



Community-Campus Partnerships for Health

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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 the US and a 12+ countries
- Private and public funding
- 5 staff, 6 senior consultants



Definitions

“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

“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



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



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

- Research and Evaluation
 - Examining Community-Institutional Partnerships for Prevention Research
 - Commission and Collaborative on Community-Engaged Scholarship
- Conference~ Spring 2006 in Toronto, Canada
- Consultancy Network
- Member connections
- Biweekly E-newsletter, Partnership Matters
- Web-based clearinghouse
- Electronic discussion lists
- Annual award



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



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 these partnerships as mission critical
- Address key underlying power issues
- Infrastructure support for communities
- Engage funding agencies



Success stories

- Changing funding priorities
- Publications, theme issues
- Community services implemented/members hired
- Health outcomes
- Faculty promoted
- Pre-/post-doctoral programs



Future Directions for CCPH

- Regional networks and programs
 - Canada
- 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
- Marketing and communications
- Measuring and communicating our impact



Resources

Online Clearinghouse: Includes sample CBPR course syllabi, peer-reviewed journal publications, announcements of related projects/events
<http://depts.washington.edu/ccph/commbas.html>

Electronic Discussion Group: Listserv provides resource for sharing knowledge and experience. To subscribe:
<https://mailman.u.washington.edu/mailman/listinfo/cbpr>

Directory of Funding Sources: Includes U.S.-based funding agency descriptions, deadlines, contact info, examples of previously funded CBPR projects http://depts.washington.edu/ccph/pdf_files/directory-062704f.pdf

Policy Guide: 'Speaking Truth, Creating Power: A Guide to Policy Work for CBPR Practitioners' http://depts.washington.edu/ccph/pdf_files/ritas.pdf

Faculty Promotion and Tenure: Includes sample promotion and tenure policies and other resources to further recognize and reward CBPR as scholarship <http://depts.washington.edu/ccph/scholarship.html>



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