



PARTNERSHIP MATTERS

RESEARCHERS SHARING PREVENTION LESSONS WITH THEIR COMMUNITIES

Excerpted from an article by Michele Late from the October 2004 issue of The Nation's Health

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Health researchers around the country are taking an active role in preventing disease and improving health in their communities, thanks to a national program that serves as a stimulus for such efforts. From teaching school kids about nutrition to engaging seniors in physical activity, work conducted through the Prevention Research Centers Program at the Centers for Disease Control and Prevention (CDC) is changing the way Americans lead their lives and take care of their health.

The program, headquartered at CDC's National Center for Chronic Disease Prevention and Health Promotion, funds Prevention Research Centers at 28 U.S. universities. First funded by Congress in 1984, the program is celebrating its 20th year of operation. About 500 studies and projects are currently being conducted via the centers, focusing on issues such as asthma, cancer, complementary medicine, HIV/AIDS, school health, job safety, nutrition, oral health and tobacco control. To ensure that their work does more than gather dust on a library shelf, researchers in the Prevention Research Centers Program work directly with their communities to find out what areas of prevention need to be addressed. They then design programs that target the issues, test them and track their progress. A strength of the program is that researchers at the centers have strong ties to their communities, working closely with residents, advocates and other health professionals, according to Eduardo Simoes, director of the CDC program. "In order to have long-term results in a community that will make a difference, you have to involve a cadre of professionals," Simoes said.

The Prevention Research Centers Program has achieved far-reaching results, noted Simoes. In Seattle, for example, an exercise program developed for seniors through the University of Washington's Health Prevention Research Center (HPRC) has been such a success that it was named as an exemplary program by the National Council on Aging in 2003 and has been replicated in seven states. The program has even been translated into Chinese and is scheduled for launch by China's Ministry of Health. Developed in the 1990s, the Lifestyle Fitness Program works to get seniors physically active, improve balance and maintain flexibility. A second program called the Health Enhancement Program has also benefited seniors. In their work at the center, researchers keep close ties with community partners, which is key to creating programs that are sustainable in the long-run, stated **CCPH member James LoGerfo**, the center's principal investigator and a professor of medicine and health services. The Lifetime Fitness Program, for example is coordinated by Senior Services of Seattle/King County, Group Health Cooperative and the Health Promotion Research Center. "If you want to make meaningful change, you have to have strong community ownership in the project," he said.

Among the many other successful programs being carried out around the country as a result of CDC's Prevention Research Centers Program is a Boston-based middle school curriculum that addresses childhood obesity. Developed through Harvard University's Prevention Research Center, the Planet Health curriculum works to increase physical activity and consumption of fruits and vegetables. The curriculum, which has shown measurable results, has been purchased by groups in 48 states and 20 countries.

In each of the programs, researchers have been able to track results and show that the interventions work. "These are really winning programs," Simoes said. For information about CDC's Prevention Research Centers Program, visit <http://www.cdc.gov/prc>. For more information on the HPRC, visit <http://depts.washington.edu/hprc>.

For information on a new federal funding announcement for community-based participatory research, see Executive Director's Message on page 2.

Community-Campus Partnerships for Health

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MESSAGE FROM OUR EXECUTIVE DIRECTOR



The holiday season presents each of us with an opportunity for reflection. Reflecting on the past year, community-campus partnerships as a strategy for improving health professions education, civic engagement and the health of communities has continued to gain recognition and momentum. Authentic partnerships are possible, and as a field we have learned a great deal about the factors and characteristics that contribute to success. As we look ahead to 2005 and beyond, however, we must confront a major challenge: The predominant model of “community-campus partnerships” is not actually a partnership. CCPH’s vision of principle-centered community-campus partnerships is not easy to realize (see <http://depts.washington.edu/ccph/principles.html#principles>). Unfortunately, the rhetoric exceeds the reality in many places. Many relationships are initiated by the higher educational institution, framed by its academic mission and priorities, driven by grant and program requirements,

with communities serving only in advisory roles. Community leaders continue to tell stories of cases of “drive-by” research in which faculty get a grant, collect data from community members and leave without a trace. Most resources for community-campus partnerships – in terms of grant funding, training and technical assistance opportunities and the like – go toward building infrastructure at the academic institutional level, not at the community level. As a result, the relationships that form inevitably center around institutional priorities, take a “top down” approach and cease when external funding runs out.

Few colleges or universities have developed a strategic institution-wide approach to their involvement in community and economic development. As a result, they are often involved in conflicting or contradicting activities. For example, a university might be developing a set of strong partnerships with community agencies for service-learning, while at the same time advocating for changes in zoning regulations opposed by community members that would allow the campus to expand into an adjacent low-income neighborhood. Colleges and universities located in the same community rarely coordinate their community involvement, thereby competing, duplicating efforts or limiting their potential for long-term impact. Similarly, few community improvement or revitalization efforts have developed a strategic initiative-wide approach to their engagement of colleges or universities. Community change initiatives might involve students as interns or faculty as a contracted program evaluator, while overlooking the many other resources the academic institutions have to offer. The lack of trust and a history of institutional indifference to community voices are often significant barriers. Communities frequently identify concerns around unbalanced power and resources, institutional racism, cultural disregard and mistrust when interacting with anchor institutions.

As we look ahead to the future, a number of features are likely to characterize new models of community-campus partnerships. Community-based organizations will emerge as centers of learning, discovery and engagement, establishing partnerships with a wide variety of disciplines, degree programs and departments in colleges and universities. Community-campus partnerships will be more coordinated and strategic, involving multiple community-based organizations and academic institutions. There will be a growth in intermediary organizations that serve to facilitate and support community-campus partnerships, with governance structures and financing mechanisms that equitably distribute power and resources among the partners. Already a global phenomenon, community-campus partnerships around the world and the organizations that represent them will be more deliberate and strategic about collaborating and sharing lessons learned.

Achieving and sustaining these new models will depend on a number of factors. First, and perhaps most importantly, communities and campuses must view these partnerships as mission-critical, not as add-ons to their work. Supportive policies and practices are needed at multiple levels. For example, funding agencies that expect community-based programs to rigorously evaluate the impact of their work need to provide adequate funding for that purpose; higher educational institutions need to establish faculty promotion and tenure policies that recognize and reward – indeed, encourage – faculty to engage in community-based activities. Key underlying issues of power, control, history of town/gown struggles and institutional racism need to be tackled head-on. Community-based organizations and programs need to receive explicit support for their academic roles; for example, coordinating student service-learning and volunteer assignments, supervising students and conducting research.

We look forward to continuing to work with you in 2005 and beyond to tackle the challenges before us and to celebrate our accomplishments – large and small along the way. Best wishes for a happy and healthy holiday and New Year!

Resources Available to Support and Strengthen Community-Based Participatory Research (CBPR) Teleconference on New Federal Program Announcement Being Planned for Early 2005

Just released! A federal program announcement to support Community Participation in Research (PAR-05-026). Proposals will be accepted once a year - with deadlines on May 17, 2005, 2006 and 2007. For details, visit <http://grants.nih.gov/grants/guide/pa-files/PAR-05-026.html>. CCPH will be holding a technical assistance conference call for potential applicants, to be held early in the new year. The call will be an opportunity to hear directly from representatives of the federal agencies sponsoring the program announcement and to get your questions answered. Details will be available shortly! The archive, presentations and handouts are now available from the Dec. 2 webconference on “Community-Based Participatory Research: A Systematic Review of the Literature and Its Implications” cosponsored by CCPH and the Northwest Center for Public Health Practice. See “What’s New” on the CCPH homepage at <http://www.ccph.info>. The report discussed during the webconference is available at <http://www.ahrq.gov/clinic/evrptpdfs.htm>. For additional resources on CBPR, please visit <http://depts.washington.edu/ccph/commbas.html>. Stay up on the latest news on the CBPR listserv! Subscribe today at <https://mailman1.u.washington.edu/mailman/listinfo/cbpr>.



MEMBERSHIP MATTERS

Fall “Member-Get-A-Member” Campaign!

There’s still time left to take advantage of our fall member special! More CCPH members means a diversity of viewpoints, ideas and perspectives and a stronger voice to influence policies that affect community-campus partnerships. When you recruit new members you’ll also reward yourself. When you recruit a new CCPH member, both you and the new member will be entered into a drawing for \$100 CCPH dollars. These dollars can be used to purchase CCPH products, such as publications, registrations for CCPH events and additional memberships. In addition, the CCPH member who recruits the most new members will receive \$150 CCPH dollars! Start recruiting now - this special ends on January 30th, 2005!

Just refer your colleagues to join online by credit card: <http://www.regonline.com/eventinfo.asp?EventId=8776>

or by check:

http://depts.washington.edu/ccph/pdf_files/Jan2004.membbrocpdf.pdf

Make sure the new member enters your name in the application section, “How did you hear about CCPH?” If you have any questions, or would like us to send you some CCPH membership brochures, please contact us at (206) 543-8178 or ccphuw@u.washington.edu.

Give the Gift of CCPH Membership

During the holidays it can be difficult to find that unique gift that keeps giving throughout the year to a valued friend or colleague. A membership to CCPH is a great way to do both! And it’s easy! To give the gift of membership, you can visit us online at <http://depts.washington.edu/ccph/members.html#BecomeAMember> to learn about the different ways to join or renew an existing membership. If you have any questions about membership processing, the status of your membership or about which membership is the right gift, please contact us at ccphuw@u.washington.edu or (206) 543-8178.



SUBMISSION GUIDELINES

We welcome announcements, comments and questions from you! Please forward them to the PM Editor at ccphpm@u.washington.edu. Below are some simple submission guidelines:

- Please limit announcements and questions to not more than 150 words. As for articles and editorials, not more than 250 words;
- Provide the names of all authors, their current institutional affiliations and/or photos;
- Explain all abbreviations and unusual terms when first used.



FEATURED MEMBER

A Managed Care Organization that Incorporates Community Resources



The CCPH Featured Member is **Cecil Doggette**. Cecil is the Director of Outreach Services at Health Services for Children With Special Needs, Inc.

In his interview, Cecil describes the uniqueness of this managed care organization that incorporates community resources to provide a holistic approach to the healthcare of the child/family unit. Read about the cutting edge work being done around male caregivers, and how they’ve managed to maintain strong, long-term community-campus partnerships. Cecil explains how he views challenges, “I don’t really feel that there are challenges. Events that could be defined as challenges, I consider to be opportunities—opportunities for reconsideration and charting of new directions, new options to think about, procedures and operations to enhance.”

For the full text of the interview go to <http://depts.washington.edu/ccph/featuredmember.html>.

To read about previous featured members go to <http://depts.washington.edu/ccph/pastfeaturedmembers.html>.



Wishing you Happy Holidays and a Joyous New Year!



From CCPH board and staff



NEWS FROM CCPH

CCPH Member to Be Recognized with 2004 Drotman Award

CCPH member, **Chris Day**, has been named winner of the American Public Health Association’s 2004 Jay S. Drotman Memorial Award for young professionals. He received the award during APHA’s 132nd Annual Meeting in Washington, DC, in November. The award recognizes a health worker or student, ages 30 or younger, who has demonstrated potential in the health field by challenging traditional public health policy or practice in a creative and positive manner. Congratulations Chris!



UPCOMING EVENTS!

CCPH SPONSORED EVENTS

For more event listings, see CCPH's website at <http://depts.washington.edu/ccph/conferences.html>

March 1-3, 2005: Visit the CCPH exhibit at the **19th National Conference on Chronic Disease Prevention and Control: Health Disparities: Progress, Challenges, and Opportunities** in Atlanta, Georgia. This conference will focus on efforts to eliminate disparities and will explore more rigorous approaches for accomplishing the Healthy People 2010 objectives. The major goal of the conference is to accelerate the rate of progress in improving the lives for those at highest risk for poor health, including racial and ethnic minorities, and low-income and less educated populations. To learn more about the CDC conference, visit <http://www.cdc.gov/nccdphp/conference>.

• **3-5, 2005: Community Health Solutions- Keeping the Drive Alive**, the second joint conference of the Association for Community Health Improvement (ACHI) and Communities Joined in Action (CJA) in Tampa, Florida. CCPH will be facilitating an interactive workshop entitled "Health Institutions as Economic and Community Anchors: Case Studies and Practical Strategies" at the conference. Visit the web site for the latest information and on-line registration: <http://www.communityhlth.org/communityhlth/conference/annual.html> or <http://www.cjaonline.net>

OTHER EVENTS

February 3, 2005: Satellite/Internet Teleconference on Service Learning: Why and How hosted by Campus Compact at 2:30-4:00pm Eastern. The Teleconference is for faculty, administrators, and community leaders. This teleconference will not only demonstrate the importance of service-learning to students and their community but will show proven ways to start and grow a service-learning program at your institution.

<http://www.starlinktraining.org/programs/feb3.html>

• **18-20, 2005: The Third Annual Western Regional International Health Conference: Politics, Social Justice and Global Health** in Seattle, Washington. The conference is an educational forum for health science students, faculty, and community members interested in learning more about global health issues and opportunities. The goal is to educate and inspire participants through a weekend of lectures, discussions, and other events focused on the theme. If you have questions, please contact Laura Certain (lcertain@u.washington.edu) or Daren Wade (dwade@u.washington.edu).

• **19-21, 2005: The 11th Annual Ryan White National Youth Conference 2005** in Nashville, Tennessee. This conference is the only national conference dedicated to building knowledge and skills about HIV prevention, care, treatment, research and advocacy skills of young AIDS activists, youth educators, HIV positive youth, and those who work in support of young people. <http://www.napwa.org/rwnyc>

March 4-6, 2005: 14th Annual Conference Celebrating Educational Opportunities for Hispanic Students Conference: Bridging the Gap in San Antonio, Texas. A collaborative effort of the Arizona, California, New Mexico, and Texas school board associations, this conference features innovative programs, projects, and strategies that have proven successful in increasing the educational opportunities for Hispanic/Latino students, the fastest growing segment of our student populations in the Southwest. http://www.tasb.org/conferences_training/statewide/opportunities/index.shtml

April 2-3, 2005: Unite For Sight Second Annual International Health Conference: Eyes on International Collaboration: Promoting Health from Campus to Lab to Field in Cambridge, Massachusetts. This exciting international conference is for health professional students, doctors, professors, public health professionals, nurses, patients, philanthropists, volunteers, and leaders in ophthalmology, public health, academia, corporations, and policy. http://www.uniteforsight.org/2005_annual_conference.php

• **21-22, 2005: The American Cancer Society's Behavioral Research Center's Conference on Exploring Models to Eliminate Cancer Disparities among African American and Latino Populations: Research and Community Solutions** in Atlanta, Georgia. The Society has identified the elimination of health disparities among underserved populations as a national priority. They encourage you to join their efforts to eliminate the disparities in cancer burdens and improve quality of life. <http://www.cancer.org>

ANNOUNCEMENTS

Jamkhed Institute for Training in Community-Based Primary Health Care (CBPHC) Would you and/or your organization like to learn about CBPHC from staff and villagers who developed innovative principles and practices that empower and transform communities? For more information, contact jif@jamkhed.org

The Wellesley Urban Health “Gold Standard” Definition of Community-Based Research (CBR) CBR is committed to social change; strives to enhance health and quality of life in urban communities; produces data that are jointly owned and accessible to all partners; drives expected outcomes of trust-building (that is, where the knowledge bases and skill sets of all research partners are enhanced as a result of the research process). For more information, visit <http://www.wellesleycentral.com>

Seeking Health Disparities Stories for PBS Documentary Reginald Tucker-Seeley, a Health and Social Policy Doctoral Student in the Department of Society, Human Development, and Health at the Harvard School of Public Health is a consultant on a project developing a documentary for PBS (produced by California Newsreel) on racial/ethnic disparities in health. They are looking for community-based stories that illustrate social conditions that create health disparities along racial lines. Please let him know if you are aware of (or currently working on) a program/project related to this subject area that might translate well into a personal story or a lay-person explanation of health disparities. Reginald can be reached at retucker@hsph.harvard.edu.

Two Positions Available at the Northwest Health Foundation (NWHF) NWHF, located in Portland, Oregon, is seeking a senior Program Officer and a Grants Administrator. <http://www.nwhf.org/Employment.htm> The Foundation sponsored a conference on community-based collaborative research in June 2004: <http://www.nwhf.org/pdf/CBCR%20All%20Info%20Post%20Conf.pdf> The Foundation-sponsored Directory of Funding Sources for Community-Based Participatory Research is available at <http://depts.washington.edu/ccph/commbas.html#Conf>. Presentations on fundraising for community-based research made by CCPH staff during the conference are available on the CCPH website at <http://depts.washington.edu/ccph/pastpresentations.html>

The National Institutes of Health (NIH) Awards \$24 Million to Support Health Disparities Research NIH's National Center on Minority Health and Health Disparities has awarded \$24.1 million in fiscal year 2004 grants to support health disparities research and efforts to eliminate health disparities among racial and ethnic minorities and medically underserved communities. For more information and a list of institutions that received money, visit <http://www.nih.gov/news/pr/nov2004/ncmhd-12.htm>.

GRANTS ALERT!

Pfizer Scholars Grants in Public Health — Deadline: Jan 5 These grants are meant to support the career development of junior faculty in public health. Up to two grants of \$130,000 each, paid over two years, will be awarded to individuals who are pursuing community based, public health practice research intended to foster collaborative partnerships between accredited schools or programs of public health and state and local departments of public health. Full program details and eligibility criteria are available at <http://www.promisingminds.com/GrantsProgType.aspx?ProgID=204&ProgTypeID=2>

Interdisciplinary Training: Behavior, Environment and Biology Grant - Deadline: Jan 14 National Institutes an award that will support the establishment of innovative programs that provide formal coursework and research training in a new interdisciplinary field to individuals holding advanced degrees in a different discipline. <http://grants.nih.gov/grants/guide/rfa-files/RFA-RM-05-010.html>

National Agricultural Workers Pesticide Safety and Training and Education Program Grant - Deadline: Jan 18 The Environmental Protection Agency's Office of Pesticide Program is soliciting proposals to provide financial assistance to continue an effort to conduct a national train-the-trainer program to educate farmworkers about how to reduce risks from pesticides. <http://www.fedgrants.gov/Applicants/EPA/OGD/GAD/OPP-001/Grant.html>

Caring for Community Grant Program: A National Medical Student Service Project - Deadline: Feb 28 The Association of American Medical Colleges, with the support of Pfizer, Inc. and the Pfizer Medical Humanities Initiative, manages the Caring for Community Grant program, established to assist medical schools in their local community service-oriented projects. Eligible programs range from those that promote awareness about sexually transmitted diseases, to vaccination and literacy programs, to any program that fulfills an unmet need within the community. Grant awards will also be offered to eligible service programs that are currently underway. Details: <http://www.aamc.org/about/awards/cfc.htm>

Healthy Communities Access Program Grant - Deadline: March 2 The purpose of the program is to provide assistance to communities and consortia of health care providers and others to develop or strengthen integrated community health care delivery systems that coordinate health care services for individuals who are uninsured or underinsured, and to develop or strengthen activities related to providing coordinated care for individuals with chronic conditions who are uninsured or underinsured. <http://www.fedgrants.gov/Applicants/HHS/HRSA/GAC/HRSA-05-104/listing.html>

CALLS FOR SUBMISSIONS

Fogarty International Center/Ellison Medical Foundation Fellowships in Global Health and Clinical Research -

Deadline: Jan 7 This program offers a one-year clinical research training experience for graduate level U.S. students in the health professions. Students will experience mentored research training at top-ranked National Institutes of Health (NIH)-funded research centers in a diverse group of countries, such as Bangladesh, Botswana, Brazil, China, Haiti, India, Kenya, Mali, Peru, Russia, South Africa, Tanzania, Thailand, Uganda, and Zambia. The one-year fellowships will begin with an intensive orientation program on the NIH campus in Bethesda, MD in July 2005 followed by approximately 10+ months of intense research training at the foreign site. <http://www.aamc.org/overseasfellowship>

Call for Nomination: Outstanding Research Publication

Deadline: Jan 15 If you would like to nominate an Outstanding Research Publication for consideration by the American Educational Research Association's Education in the Professions Forum, please email the nomination to either Elizabeth Jordan at elizabeth.jordan@ubc.ca or Sara Kim at sarakim@u.washington.edu. <http://www.aera.net/divisions/i/home/DivI.html>

Intervention and Evaluation Trials to Prevent Intimate Partner

Violence - Deadline: Jan 25 The purpose of the program is to conduct efficacy and effectiveness trials of intervention strategies to prevent intimate partner violence and/or its negative consequences, particularly studies of strategies that have not been well studied, for at-risk or underserved populations. <http://a257.g.akamaitech.net/7/257/2422/06jun20041800/edocket.access.gpo.gov/2004/04-24026.htm>

Call for Abstracts for the HIV/STD Prevention in Rural Communities: Sharing Successful Strategies IV Conference

Deadline: Feb 1 The conference will take place April 7-19, 2004 in Bloomington, Indiana. The goal of the conference is to present model rural HIV/STD prevention education programs, with emphasis on information exchange and lessons learned. For additional information contact the Rural Center for AIDS/STD Prevention by e-mail: aids@indiana.edu

APHA 2005 Call for Abstracts - Deadline: Feb 11

The American Public Health Association's 133rd Annual Meeting and Exposition will take place November 5-9, 2005 in New Orleans, Louisiana. The theme of the meeting is "Evidence-Based Policy and Practice." <http://apha.org/meetings>

PUBLICATIONS

Publications Available from The Network: Towards Unity For

Health - (1) Education of Health Professionals in Latin America: Theory and Practice in a Movement for Change; A Critical Look, (2) Learning to Become a Physician at Sherbrooke: A Full Switch to a Student-Centered MD Program, (3) Addressing the Needs of People: Best Practices in Community-Oriented Health Professions Education, (4) Leadership for Change in the Education of Health Professionals, (5) Priority Health Problems in the Education of Health Professionals.

<http://www.the-networktufh.org>

"What To Do For Health" Book Series

Examples of book titles include, "What To Do When You're Having a Baby;" "What To Do When Your Child Gets Sick;" "What To Do For Teen Health." These books are an excellent resources and have been successfully used by many organizations. Teacher Training Manuals are also available.

<http://www.iha4health.org>

The Grounded Theory Review in an international peer-reviewed journal for the advancement of classic grounded theory research and scholarship. See the website for submission instructions, sample issue, ordering:

<http://www.groundedtheoryreview.com/>

Act in Time to Heart Attack Signs: Your Heart, Your

Life—A Lay Health Educator's Manual is a new educational resource from the National Institutes of Health that allows you to plan and conduct a one-hour talk on heart attack survival in English or Spanish on a moment's notice.

http://www.nhlbi.nih.gov/health/prof/heart/mi/he_manual.pdf

Asset Building in Faith Communities is now available. It focuses on engaging young people as leaders in and through their places of worship. It offers strategies, tips, resources, and tips on the topic. It also highlights some new resources that are available from Search Institute and elsewhere.

<http://www.search-institute.org/congregations/newsletter/>

Paying Attention to Gender and Poverty in Health

Research: Content and Process Issues This article from the Bulletin of the World Health Organization highlights health inequities both between and within countries, and how this is reflected in research, focusing on poverty and gender. <http://www.eldis.org/cf/rdr/rdr.cfm?doc=DOC16026>

Special Journal Theme Issue on Urban Health

The December issue of Academic Medicine features eleven articles on the challenges to health in cities.

<http://www.academicmedicine.org/>



MISSION: TO FOSTER PARTNERSHIPS BETWEEN COMMUNITIES AND EDUCATIONAL INSTITUTIONS THAT BUILD ON EACH OTHER'S STRENGTHS AND DEVELOP THEIR ROLES AS CHANGE AGENTS FOR IMPROVING HEALTH PROFESSIONS EDUCATION, CIVIC RESPONSIBILITY AND THE OVERALL HEALTH OF COMMUNITIES

