

THEMES, TAKE HOME MESSAGES, TIPS, STRATEGIES, RESOURCES

THEME 1- WHAT YOU SHOULD KNOW ABOUT CBPR IN THE ACADEMIC WORLD

Take Home Messages:

1. Understand how academics talk about CBPR
2. Be able to distinguish which faculty are really doing CBPR; this includes knowing their publications; funded projects, and looking for matching interest
3. Understand the role of the Project Manager or Project Director
4. Funding climate of CBPR and what % goes to the academic institution
5. Be aware of the academic pressures around faculty development and promotion
6. CBPR Methodology is diverse and variable
7. Identify academic incentives
8. Know when CBPR is NOT CBPR

Tips/Strategies/Resources:

1. *TIP* Use the 10 Important Articles for CBPR for community partners
2. *TIP* Use the 10 Important Academic Incentives in your negotiation.
3. *Strategy*: Cross reference published authors with your local university faculty via references and citations;
4. *Strategy*: Look for community partner organizations identified in publications and contact them to learn their experiences in working with the academic partner or faculty member
5. *Strategy*: Build capacity about how to conduct research
6. *Resource*: CCPH funding sources

THEME 2: IMPORTANT THINGS ABOUT CBPR THAT ARE NOT OBVIOUS

Take Home Messages:

1. Social justice is a critical component of CBPR and may not be a favorable aspect among academic institutions and yet this is one aspect of CBPR that cannot be compromised
2. Know the difference between CBPR and traditional research approaches
3. In CBPR, community partners fundamentally maintain the power in maintaining and sustaining the research agenda
4. Build alliances with other CBOs who have similar research ideas, areas of interest, or questions before approaching an academic partner

5. Utilize as coach and mentors community partners (locally, regionally, or nationally) who have experience in doing CBPR and engaging academic institutions.
6. There isn't one way of structuring a partnerships - tailor the partnership to your needs
7. Advisory does not equal Action
8. Glue

Tips/Strategies/Resources

1. *Tip:* Utilize CCPH database of community partners available for coaching/mentoring
2. *Strategy:* Form a policy work group to develop the social justice muscle
3. *Resource:* *CBPR vs. Traditional Research Figure*

THEME 3: SCREENING POTENTIAL ACADEMIC PARTNERS:

Take Home Messages:

1. Culturally sensitive
2. Has a matching interest
3. Identify a CBO representative who is capable to negotiate, is cognizant of the CBPR literature, and preferably has prior experience of working with academics to make initial contact

Tips/Strategies

1. *Strategy:* Look for academic institutions engaged in long-term community research projects
2. *Tip:* Universities and colleges are not the only type of academic partners; look to department/county of health; private or non-profit research institutions
3. *Tip:* Acknowledge that mindsets may never be the same

THEME 4: ESTABLISHING A PARTNERSHIP

Take Home Messages:

1. Look for characteristics of a successful partnership
2. Establish a governance structure, operating procedures or common rules of process, principles, and mission that is flexible and moves with the dynamic of the partnership
3. The community liaison or project manager position(s) is critical in keeping the partnership together
4. Always keep budget explicit and transparent
5. Participate in the hiring/firing of partnership (including researchers) staff

Tips/Resource

1. *Tip*: Ensure that key phrases/words consistent and purposeful
2. *Tip*: Link with seasoned community partners for mentoring/coaching
3. *Tip*: Link potential faculty with seasoned CBPR faculty researchers for coaching/ mentoring
4. *Resource*: Look to existing CBPR partnership models of principles, operating procedures, bylaws, etc to adapt and develop thy own

THEME 5: SUSTAINING THE PARTNERSHIP

Take Home Messages:

1. Partners need to stay engaged and while holding each other accountable to being true to CBPR
2. Check in the reputation the partnership has in the community or the community's perception of the partnership
3. Ensuring that CBPR is translating research into policy and practice will make a real difference when the research funding stream

Tips/Strategies

Strategy - Evaluation