



# ***Promoting Health through Partnerships between Communities and Higher Educational Institutions***

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# Presentation Overview

- Share information about CCPH's history, mission, programs, and lessons learned
- Explore diverse examples of current-community campus partnerships in BC
- Discuss and envision the future of community-campus partnerships and strategies for realizing that vision
- Explore opportunities for CCPH in Canada



# Community-Campus Partnerships: Why Now?

Communities face complex challenges and need to draw on all institutions as assets

Public expectations of accountability and value, corporate citizenship, graduates

Gap between research and practice, teaching and practice

Disengagement in civic participation and democracy



# CCPH Mission

To promote health through partnerships  
between communities and  
higher educational institutions

HEALTH....eliminating health disparities  
...achieving a diverse and community-responsive health  
workforce

PARTNERSHIPS....service-learning, community-based  
participatory research and evaluation, policy and advocacy



# At-A-Glance

- Nonprofit organization launched in January '97
- Headquartered in Seattle, WA USA
- 13-member board of directors reflect stakeholders in community-campus partnerships
- 1000+ members from communities and campuses across North America and a 12+ countries
- Private and public funding
- 5 staff, 6 senior consultants



# Principles of Partnership

- Partners have agreed upon mission, values, goals and measurable outcomes for the partnership
- The relationship between partners is characterized by mutual trust, respect, genuineness, and commitment
- The partnership builds upon identified strengths and assets, and addresses needs
- Power is balanced among partners and resources are shared

<http://depts.washington.edu/ccph/principles.html#principles>



# Principles of Partnership

- There is clear, open and accessible communication between partners
- Roles, norms and processes for the partnership are established with the input and agreement of all partners
- There is feedback to, among and from all stakeholders in the partnerships
- Partners shared the credit for accomplishments
- Partnerships take time to develop and evolve



# Definition: Service-Learning

“Service-learning is a structured learning experience that combines community service with preparation and reflection. Students engaged in service-learning provide community service in response to community-identified concerns and learn about the context in which service is provided, the connection between their service and their academic coursework, and their roles as citizens.”

*Seifer 1998*



# Definition:

## 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, has the aim of combining knowledge with action and achieving social change to improve health outcomes and eliminate health disparities.”

*WK Kellogg Foundation Community Health Scholars Program*



# Partnership Outcomes

being pursued by CCPH members

- Community-responsive, culturally competent health professionals
- Diversity of the health professional workforce
  - K-12 and community college partnerships
  - Minority recruitment and retention
- Primary care providers for underserved practice
- Access to health care
- Community development
- Economic development



# We are working to...

- Build the capacity of communities and higher educational institutions to engage each other as partners
- Incorporate service-learning into the education of all health professionals
- Recognize and reward community-based teaching, research, service
- Develop partnerships that balance power and share resources among partners



# Policy Agenda

- Promote & encourage funding initiatives that prioritize principle-centered community-campus partnerships
- Advocate for faculty promotion & tenure policies and processes to support community-engaged scholarship
- Advocate for accreditation & institutional policies that require CBPR and service-learning in health professions education
- Support capacity building within community-based orgs that enable them to be full partners with academic institutions



# CCPH Programs

[www.ccph.info](http://www.ccph.info)

- Research and Evaluation
  - Examining Community-Institutional Partnerships for Prevention Research
  - Health Institutions as Community and Economic Anchors
- Commission and Collaborative on Community-Engaged Scholarship
- Conference~ Spring 2006 in Minneapolis, MN
- Training Institutes
- Consultancy Network of Trainers and Consultants
- Member connections
- Annual award



# CCPH Resources

## [www.ccph.info](http://www.ccph.info)

- Biweekly E-newsletter, Partnership Matters
- Web-based clearinghouse
  - Definitions, resource materials and web links
  - Frequently asked questions
  - PDF versions of many of our publications
  - Sample syllabi
  - Featured members and partnerships
- Electronic discussion lists
- Partnership Perspectives magazine
- A variety of publications



# Current State: Is it a *partnership*?

- Initiated by campus, framed by academic mission and priorities
- Driven by grant and program requirements
- Institution receives funding based on location in disadvantaged community without involving community, sharing resources or using them to directly benefit people
- Lack of preparation and understanding of context
- Faculty members structure community engagements without first assessing community's interests and needs, fail to plan with community partners
- Episodic involvement based on grant funding, academic calendar



# Characteristics of Successful Partnerships

- Trusting relationships
- Equitable processes and procedures
- Diverse partners
- Leadership
- All partners benefit
- Supportive reward structures
- Science enhanced by community involvement
- Balancing process and action
- Ongoing partner development
- Sustainable impact
- Collaborative dissemination
- Ongoing assessment, improvement and celebration

Examining Community-Institutional Partnerships for Prevention Research. Report of Findings and Recommendations. Seattle: Community-Campus Partnerships for Health, 2004.



# Where are partnerships going in next 10 years?

- New models
- More coordinated & strategic
- Inter-disciplinary & inter-professional
- CBOs as centers of learning, discovery & engagement
- CBO-initiated partnerships
- Multi-CBOs & multi-institutional partnerships
- Partnership intermediary organizations
- Partnerships as a global phenomenon



# Critical issues for sustainability

- Document & disseminate outcomes
- Balance coordinating & linking efforts with entrepreneurial spirit
- Find & pursue connections between the dots
- Supportive policies at multiple levels
- Communities and campuses view as mission critical
- Address key underlying power issues
- Infrastructure support for communities
- Engage funding agencies



# Success stories

- Health outcomes improved
- Community capacity building (i.e. community services implemented, jobs created)
- Changing funding priorities
- Publications, theme issues
- Faculty promoted
- Pre-/post-doctoral programs



# Future Directions for CCPH

- Regional networks and programs- North America
- Partnership capacity building
- Community infrastructure development
- Policy development and policy change
- Expanded use of the internet and WWW



# Critical Issues for CCPH

- Sustainable funding
- Membership recruitment, retention and development
- Community participation
- Marketing and communications
- Measuring and communicating our impact



# Small Group Discussions

- Introductions at your table. Describe any partnership work you're currently involved in.
- How were these partnerships initiated?
- How do you define a successful community-university partnership?
- What have been the benefits of these partnerships to the community? to students? to faculty?
- What challenges have arisen?
- What strategies are needed to build the capacity of communities and universities to do this type of work?
- What strategies can strengthen SFU's ability to collaborate across disciplines, professions, departments when engaging in community-university partnerships?



# Contact Information

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