

Publishing and Disseminating Products of Community-Engaged Scholarship: Challenges and New Opportunities



**COMMUNITY-CAMPUS
PARTNERSHIPS FOR HEALTH
CONFERENCE
PORTLAND, OREGON
MAY 12, 2010**

Presenters



Cathy Jordan, Ph.D., LP
Editor, CES4Health.info
Director, Children, Youth, and Family Consortium
Associate Professor, Pediatrics
University of Minnesota

Pam Reynolds, PT, EdD
Professor, Doctor of Physical Therapy Program
Gannon University

Presenters



Darius Tandon, PhD

Deputy Editor, Progress in Community Health Partnerships:
Research, Education, & Action (PCHP)

Assistant Professor, Johns Hopkins University School of
Medicine

Pat Tracey

Associate Editor, PCHP

Community Relations Coordinator, JHU Center in Environmental
Health

Barbara Bates-Hopkins

Associate Editor, PCHP

Community Relations Coordinator, JHU Center in Environmental
Health

Outline of Today's Workshop



1. Definition of Community Engaged Scholarship (CES)
2. Examples of CES
3. Description of CES4Health and PCHP
4. Challenges of Disseminating CES Products
5. How do CES4Health and PCHP Address Challenges to Disseminating CES Products
6. Challenges Implementing CES4Health and PCHP
7. Group Discussion/Q&A

What is Community-engaged Scholarship



- vignettes

Definitions

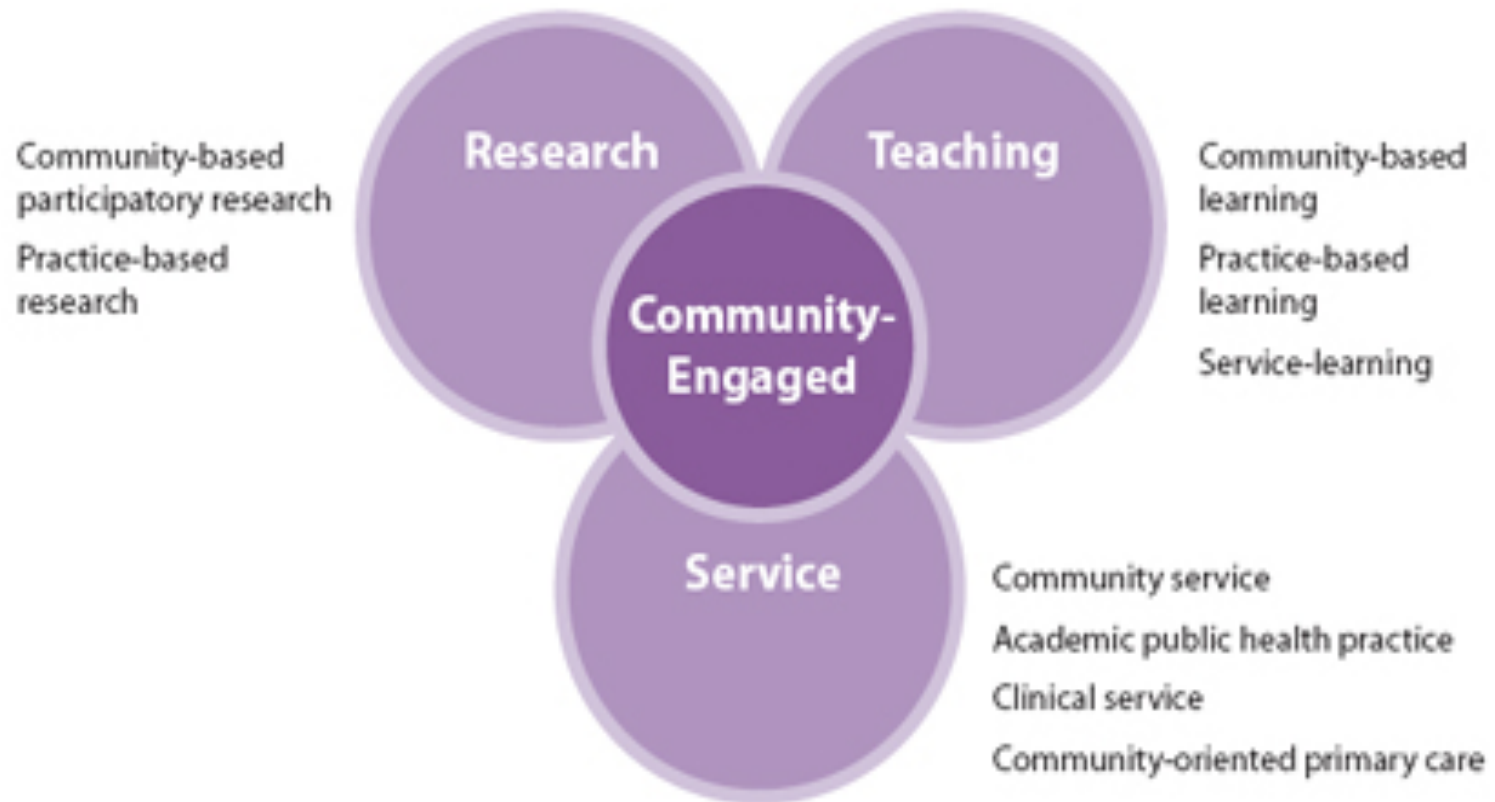


Community engagement is the application of institutional resources to address and solve challenges facing communities through collaboration with these communities

Definitions



Figure 1 | Community-Engaged Teaching, Research, and Service



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)

Definitions



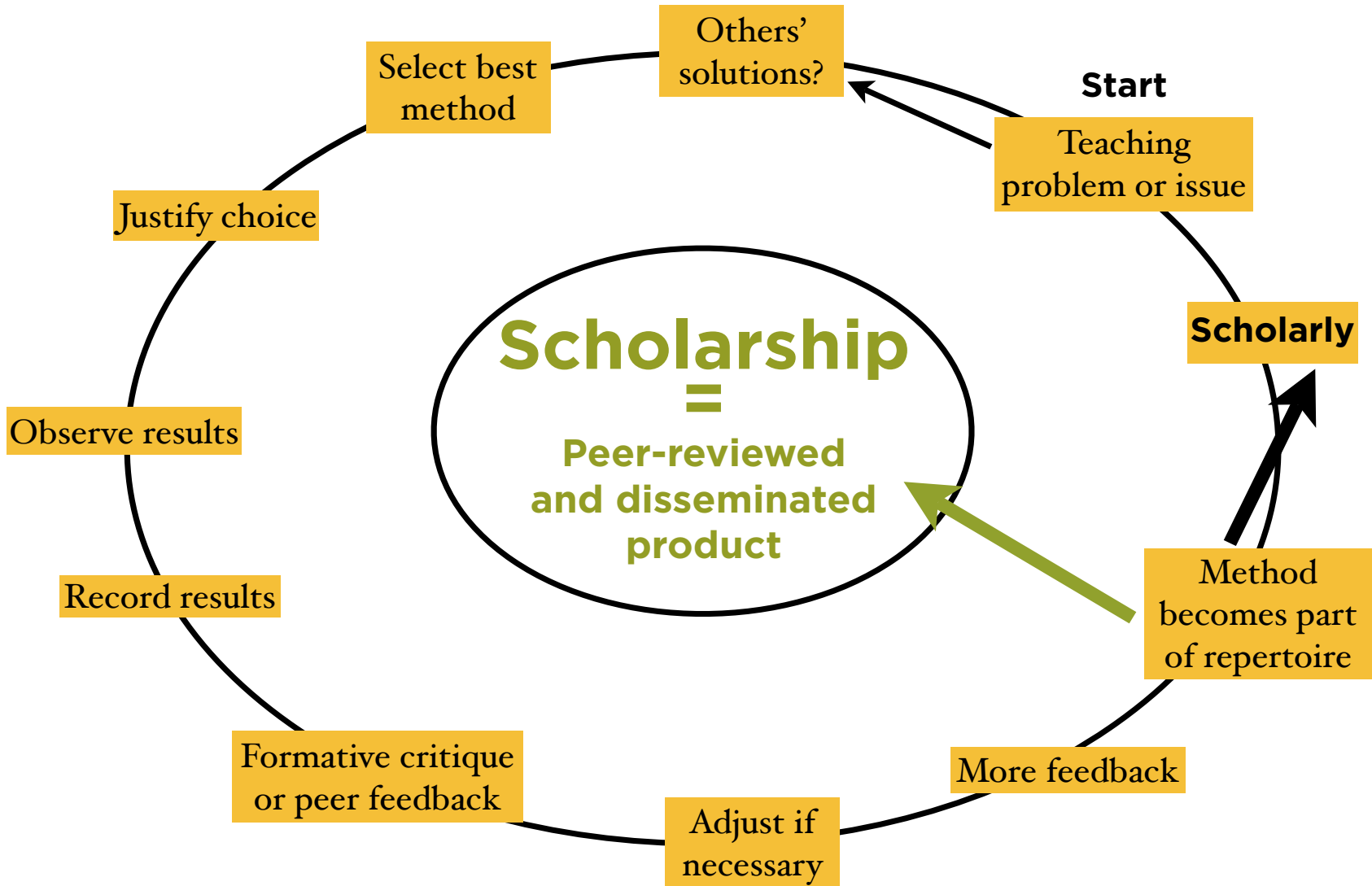
Community-engaged scholarship is scholarship that involves the faculty member in a mutually beneficial partnership with the community

From Service to Scholarship



- ◉ Key point – Engagement is not necessarily scholarship.
- ◉ Common misconception –
Service learning = scholarship.
 - Must use a scholarly approach (grounded in work that came before)
 - Must document and create product that can be disseminated and subjected to critique

Scholarly vs. Scholarship



Products of CES



◎ Traditional –

- ◎ journal manuscripts

◎ Nontraditional –

- ◎ Videos, curricula, slides, web pages, briefs, lessons learned

CES4Health Overview



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

PCHP Overview



- Peer-reviewed journal indexed in Medline with the mission to:

“facilitate dissemination of programs that use community partnerships to improve public health, to promote progress in the methods of research and education involving community health partnerships, and to stimulate action that will improve the health of people throughout the world.”

Challenges of Disseminating CES Products



- What are the group's experiences in disseminating CES products?
- What are the main challenges you have encountered in attempting to disseminate your CES products?
- What were the CES products you attempted to disseminate?

Challenges of Disseminating CES Products




- Lack of publication outlets for non-traditional CES products
- Format of peer-reviewed journals not conducive to non-traditional/innovative CES products
- Traditional peer-review process may not find value in CES products
- Reward structure for faculty promotion and tenure

10 minute break



How Does CES4Health Facilitate Dissemination of CES Products?



- Web-based format conducive to nontraditional product formats
- Academic and community peer review – see value in multiple forms of impact (knowledge base and community)
- Facilitates submissions by academic and community authors
- Provides rigorous peer review and broad dissemination – cornerstones of P and T

CES4Health Product Examples



- **CURRICULUM/TRAINING MATERIALS:** Developing and Sustaining Community-Based Participatory Research Partnerships: A Skill-Building Curriculum (by The Examining Community-Institutional Partnerships for Prevention Research Group)
- **MANUAL:** A Manual for Community Based Participatory Research: Using Research to Improve Practice and Inform Policy in Assisted Living (by Karen Love)
- **TOOLKIT:** Toolkit to Establish and Sustain Year-Long Walking in Rural Communities (by Anna Zendell)

CES4Health Product Examples



- **VIDEO/DOCUMENTARY:** In Harmony: Reflections, Thoughts, and Hopes of Central City, New Orleans (by Caricia Catalani)
- **WEBSITE:** The Heredity Project: A Web-based Introduction to Genetics for the Purpose of Health Promotion (by Vicki Park)
- **POLICY BRIEF:** Social Capital and Concerns Facing Lower Income Young Adults in the Brainerd Lakes Area (by Richelle Winkler)
- **SYLLABUS:** The Professional Service Experience: Connecting students and communities (by Patricia Darbshire)

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 and T



- Offer rigorous peer review and broad dissemination
- Send letter to named chairs, deans, committee members – congratulatory and educational
- 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:
 - Keywords – topics, type of resource, resource format
 - Product aims, development, quality, intended audience, significance
 - The project that resulted in the product –scholarly approach, rigor
 - Degree of and quality of engaged approach
 - Reflection on strengths and limitation
 - Assurances regarding copyright and HIPAA
 - 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 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 aides 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.	Select Rating... ▾
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.).	Select Rating... ▾
6c. Rate the degree to which the product's presentation format is appropriate for its stated aims.	Select Rating... ▾

<< Prev Page

Next Page >>

Save

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

CES4Health User Interface



Contact Us Login

Site Search

go

[About Us](#) [Find Products](#) [Submit Products](#) [Be a Reviewer](#) [FAQ](#)



Community-Engaged Scholarship for Health

CES4Health.info is a free online mechanism for peer-reviewing, publishing and disseminating products of health-related community-engaged scholarship that are in forms other than journal articles. For example, videos, manuals, curricula and products developed through service-learning, community-based participatory research and other community-engaged work!

Through CES4Health.info, you can:

- Search for high quality tools and resources
- Submit products for peer review
- Apply to be a peer reviewer
- Contribute to the field of community-engaged scholarship...and ultimately the health of communities!

NEW PRODUCTS

[Community Approaches to Mobilizing Partnerships and Toolkit to Establish and Sustain Year-Long Walking...](#)
[The Community Knowledge Project: Community is a Ve...](#)
[The Professional Service Experience: Connecting st...](#)

HOT TOPICS

[Join Community-Campus Partnerships for Health Today!](#)
[Stay on Top of CBPR Funding Opportunities!](#)
[Attend the CCPH Conference, May 12-15, in Portland, OR!](#)
[Faculty: Make Your Best Case for Promotion & Tenure!](#)



[Home](#) [Privacy Policy](#) [Terms & Conditions](#) [Site Map](#) [Faculty for the Engaged Campus](#) [Admin Login](#)

© 2009 Community-Campus Partnerships for Health

How Does PCHP Facilitate Dissemination of CES Products?



1. Multiple sections of journal
2. Inclusion of community-based editorial team members and community reviewers
3. Community/Policy briefs

PCHP Sections



1. Original Research—findings from a CBPR study; interested in array of research designs and methods
2. Work in progress/Lessons Learned—lessons learned from the process of developing, implementing, evaluating, and disseminating participatory research or evaluation projects
3. Theory and Methods--theoretical, methodological, and/or analytic techniques and approaches useful in the conduct of research involving community health partnerships
4. Policy and Practice—translation of research into policy and practice at multiple levels

PCHP Sections (cont...)



5. Education and Training—descriptions and/or evaluations of training and education involving community health partnerships, including workshops, classes, seminars, webcasts, or other learning methods
6. Practical Tools--tools and resources that facilitate the work of community health partnerships
7. Community Perspective—descriptions of the perspectives' of community stakeholders involved in CBPR project
8. Systematic Reviews--systematic review of aspects of CBPR using evidence-based methods

Examples of CES Products for PCHP Sections



- **Theory and Methods Example**

A Picture's Worth a Thousand Words: Engaging Youth in CBPR Using the Creative Arts (Yonas et al., PCHP, 3 (4), 349-358)

- **Work in Progress/Lessons Learned Examples**

Building Community Participatory Research Coalitions from the Ground Up: The Philadelphia Area Research Community Coalition (Johnson et al., PCHP, 3 (1), 61-72)

Community-Academic Partnerships: Lessons Learned from Replicating a Salon-Based Health Education and Promotion Program (Browne et al., PCHP, 3 (3), 241-248)

- **Education and Training Example**

Human Subjects Protection Training for Community Workers: An Example from "Faith Moves Mountains" (Hatcher et al., PCHP, 1 (3), 257-266)

Examples of CES Products for PCHP Sections



- Community Perspective Example

The West End Revitalization Association Right to Basic Amenities Movement: Voice and Language of Ownership and Management of Public Health Solutions in Mebane, North Carolina (Wilson et al., PCHP, 2 (3), 237-244)

- Practical Tools Examples

Using CBPR as a Guiding Framework for Health Disparities Research Centers (Trinh-Shevrin et al., PCHP, 1 (2), 195-205)

Making Sure Research is Used: Community-Generated Recommendations for Disseminating Research (Fernandez-Pena et al., PCHP, 2 (2), 171-176)

PCHP Peer Review Process



- All articles peer-reviewed by academic and community reviewers
- Editorial Team comprised of academic and community partners; weekly meetings to discuss manuscripts

PCHP Submission Requirements



- Submission to one of the 8 PCHP sections
- Authors required to describe involvement of partners
- Expectation that community members participated in at least one phase of work (e.g., data collection, project design) AND in the preparation of the manuscript
- Degree of community involvement influences the priority given to manuscripts

Making it Count in P and T



- All articles peer-reviewed
- PCHP now indexed in Medline
- Acknowledgement of reviewers at year's end
- Authors asked to submit names of 10-15 individuals who receive PDF of manuscript
- Articles other than original research can be published to highlight the many other scholarly aspects of CBPR

How to Submit to PCHP



- Online submission via Manuscript Central
- Title, abstract, keywords
- Main text of manuscript; word count varies by section
- Indicate roles of each author
- Must describe IRB approval
- Community/Policy brief for all Original Research articles

PCHP Review Process



1. Initial screening by Managing Editor to determine appropriateness for PCHP
2. Manuscript assigned to Associate Editor (AE), who is an academic or community member of Editorial Board
3. AE and Managing Editor seek academic and community reviewers

PCHP goal for #1-3: One week

PCHP Review Process



- Peer reviewers asked to return review within 21 days
- AE presents manuscript to Editorial Board; reviewer comments discussed as well as AE comments
- Recommendation is made: accept, minor revision, major revision, reject, or reject and resubmit
 - Reject and resubmit used rarely for articles deemed to be of great significance and/or innovation where the Editorial Board believes a different focus for the manuscript will yield a better product
- Emphasis on detailed decision letters to assist authors in resubmission (to PCHP or elsewhere)

PCHP Review Criteria



- **Five point scales to assess:**

- Originality

- Relevance to community health partnerships

- Quality of methods, including design and analysis

- Quality of organization and writing style

- Appropriateness of conclusions

- Potential impact or usefulness

- **Narrative section to assess:**

- Strengths and weaknesses of manuscript

- Involvement of partners in work

- What can be done to improve quality and organization of writing

PCHP Review Criteria



- Five point scale to assess how well authors applied and described nine principles for a good community health partnership as defined by CCPH
- Priority given to articles that have high public health significance, describe work done with understudied populations, and provide NEW insights into the process of conducting CBPR

10 minute break



Challenges to Disseminating CES Products



- PCHP Deputy Editor Perspective
- PCHP Community Editor Perspective
- CES4Health Reviewer Perspective

Group Discussion/Questions



Resources



- CES4Health:

<http://www.ces4health.info/>

- Progress in Community Health Partnerships

[http://www.press.jhu.edu/journals/
progress_in_community_health_partnerships/](http://www.press.jhu.edu/journals/progress_in_community_health_partnerships/)