Marilyn Verhey (Moderator), Dean of Faculty Affairs and Professional Development, SFSU.

In our first roundtable discussion, we focus on the faculty researcher and the requirements of the retention, tenure, and promotion (RTP) process. What happens to this contract when a faculty researcher practices CBPR? CBPR is a very different methodological process, one which is more time intensive, where credit is shared, and whose outputs may be unconventional. When a researcher enters into a community partnership, the researcher often finds that her/his relationship with the university also changes, with the dynamics of these changes expressed in the RTP process.

Session III: Partnership Agreements

Roundtable participants: Dr. Jessica Fields, Assistant Professor of Sociology, SFSU; Dr. Lawrence Green, Adjunct Professor of Biostatistics and Epidemiology, UCSF School of Medicine, and Director of the Social and Behavioral Sciences Program, UCSF Comprehensive Cancer Center; Mr. Julian Lang (invited), storyteller and poet, Institute of Native Knowledge; Dr. James Wiley (Moderator), Director, SFSU Center for Health Disparities Research and Training, and Executive Director, Public Research Institute, SFSU.

In the second roundtable discussion, we focus on the substance of developing community-campus partnership agreements. Such agreements need to address the concerns of all the partners: for example, the motivations of academics and their community partners, the possible disclosure of sensitive information about communities in the context of research projects or program evaluations, the rights to publish and the authorship of publications, the flow of money from collaborative grants, and the structure of joint governance of collaborative projects.

Speaker Biosketches

Nick Cutforth, PhD is Associate Professor in the College of Education at the University of Denver and coordinates the Colorado Community-Based Research Network (www.ccbarn.org). He is a researcher and/or supervisor of over two-dozen community-based research projects with undergraduate and graduate students and faculty colleagues. He has co-authored two books: *Youth Development and Physical Activity: Linking Universities with Communities* (Human Kinetics, 2000) and *Community-Based Research and Higher Education: Principles and Practices* (Jossey-Bass, 2003).

Mariana Leal Ferreira, PhD is Assistant Professor of Anthropology and affiliated faculty with the SFSU Center for Health Disparities Research and Training. Her interests include cultural and medical anthropology, human rights, and Indigenous Peoples in North and South America. Dr. Ferreira worked as a health professional, math teacher and coordinator of Indigenous school programs in central Brazil and in the Amazon from 1978 to 1992. She has conducted extensive ethnographic research on environmental health, education, and social justice among Gê-speaking and Tupi-speaking peoples of central Brazil and most recently on type 2 diabetes, trauma, poverty, violence, and human rights in northern California and southern Brazil. In 2004-05, Dr. Ferreira won a competitive fellowship with the SFSU Center for Health Disparities Research and Training. Dr. Ferreira currently serves on the Affirmative Action Committee of the Academic Senate and the Undergraduate Committee of the Department of Anthropology at SFSU. Her publications include books, literary and scholarly articles, some written specifically for Indigenous schools and a broader non-academic audience on topics that include the anthropology of education; the mathematics of peace and solidarity; poverty and scarcity on Indigenous territories; Indigenous children, human rights and environmental justice. Dr. Ferreira's current project, "Love your children dearly," is a partnership with the Yurok Tribe in Northern California to improve children and youth health.

Jessica Fields, PhD is an Assistant Professor of Sociology and a Research Associate at the Center for Research on Gender and Sexuality at San Francisco State University. In her studies of sexuality education, Dr. Fields explores lessons offered about sexual difference and inequality; intersections of sexuality, race, and gender inequalities; people's claims to membership and belonging in social contexts; and their own and others' entitlement to sexual pleasure and respect. Dr. Fields explores

these questions not only in traditional educational settings (for example, middle-school classrooms) but also in community sexuality education debates, peer sexuality education programs for and by youth, and—most recently—HIV-education for incarcerated women. Publications include articles in *Social Problems*, *Sexuality Research and Social Policy*, and *Symbolic Interaction* as well as *Wanting Knowledge: Race, Gender, and School-Based Sexuality Education*, a book manuscript under contract at Rutgers University Press. At SFSU, Professor Fields is an active mentor to graduate and undergraduate students and teaches courses on research methods; sexuality, gender, and social inequality; social psychology; and youth.

Lawrence W. Green, DrPH is Adjunct Professor Of Epidemiology and Biostatistics and Director of the Social and Behavioral Sciences Program at the University of California at San Francisco School of Medicine and Comprehensive Cancer Center. He joined CDC in 1999 as Distinguished Fellow-Visiting Scientist to study what accounted for the success of tobacco control in the last third of the 20th century, and how we might take those lessons to other areas of public health. He served as Director of CDC's World Health Organization Collaborating Center on Global Tobacco Control and as Acting Director of the Office on Smoking and Health. He then served as the Director of CDC's Office of Science and Extramural Research and as Associate Director for Prevention Research and Academic Partnerships in the Public Health Practice Program Office. He was also Visiting Professor in the Department of Behavioral Sciences and Health Education at Emory University's Rollins School of Public Health.

For most of the 1990s, Dr. Green was the Director of the Institute of Health Promotion Research and Professor and Head of the Division of Preventive Medicine and Health Promotion, Department of Health Care and Epidemiology, at the University of British Columbia in Canada. He led a team commissioned by the Royal Society of Canada to review and develop criteria and guidelines on participatory research. These have been widely adopted in the United States by funding agencies to guide community applicants and peer review panels in assessing participatory research, and more recently tested for their inter-rater reliability at CDC.

Dr. Green has broad experience in health education, prevention, population health, and community interventions for health promotion and risk reduction. He served as the first Director of the U.S. Office of Health Information and Health Promotion in the Office of the Assistant Secretary for Health under the Carter Administration, and as Vice President of the Kaiser Family Foundation. He has been on the public health faculties at Berkeley, Johns Hopkins, Harvard, Texas and Emory. Dr. Green is a past President and Distinguished Fellow of the Society for Public Health Education and recipient of the American Public Health Association's highest awards, the Distinguished Career Award and Award of Excellence, and the American Academy of Health Behavior first Research Laureate Medal. He currently serves on the Editorial Boards of the *Annual Review of Public Health*, *American Journal of Preventive Medicine*, the *American Journal of Health Behavior* and 12 other journals in his field. His textbooks have been widely adopted. *Community and Population Health* with Judith Ottoson is in its 8th edition; *Health Program Planning: An Educational and Ecological Approach* with Marshall Kreuter is in its 4th edition. The latter has been the repository for description of his Precede-Proceed model and the more than 950 published applications of this social-environmental model in case studies, research, and other textbooks.

Ivy Hontz, MA is Director of Programs for the Asian Pacific Development Center and a community partner of Nick Cutforth's, has signed on as a co-presenter for the April 28 opening session on principles of CBPR. Ms. Hontz designs prevention related health programs, youth

programs and language services for the Asian American Pacific Islander community throughout Colorado. She oversees agency program staff, writes grants, and is involved in numerous community related activities. In 2004, she presented papers at the International Conference on Tobacco or Health in South Korean. In 2005, she presented at the Western Institute of Nursing, Communicating Nursing Research Conference, the National Conference on Tobacco or Health and the Colorado Cancer Conference. She has been with the Asian Pacific Development Center since 1997. Her organization's website is <http://www.apdc.org/mainpage.htm>

Julian Lang is a founder and director of The Institute of Native Knowledge in Eureka, CA. He has gained a wide reputation as a multi-media artist, as a published writer and teacher of native culture and languages. He has published *Ararapikva: creation stories of the people: traditional Karuk Indian literature from northwestern California* (Heyday Books, 1994). Born in Eureka, California, Lang is a member of the Karuk tribe of California.

Edward Mamary, PhD is Associate Professor and MPH Program Director at San Jose State University. He received his DrPH from the University of California, Berkeley. His research interests are in the areas of HIV prevention and care services, and evaluation research. He has conducted and provided community-based needs assessments and evaluations in both rural and urban areas throughout California. He regularly conducts primary care effectiveness reviews for the U.S. Health Resources and Services Administration Public Health Service, HIV/AIDS Bureau. His leadership roles include Past-President of the Northern California Society for Public Health Education (SOPHE) chapter, Past-Co-Vice President of national SOPHE, Co-Chair of the SOPHE Faculty Caucus, and member of the Executive Board of the Council of Accredited MPH Programs.

He is currently Principal Investigator of a grant funded by the University of California, University wide AIDS Research Program that explores the social, community, cultural, and family influences on HIV risk among non-gay identified African American men who have sex with men in the San Francisco Bay Area. The project includes in-depth interviews and engaging a sub-sample of participants in Photovoice, a community-based participatory research method.

Juliana van Olphen, PhD has extensive experience in community-based participatory research (CBPR) and is committed to the potential of CBPR to reduce inequalities in health and improve the quality of life in historically marginalized communities. In the late 90s, she was involved in the East Side Village Health Worker Partnership (ESVHWP), a community-based participatory action project using lay health advisors to improve the health of women and children living on the east side of Detroit. She collaborated with diverse partners on the design of data collection instruments, the implementation of project activities, the analysis and dissemination of results, and translation of research into action. In New York City, she worked with community and academic partners on a community-based participatory research campaign to change policies harmful to the community reintegration of substance users returning to Central and East Harlem from Rikers Island, the city's jail facility. In the SF Bay Area, she has undertaken two projects to better understand policy barriers to community reintegration for drug users leaving jail and prison, and seeks to translate these project results into a community-based participatory research project to improve the community reintegration of drug users leaving jail. She has been active for two years on a policy subcommittee of the Community Reentry Service Provider Network (CRSPN), a group of community members and community-based organizations working to improve community reintegration of the formerly incarcerated. She has published several articles on her work in community-based participatory research.

Marilyn Verhey, PhD is Dean of Faculty Affairs and Professional Development at SFSU and previously served as the Coordinator of Academic Assessment and a Professor in the School of Nursing. She has been a librarian at UCLA, a psychiatric clinical nurse specialist and nursing administrator in Boston and a program evaluator in San Francisco. She holds master's degrees in nursing and library science, and a PhD from Boston College. As a health care administrator, she specialized in the assessment of patient outcomes, accountability, and accreditation. More recently, she has been the Coordinator of College Effectiveness Studies for the College of Health and Human Services and a Faculty Associate in the Office of Academic Planning and Assessment, both at SFSU. Dr. Verhey serves on the Editorial Board of the Journal of the American Psychiatric Nurses Association.

James Wiley, PhD was appointed Professor of Sociology and Director of Public Research Institute (PRI) at San Francisco State University in 2002. He is Project Director on SFSU's second Research Infrastructure in Minority Institutions (RIMI) Grant from NIH's National Center for Minority Research and Health Disparities. Dr. Wiley's current research focuses on interconnections between social science and public health and on building bridges between quantitative and qualitative methods. From 1974 to 1980 he conducted research on life style and longevity as Research Director of the Human Population Laboratory of the California Department of Health Services. In 1980 he became Assistant Director and Research Sociologist at the Survey Research Center (SRC) of the University of California, Berkeley, where he served for 19 years as principal investigator on a variety of large-scale survey projects and taught graduate courses in the Sociology Department on methods of research. While at SRC he was, from 1984 until 1996, Co-Principal Investigator with Warren Winkelstein of the NIAID-funded San Francisco Men's Health Study of the natural history and epidemiology of HIV/AIDS in homosexual and bisexual men. In 1999, Dr. Wiley assumed the position of Vice President for Research and Evaluation at the non-profit Public Health Institute (PHI) of Berkeley. PHI specializes in research, training and action programs in public health.