


# **Engaging Campuses as Authentic Partners: Tips & Strategies for Community Leaders**

**Community Forum on Community-University Partnerships  
New Haven City Hall  
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# What is Community Based Participatory Research (CBPR)?

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- **A collaborative approach to research that equitably involves all partners (community and academic) in all aspects of the research process and recognizes the unique strengths that each partner brings to the process**
  - **Combines action and social change to eliminate health disparities; maintains a social justice/policy advocacy component.**
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# Important Themes to Engage Campuses as Authentic Partners

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1. Community Based Participatory Research in the academic realm
  2. Important aspects of CBPR that may not always be obvious or acknowledged
  3. Screening potential academic partners
  4. Establishing the partnership
  5. Sustaining the partnership
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# **Theme 1: What you should know about CBPR in the academic world**

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## **Take Home Messages:**

- 1. Understand how academics talk about CBPR**
  - 2. Be able to distinguish which faculty are really doing CBPR;**
  - 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 performance expectations for advancement and promotion**
  - 6. CBPR Methodology is diverse and variable**
  - 7. Identify academic incentives**
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# 10 Important Academic Incentives

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1. **Enhances relevance and use of data**
  2. **Join partners with diverse expertise**
  3. **Improves quality and validity of research**
  4. **Enhances knowledge that can be used to inform teaching and community service, integrating research, teaching and service**
  5. **Increase possibility to overcome community distrust of research**
  6. **Knowledge benefits the community**
  7. **Potential to bridge cultural gaps**
  8. **Overcomes separation of individual from culture and context that often occurs with categorical approaches**
  9. **Provides resources for communities**
  10. **Aims to improve health and well-being of communities involved**
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# Theme 1: What you should know about CBPR in the academic world

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## Tips/Strategies

- **TIP** Use the 10 Important Articles for CBPR for community partners
  - **TIP** Use the 10 Important Academic Incentives in your negotiation.
  - **Strategy:** Cross reference published authors with your local university faculty via references and citations;
  - **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
  - **Strategy:** Build capacity about how to conduct research
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# Theme 2: Important aspects of CBPR that may not always be obvious or acknowledged

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## 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 coaches and mentors community partners (locally, regionally, or nationally) who have CBPR experience and in 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 FACTOR
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# GLUE

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The adhesive substance of a partnership that promotes and sustains trust, communication, connectedness, and meaningful work efforts and products.

Glue ranges from building sweat equity to establishing credibility, to being able to translate and navigate between the community and academic realms.

Glue resonates in the process, infrastructure, and procedures that honor open communication, fairness, trust, and meaningful planning processes that ensures each partner is respected and heard

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# **Spreading The Glue: COMMUNICATION**

## **Examples from HCAP: Harlem Community & Academic Partnership**

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- Created email list-serv
  - Not Just Email! Use the Phone!! Do “drive-by” check-in’s
  - Open Mic during partnership meetings
  - Project Manager – a glue factor!!
  - IWG’s (Intervention Work Groups)
    - Aim for dual leadership between academic and community partners
    - Leadership of IWG is clear on expectations regarding the work efforts and is grounded in what is expected around communication
  - Members participate on each other’s groups and coalitions
  - Conduct regular review of goals and objectives
  - Nothing Hidden! Communicate with integrity! Set the tone from the start!
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# Spreading The Glue: TRUST

## Examples from HCAP: Harlem Community & Academic Partnership

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- **“Keep It Real”** – in all that you do and in who you are as a member of the partnership
  - **“Know The History”** – acknowledge it when you know it and when you don’t know it
  - **“Sweat Equity”** – Do something for nothing; participate/contribute in partnership members activities
  - **“Capacity Building”** – HCAP’s Community Capacity Center aims to translate research/technical areas of expertise to CBOs and community members
  - **“Acknowledge Power & Influence”** – particularly among community partners (the leaders and mavens)
  - **“Look Out” for members** – know your partnership members, particularly the community members and what they are up to in their respective CBOs – share resources, information, offer consultation opportunities, funding information, knowledge, etc.
  - **Socialize;** Be sure to make time to get to know one another
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Continued:

**Theme 2: Important aspects of CBPR that may not always be obvious or acknowledged**

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### **Tips/Strategies**

- **Tip: Utilize CCPH database of community partners available for coaching/mentoring (consultancy network)**
  - **Strategy: Form a policy work group to develop the social justice muscle**
  - **Resource: *CBPR vs. Traditional Research Figure***
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# Comparison of CBPR and Traditional Research

Community-Based Participatory Research Component

Full participation of community in identifying issues of greatest importance  
*Increased motivation to participate in research process*

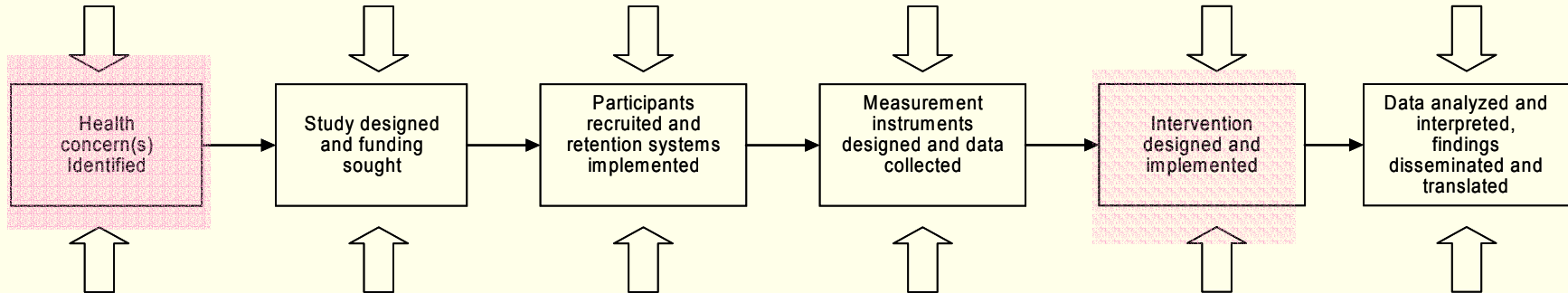
Community representatives involved with study design and proposal submission  
*Increased acceptability of study approach, include funds for research for community*

Community representatives provide guidance regarding recruitment and retention strategies  
*Enhanced recruitment and retention*

Measurement instruments developed with community input and tested in similar population  
*Potentially sensitive issues handled better and increased reliability and validity of measures*

Community members help guide intervention development  
*Assures greater cultural and social relevance to the population served, increasing the likelihood of producing positive change*

Community members assist researchers with interpretation, dissemination and translation of findings  
*Assures greater sensitivity to cultural and social norms and climate and potential group harm and enhances potential for translation of findings into practice*



Issues identified based on epidemiologic data and funding priorities.

Design based entirely on scientific rigor and feasibility; funding requested primarily for research expenses.

Approaches to recruitment and retention based on scientific issues and "best guesses" regarding reaching community members and keeping them involved in the study.

Measurement instruments adopted/adapted from other studies. Tested chiefly with psychometric analytic methods.

Researchers design intervention based on literature and theory.

Researchers report findings from statistical analysis and publish in peer-reviewed journals.

Traditional Research Component

# **Theme 3: Screening Potential Academic Partners**

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## **Take Home Messages:**

- 1. Culturally sensitive; community oriented**
  - 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**
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# Theme 3: Screening Potential Academic Partners

## Tips & Strategies

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### Tips/Strategies

- **Strategy: Look for academic institutions engaged in long –term community research projects**
  - **Tip: Universities and colleges are not the only type of academic partners; look to department/county of health; private or non-profit research institutions**
  - **Tip: Acknowledge that mindsets may never be the same; and be open and straight about it!**
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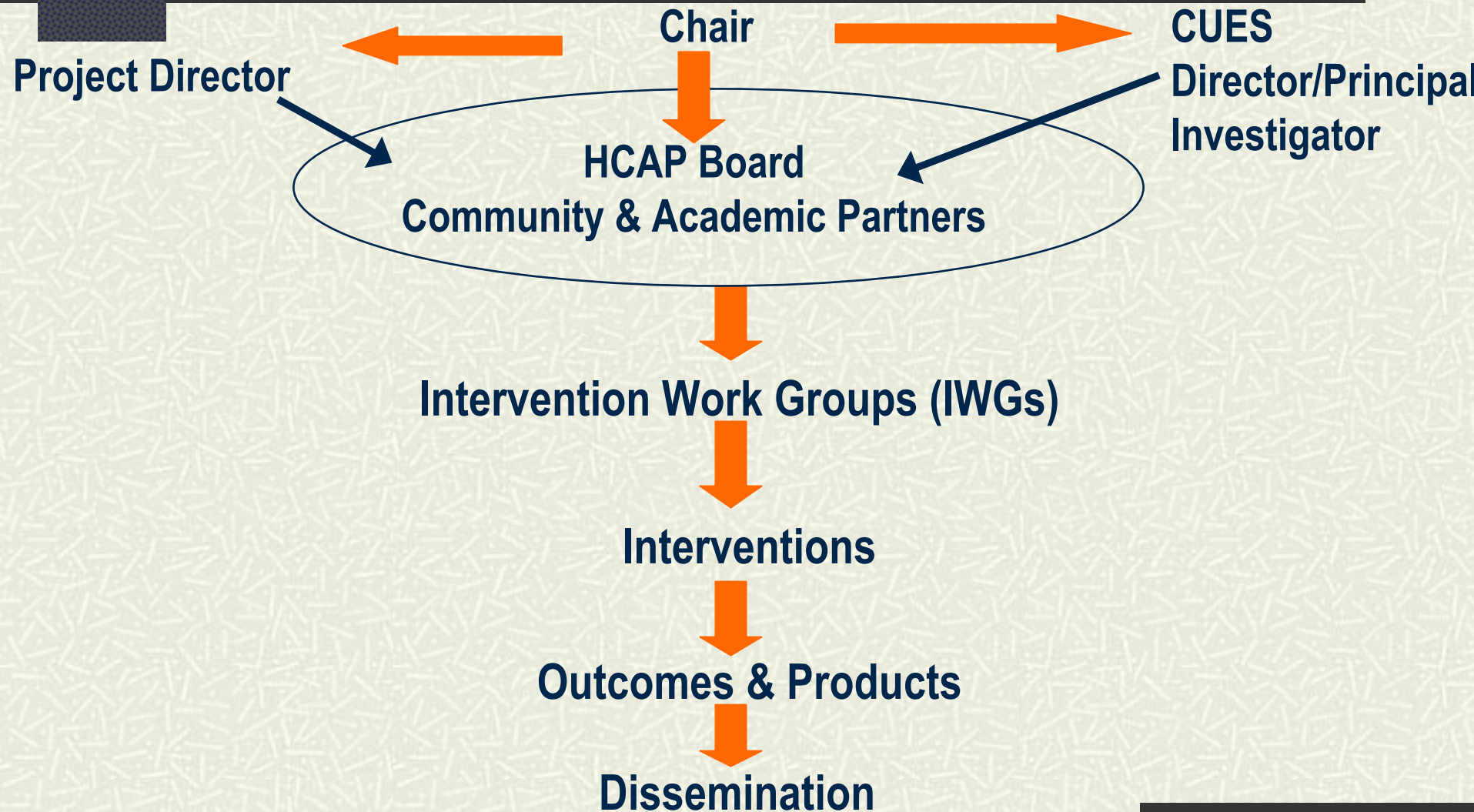
# **Theme 4: Establishing The Partnership**

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## **Take Home Messages:**

- 1. Always keep budget explicit and transparent**
  - 2. Participate in the hiring/firing of partnership (including researchers) staff**
  - 3. The community liaison or project manager position is critical in keeping the partnership together (see sample job description in packet)**
  - 4. 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**
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# Harlem Community & Academic Partnership (HCAP)



# **Theme 4: Establishing The Partnership Continued – Take Home Message**

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## **5. Characteristics of a successful partnership**

- **Trusting relationships**
  - **Equitable process and procedures**
  - **Diverse membership**
  - **Tangible benefits to all partners**
  - **Balance between partnership process, activities and outcomes, significant community involvement in scientifically sound research**
  - **Supportive partnership policies and reward structures**
  - **Leadership**
  - **Culturally competent and appropriately skilled staff and researchers**
  - **Collaborative dissemination**
  - **Ongoing partnership assessment, improvement, and celebration**
  - **Sustainable impact**
  - **Committed and Dedicated!**
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# Theme 4: Establishing The Partnership

## Tips & Strategies

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### Tips/Resources

- **Tip:** Ensure that key phrases/words are consistent and purposeful
  - **Tip:** Link with seasoned community partners for mentoring/coaching
  - **Tip:** Link potential faculty with seasoned CBPR faculty researchers for coaching/ mentoring
  - **Resource:** Look to existing CBPR partnership models of principles, operating procedures, bylaws, etc to adapt and develop thy own (e.g. HCAP, Detroit URC)
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# **Theme 5: Sustaining The Partnership**

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## **Take Home Messages:**

- 1. Partners need to stay engaged while holding each other accountable in being true to CBPR**
  - 2. Check in on the reputation the partnership has developed in the community or the community's perception of the partnership**
  - 3. Ensuring that CBPR is translating research into policy and practice will influence funding and keep the community partners engaged!**
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# **Theme 5: Sustaining The Partnership Tips & Strategies**

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## **#1 Tip and Strategy: Evaluation**

- **There is no one way to do it**
  - **Formal and informal works**
  - **Encourage authentic feedback and evaluation**
  - **Use evaluation as a source of direction for the partnership**
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# **Theme 5: Sustaining The Partnership Tips & Strategies Continued**

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## **An Evaluation Approach**

### **Annual Timeline of Evaluation Activities:**

- **December** - Review of goals
  - **January** - Formulation of goals
  - **February** - Formulation of action steps to fulfill on goals
  - **May thru July** – Check in on progress of goals
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# Packet Materials

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- # PPT Presentation
  - # Themes/Tips/Strategy Sheet
  - # Short list of CBPR Resources & Articles
  - # Sample HCAP Job Description For a Project Manager/Community-Academic Liaison
  - # HCAP Principles, By-laws & Application, and Evaluation Handout
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**Thank you!**  
**DISCUSSION!**

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