CES4Health.info
Publishing Diverse Products of CES

EDUCATIONAL CONFERENCE CALL SERIES
COMMUNITY-CAMPUS PARTNERSHIPS FOR HEALTH

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Speakers

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1. Define community-engaged scholarship (CES)

2. Present promotion & tenure and dissemination challenges to CES and its diverse products

3. Present CES4Health.info from editor, author and reviewer perspectives
Community engagement is the application of institutional resources to address and solve challenges facing communities through collaboration with these communities.

Citation: Commission on Community-Engaged Scholarship in the Health Professions. Linking Scholarship & Communities. Seattle, WA: Community-Campus Partnerships for Health, 2005. Available at www.ccph.info

Note: This definition was developed by the Commission specifically in the context of community-engaged scholarship.
Definitions

Scholarship

- The activity requires a high level of expertise.
- The activity breaks new ground or is innovative.
- The activity has significance or impact.
- The activity can be replicated and elaborated.
- The work and its results can be documented and disseminated.
- The work and its results can be peer reviewed.

Adapted from Recognizing Faculty Work, by Robert Diamond and Bronwyn Adam (1993)
Community-engaged scholarship is scholarship that involves a mutually beneficial partnership with the community.
Scholarly vs. Scholarship

Scholarship = Peer-reviewed and disseminated product

- Start: Teaching problem or issue
- Select best method
- Others’ solutions?
- Justify choice
- Observe results
- Record results
- Formative critique or peer feedback
- Adjust if necessary
- More feedback
- Scholarly: Method becomes part of repertoire

Adapted from Richlin, 2001
Products of CES

- **Conventional**–
  - journal manuscripts

- **Innovative**–
  - Documentaries, training videos, manuals, curricula, websites, toolkits, policy briefs, etc.
Challenges of Disseminating Innovative CES Products

- Lack of dissemination mechanism to broaden community impact
- Lack of peer reviewed publication outlets
- Format of peer-reviewed journals not conducive innovative CES products
- Traditional peer-review process may not find value in CES products
- Reward structure for faculty promotion and tenure
Challenges of Disseminating Innovative CES Products

• The traditions of the system
  ○ Impact – Need expanded definition (not just academic publications and journal impact scores)
    ▪ Demonstrate community impact
  ○ What “counts” as scholarship– Need acceptance of alternative scholarly products (not just peer-reviewed journal articles)
Challenges of CES

- Misconceptions of CES by review committees regarding:
  - Rigor
  - Time invested in relationships
  - CES vs. “just service”
  - Connections between discipline and engaged work
Challenges of CES

- Misconceptions/mistakes of CES by CE faculty member
  - Engagement = scholarship (service-learning ex.)
  - Not producing scholarship from engagement
  - Not integrating engagement into research and teaching; add-on
CES4Health Overview

- Rigorous peer review – academic and community
- Online publication and broad dissemination
- Innovative products of CES – documentaries, manuals, curricula, websites, toolkits
- Broadly speaking, health related
The Context

2003-2005: Commission on Community-Engaged Scholarship in the Health Professions

- Funded by WK Kellogg Foundation, staffed by CCPH
- Its March 2005 report, “Linking Scholarship & Communities” recommended peer-review system for diverse products of CES

2004-2007: Community-Engaged Scholarship for Health Collaborative

- Funded by US Department of Education’s Fund for the Improvement of Postsecondary Education (FIPSE), led by CCPH
- Developed criteria for quality CES
The Context

2007-2010: Faculty for the Engaged Campus
- Funded by US Department of Education’s Fund for the Improvement of Postsecondary Education (FIPSE), co-led by CCPH, UMN & UNC-Chapel Hill
- 3 parts = the 3 gaps
  - Competency-based CES faculty development
  - Database of Faculty Mentors and Portfolio Reviewers
  - Peer reviewed publication and dissemination of diverse products of CES
Academic/Community Peer Review

- Academic and community editorial staff
- 2 academic and 2 community reviewers per product
- Application questions probe both rigor and engagement/community benefit issues. Reviewers bring expertise to both.
Submissions by Diverse Authors

- Required collaborative effort
- Primary author may be academic or community
- Application questions phrased to be accessible to both academic and community authors
- Contributions by academic and community partners queried in various ways
Making It Count in P & T

- Offer rigorous peer review and broad dissemination

- Send letter to named chairs, deans, committee members – congratulatory and educational

- Track “hits” and downloaded products. Will survey users about impact of published resources

- Will send confirmation/appreciation of service for reviewers and associate editors
How to Submit to CES4Health

• Submission = *product* (downloadable, linkable) and 12 question *application*

• Application requests info on:
  o Keywords – topics, type of resource, resource format
  o Product aims, development, quality, intended audience, significance
  o The project that resulted in the product – scholarly approach, rigor
  o Degree of and quality of engaged approach
  o Reflection on strengths and limitation
  o Assurances regarding copyright and HIPAA
  o Names of people we can announce publication to
How to Submit to CES4Health

- Application is first completed in WORD. Cut and paste to online application.
- Upload product or provide link
- Submit
CES4Health.info
Publishing Diverse Products of CES

PERSPECTIVES OF AN AUTHOR:
RICHELLE WINKLER
CES4Health Review Process

- Mirrors typical journals

- Screened by Editor for minimal criteria of *engaged activity* and *health-related* (broadly speaking)

- Screened by Editor for copyright or HIPAA problems (may result in delay in review. Communicate with author)

- Assigned to Associate Editor who assigns 2 academic and 2 community reviewers based on aligned interest/expertise
CES4Health Review Process

- Reviewers have 1 month to complete review.
- Write review in WORD document and cut and paste to online review form.
CES4Health Review Criteria

- **Appropriateness for CES4Health.info**
- **Clear Goals** - the degree to which the authors state the purpose of the product, its intended audience/users and clear goals and objectives.
- **Adequate Preparation** - the degree to which the authors appropriately reference or build upon prior work in the area.
CES4Health Review Criteria

- **Methodological Rigor** - the degree to which the authors justify the appropriateness of methods chosen with respect to the goals, questions and context of the work

- **Significance** - the degree to which the product adds to existing knowledge and benefits communities

- **Effective Presentation** - the clarity of the presentation style, the accuracy of the product content, and the appropriateness of language and visual aides for diverse audiences
CES4Health Review Criteria

- **Reflective Critique** - the degree to which authors provide critical reflection about the work, informed by both academic/institutional and community feedback

- **Ethical Behavior** - the degree to which authors provide evidence for a collaborative approach characterized by mutual respect, shared work, and shared credit (and approval by an institutional review board and/or community-based review mechanism, if applicable)
CES4Health Reviewer Rating Form

- Review form includes quantitative ratings on 5 pt scale

6. Effective Presentation - the clarity of the presentation style, the accuracy of the product content, and the appropriateness of language and visual aids for diverse audiences. 
   This question applies to the product. (Information is available in Product Application Question 10 and by reviewing the product)

   6a. Rate the degree to which the author uses a suitable style, clear communication and effective organization to present the work.

   6b. Rate the degree to which the language, format, or graphics contained in the product would be understood by a broad and diverse audience (avoidance of culture-specific language, jargon, unexplained acronyms, etc.).

   6c. Rate the degree to which the product’s presentation format is appropriate for its stated aims.
CES4Health Reviewer Rating Form

• Qualitative (for editor and author)

• 10. Please use the space below to comment on the extent to which the product is likely to be useful to the intended audience/users and the extent to which it is likely to be used:

• 12. Please use the space below to comment on the strengths and limitations of the product and the product application. These comments will be your summary that can be shared with the author. If you checked “accept with revisions” please be specific about what revisions are needed.

Strengths
Limitations
Suggested revisions for product
Suggested revisions for product application
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PERSPECTIVES OF A REVIEWER:
MARLYNN MAY
Encouraging Anecdotal Feedback

“Thank you so much. I appreciate this notification, and the explanation. Our Faculty has revised its standards for tenure, promotion, and evaluation...to reflect the scholarship of engagement but, of course, we are embedded in the culture of the typical publicly-funded research intensive university...many T&P committees are dubious. In fact, getting [the author's] tenure approved, the first under our new guidelines, was somewhat challenging. CES4Health is a godsend.”

~ A Dean, upon receiving notification of faculty’s publication in CES4Health.info

“I’m thrilled to be among the first authors of a product published through CES4Health. CES4Health has opened up a whole new avenue for me and my community partners to get our work out there. We have more products coming out of our work that I would like to submit!”

~ Author of a product published through CES4Health.info
Encouraging Anecdotal Feedback

“I have to say that whenever we mention CCPH and CES4Health there is palpable excitement in the audience. That tells me that your work...is desperately needed...I just wanted to thank you [for working] so hard to bring justice to community engagement.”

~ Medical school faculty member & academic administrator

“As a community-based peer reviewer for CES4Health.info, what excites me most about this new resource is its potential to widely disseminate high quality products that can improve the health of communities.”

~ Chuck Conner, West Virginia Rural Health Education Partnerships

“We have been promoting CES4H among our faculty, but Eddy Jara has taken it to the student level and embedded it into the curriculum, using it as a framework for the students to use and for grading.”

~ Juan Carlos Belliard, Loma Linda University School of Public Health
CES4Health Homepage
### General Topics

<table>
<thead>
<tr>
<th>Allied Health (2)</th>
<th>Health Information Management (0)</th>
<th>Nursing (2)</th>
</tr>
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<tbody>
<tr>
<td>Arts &amp; Design (0)</td>
<td>Humanities (0)</td>
<td>Pharmacy (2)</td>
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<tr>
<td>Biological Sciences (0)</td>
<td>Liberal Arts (1)</td>
<td>Public Health (12)</td>
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<tr>
<td>Dentistry (0)</td>
<td>Management Sciences (0)</td>
<td>Social &amp; Behavioral Sciences (9)</td>
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<tr>
<td>Engineering &amp; Computer Sciences (0)</td>
<td>Medicine (2)</td>
<td>Social Work (4)</td>
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**Search Tips**

- **Browse by Category**
  - General Topics
  - Specific Topics
  - Specific Populations
  - Methodological Approach
  - Resource Type
  - Product Type

**Product Search**
CES4Health – Product Search

Product Search

Enter search criteria into one or more of the fields listed below.

Keyword:

Title:

Methodological Approach:

Author Last Name:

Resource Type:

Product Type:

Display: 10 Resources per page

Submit  Reset
CES4Health Product Submission

PART 1. COVER SHEET

* Is this a product resubmission?
  ○ Yes ○ No

If yes, please provide the original CES4Health.info Product ID #: (This can be found in your decision letter from the Editor):

* Title of your product:

Corresponding Author Information (All information will be displayed in CES4Health.info)
To whom communications should be directed:

* First Name:

* Last Name:

* Primary Organizational Affiliation:

Address 1:
Address 2:
Address 3:

* City:

* State/Province:

Select a State or Province:

Zip Code:

Select a Country:
CES4Health.info Reviewer Application

**CONTACT INFORMATION**

* First Name: 

* Last Name: 

Department or Unit (if applicable): 

* Institution/Organization: 

Mailing Address Line 1: 

Mailing Address Line 2: 

City: 

* Country: 

Select a Country

Middle Initial: 

* Job Title: 

College or School (if applicable): 

* Mailing Address Line 1: 

Mailing Address Line 2: 

State or Province: 

Select a State/Province

* Zip or Postal Code: 

Resources

CES4Health: http://www.ces4health.info/

Faculty for the Engaged Campus:
http://depts.washington.edu/ccph/faculty-engaged.html

Database of Faculty Mentors & Portfolio Reviewers:
http://www.facultydatabase.info

Community-Engaged Scholarship Toolkit:
http://www.communityengagedscholarship.info