



# Research that Seeks to Build Community Involvement

**PRIM&R Plenary Panel  
December 8, 2010**



# Community-Campus Partnerships for Health

## Mission

To promote health (broadly defined) through partnerships between communities and higher educational institutions



# Defining Community

*CCPH board of directors, 2005*

- There is no “one” definition of community
- Geography
- Age
- Ethnicity
- Gender
- Sexual orientation
- Disability, illness or health condition
- Common interest or cause
- Shared values or norms



# Defining Community

*CCPH board of directors, 2005*

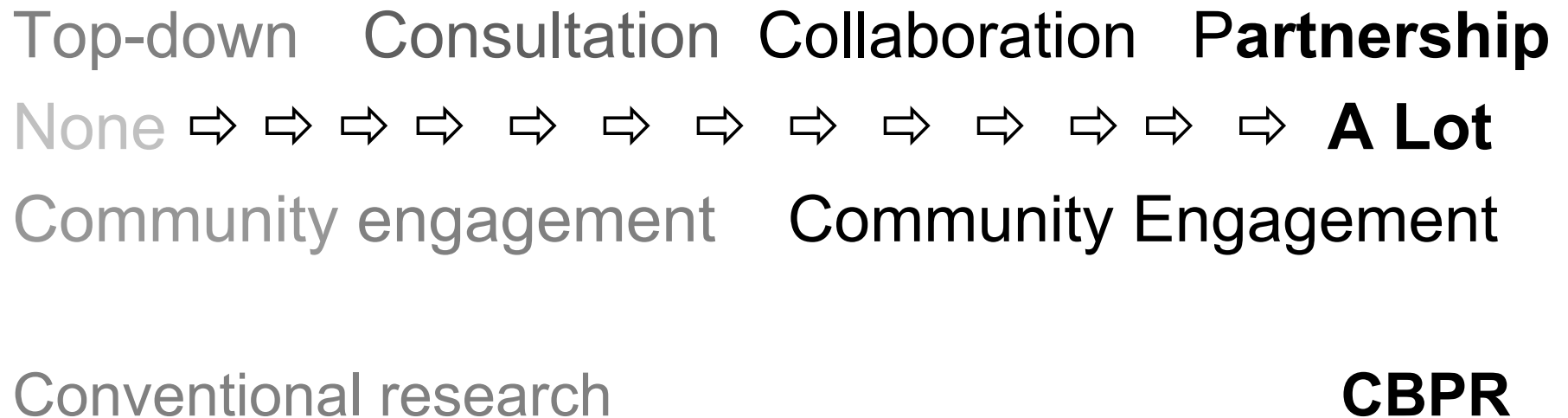


Defining “community” in community-engaged research is more about the process of asking questions than about a strict definition of who “is” community or “represents” community:

- Are those most affected by the problem or issue of study at the table?
- Are those who have a stake in the problem or issue being addressed at the table?
- Do they play decision making roles?



## The Community-Engaged Research Continuum



References: Winer and Ray, Anucha



# Four Levels of Community Participation

1. Persons consulted by the researchers are at the periphery of the community, often working for human service agencies and living outside the community. Community residents are unaware of the research.

Hatch J et. al, 1993 as presented by Blumenthal D 2010



# Four Levels of Community Participation

2. The project's advisors are leaders drawn from organizations and churches within the community, but the researchers retain total control of the project. There is community involvement, but it is passive.

Hatch J et. al, 1993 as presented by Blumenthal D 2010

# Four Levels of Community Participation



3. Community leaders are asked not only for endorsement of the project, but for guidance in hiring community residents to serve as interviewers, outreach workers, etc. This model is community-based but not community-involved, since community members do not contribute to the design of the research. Offers potential for community manipulation by hiring influential community members.

Hatch J et. al, 1993 as presented by Blumenthal D 2010



# Four Levels of Community Participation

4. Community members are first among equals in defining the research agenda, identifying the problem to be studied, analyzing its contributory factors, and proposing possible solutions.

Hatch J et. al, 1993 as presented by Blumenthal D 2010

# Community-Based Participatory Research

*“A collaborative approach to research that equitably involves all partners in the research process and recognizes the unique strengths that each brings. CBPR begins with a research topic of importance to the community and has the aim of combining knowledge with action and achieving social change...”*

~ Community Health Scholars Program

# Why CBPR?

- Conventional research has failed to solve complex health problems
- Significant community involvement increases scientific rigor: community are the experts
- Research findings can be applied to interventions
- Approach builds greater trust & respect between researchers and communities
- Builds community capacity & sustainability

# Why CBPR?

*“(Public) distrust of medical research is firmly entrenched and is a significant obstacle to clinical trials participation....”*

*“Involving the community... in assessing the need for specific studies, and in planning and conducting the research itself have proven effective in overcoming distrust and expanding the reach of prevention and treatment advances into communities. Specifically, communities must be involved early in research protocol development, and researchers must ensure that the community benefits from participation and receives research results.”*

**Translating Research into Cancer Care: Delivering on the Promise  
National Cancer Institute, President’s Cancer Panel, 2005**



# Why CBPR?

- Growing federal investment for CBPR – encouraging but also cause for concern



# Citations

Blumenthal D (2010). Community-Based Participatory Research. Presented at AAHRPP Conference.

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Grignon J, Wong KA and Seifer SD. Ensuring Community-Level Research Protections. Proceedings of the 2007 Educational Conference Call Series on Institutional Review Boards and Ethical Issues in Research. Seattle, WA: Community-Campus Partnerships for Health, 2008. Available at <http://www.ccph.info>



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