

**Community-Campus Partnerships for Health's 6<sup>th</sup> annual conference**  
***The Partnership as the Leverage Point for Change***  
**May 4 – 7, 2002 ~ Miami, Florida**

**Workshops, Story Sessions, and Partnership Bloopers**  
**Sunday May 5**  
**3:30 pm - 5:00 pm**

**COMMUNITY COLLABORATION AS A MEANS OF IMPROVING HEALTH DISPARITIES:  
MOVING FROM ANALYSIS PARALYSIS TO ACTION**

**Workshop ~ Partnership Leadership & Governance**

*Paul Boumbulian, University of Texas, Houston School of Public Health, Dallas Regional Campus; Sue Pickens, Parkland Health & Hospital System; Paulette Standefer, Dallas Fort Worth Hospital Council*

The story of the Dallas County Coalition to Reduce Diabetes and Heart Disease will be the topic of this workshop. The formation of the coalition will be addressed along with how we got stuck in analysis and how we got free. Participants will learn about the movement to action and the results to date.

**In this session, participants will:**

- Discuss community assessment for the common identification of health disparities
- Learn to gap analysis to quantify qualitative data as a means of building trust
- Participate in focus groups as a means of moving a collaborative to action

**THE CCHERS/AMERICORPS EXPERIENCE: THE KEY TO SUCCESSFUL PARTNERSHIPS**  
**Story Session ~ Partnership Assessment & Improvement**

*Scott Laidlaw, Center for Community Health Education, Research and Service (CCHERS)/AmeriCorps, Boston; Beverley Russell, CCHERS*

The story addresses changes in key leadership positions, how these changes impacted the partnership, and how the partnership was renewed. CCHERS/AmeriCorps places members in five community host sites doing health care related service. Several factors converged to weaken a long-term partnership with one community host site: a key program coordinator position at CCHERS/AmeriCorps was open for five months and a site supervisor at a community host site is replaced with a new and skeptical staff person. These two changes resulted in compromised communication between partners, which adversely impacted members' learning experience. Developing and maintaining clear communication through a period of change was a tremendous challenge but ultimately successful in creating an open, trusting, and productive partnership. Values and goals were reviewed and agreed upon anew, strengths and assets were reevaluated in the process of building a relationship with new site staff, and members' experiences improved upon. Listening, responding, and demonstrating good will were crucial in improving the partnership and its goals.

**In this session, participants will:**

- Discuss importance of continuous partnership assessment and improvement to maintain the integrity of the partnership
- Examine the changing partnership relationships following a change in staffing
- Understand the unusual level of reassessment necessary following internal organizational changes
- Learn the process of addressing needed changes in a mutually beneficial way

## **BUILDING LONG-TERM COMMUNITY-ACADEMIC PARTNERSHIPS THROUGH A CONTINUUM OF SERVICE-LEARNING PROGRAMS GROUNDED IN GRASSROOTS PRINCIPLES**

### **Workshop ~ Partnership Principles & Best Practices**

*Diane Cornman-Levy, Journey Home, Thomas Jefferson University; Stephanie Muth, Moss Rehabilitation Hospital*

In this session, presenters will share a 5-stage model of collaboration that has evolved over the past seven years to establish long-term relationships between an urban academic health institution and several community-based organizations serving underserved populations. This model includes a series of steps that are grounded in grassroots principles. Participants will learn about this model and how to use this model to: 1) develop and sustain community-academic partnerships that become change agents, and 2) create innovative, interdisciplinary service-learning programs that make a long-term impact on both the community and the students.

#### **In this session, participants will:**

- Demonstrate a better understanding of behaviors that foster long-term community-academic partnerships through creating a “culture of collaboration”
- Discuss improved knowledge in using grassroots principles to facilitate community involvement in decision-making and shared leadership
- Explore improved knowledge regarding how to integrate grassroots principles when designing and implementing service-learning programs for health professional students
- Develop preliminary plans to create new relationships or sustain current relationships between academic institutions and communities through using a 5-stage model of collaboration

## **CHALLENGES OF COMMUNITY-BASED RESEARCH: THE AFRICAN EXPERIENCE**

### **Blooper Session ~ Partnerships for Community-Based Participatory Research**

*Anna Eno, Judith Shang, University of Yaounde, Cameroon; Alieh Prosperlyn, The Akarem Foundation Cameroon*

Health matters in most communities in Cameroon are very crucial because of ignorance and lack of trust among the few established partnerships. We intend to highlight challenges in promoting health through research in Cameroon, and the possible shortcomings in the creation and execution of community-based partnerships. Our collective suggestions will help to demonstrate the hypothesis that the socio-economic level of community influences the type of partnerships for health, especially through research.

By the end of the session, we would have accomplished a discussion of assessments, and improvement of partnerships in health research towards healthier communities in Cameroon.

#### **In this session, participants will:**

- Outline major partnerships in some community-based participatory research (CBPR) in Cameroon
- Discuss major challenges and pitfalls in these partnerships and the structure of most of the communities which are in serious need of an improvement in health status
- Understand how to work with such communities to improve their health
- Explore the correlation with CCPH principles of partnerships towards healthier communities
- Brainstorm the differences in partnerships for health in the developed and third world countries
- Examine a modification in third world partnerships

## **UP IN SMOKE! CAMPUSES AND COMMUNITIES WORKING TOGETHER TO FIGHT THE TRANSNATIONAL TOBACCO INDUSTRY**

### **Story Session ~ Partnership Policy & Advocacy**

*Hannah Strange, Sule Gordon, Campaign Against Transnational Tobacco (CRPI); Christine Riordan, UCLA Environmental Coalition*

The Council for Responsible Public Investment (CRPI) recently launched a campaign to empower California State and University of California students to run on-campus shareholder action and divestment campaigns targeted at the tobacco industry. In this story session, we would like to share the history of our campaign, highlighting the ways in which we have built strong coalitions between campus and community groups in order to further our anti-tobacco work, and demonstrating how these coalitions were central to our ability to change policy at both the state and institutional levels.

The fight against corporate globalization is by far the most powerful movement on college campuses today, and the global harm done by tobacco companies makes the industry a prime target for this movement. The Campaign Against Transnational Tobacco helps California university students to organize against the tobacco industry using the historically successful tactic of divestment. The power of students comes from their influence over how their school invests its endowment, foundation money, and other funds. During the racist and oppressive South African policy of apartheid, students rallied and demanded that their schools sell stocks in companies doing business there. Today, students have started to demand that schools stop investing in tobacco in order to challenge the industry's violations of human rights, threat to public health, and destruction of the environment. To date, the Campaign Against Transnational Tobacco has been successful in forcing the entire UC system to divest from tobacco stocks. This was largely the result of powerful coalitions built between groups like the American Heart Association, the American Lung Association, University of California faculty, labor unions, student organizations and local grassroots tobacco control groups.

#### **In this session, participants will:**

- Discuss the importance of building strong coalitions that empower both campus and community groups to affect change in the interest of public health, the environment, and human rights by sharing the example of a successful campus anti-tobacco divestment campaign
- Understand divestment and shareholder actions as effective ways to mount public health campaigns

## **THE STORY FACTOR: INSPIRING ACTION, PARTICIPATION, AND COMPASSION**

### **Workshop ~ Partnership Tools & Resources**

*Elizabeth Carlson, University of Texas Health Science Center at Houston; Justin Joseph, Acres Homes Partnership Governing Board; Annette Simmons, Group Process Consulting; Sylvia Winston-Stewart, Acres Homes Partnership Governing Board*

Photovoice, a process of combining photography and story, immediately places power into the hands of the community to identify issues, critically reflect on community meanings and values, and choose productive actions. Image and story are demonstrably more effective in attracting attention, and thus productive action, than reports. Our Photovoice experience brought about profound changes in individual and partnership knowledge and behaviors. The photographs, facilitated storytelling, and dialogue created a space to drop polite pretense, recognize ineffective communication norms, and try out new models of partnership building which continues to deepen levels of understanding, trust, and purposeful activity.

#### **In this session, participants will:**

- Discuss storytelling as a tool to strengthen community identity and build capacity for active partnership
- Understand and actively participate in the art of storytelling as a way to break through

- apathy and inspire collective action
- Learn the principles of Photovoice and how to enhance this process with storytelling
- Use the step-by-step action plan to design your own experiment with storytelling and Photovoice
- Share the “lessons learned” during our own Photovoice experience

## **DON'T BE ABSENT: BUILDING PARTNERSHIPS BETWEEN LOCAL SCHOOLS AND UNIVERSITIES FOR HEALTHY STUDENTS AND HEALTHY COMMUNITIES**

### **Story Session ~ Partnership Outcomes**

*Michael Sanderson, NC Department of Health and Human Services; Paula Hudson Collins, NC Department of Public Instruction; David White, Department of Health Education and Promotion School of Health and Human Performance, East Carolina University*

We believe that the school is one of the strongest underpinnings of community health. Our story is about how Greenville, NC created a tremendously successful partnership between the local school system, East Carolina University, and the community to improve the health of students and the community. Our discussion will center on the experiences of creating and maintaining a community School Health Advisory Council. Understanding that the health of students and the behaviors they adopt as children influences the current and future health of the community, East Carolina University has been a significant stakeholder and key advocate for the Council. In accordance with the conference theme, we will discuss how this partnership has been used to successfully leverage change for school health programs and policies.

#### **In this session, participants will:**

- Understand key strategies in building school-university-community partnerships
- Discuss the link between healthy students and a healthy community
- Identify resources for developing school-university-community partnerships

## **COLLABORATING TO MEET THE NEEDS OF CAREGIVERS IN THE COMMUNITY: THE ILLINOIS STATE UNIVERSITY- ALZHEIMER'S ASSOCIATION PARTNERSHIP**

### **Story Session ~ Partnerships for Service-Learning**

*Jacquelyn B. Frank, Gerontology Program Coordinator, Sociology-Anthropology Dept. Illinois State University; Angelia Bowman, Karey Vacca, Sociology-Anthropology Dept., Illinois State University*

The story to be addressed in this session is about a successful model of curricular integration of a research-oriented intergenerational service-learning project with a community partner. The particular partnership to be highlighted occurred between the Alzheimer's Association and the faculty and students of the *Issues in Gerontology Seminar* course at Illinois State University. Two students and one faculty member will tell of their interdisciplinary collaboration as a part of their service-learning experience. Challenges and accomplishments will be highlighted, especially as they were used to enhance student learning about Alzheimer's Disease and the process of conducting community-based research.

#### **In this session, participants will:**

- Understand the experiences and perspectives of the faculty, students, and a community agency involved in an intergenerational service-learning partnership
- Identify how intergenerational service-learning can be used to address a health issue within the wider community (in this case the needs of dementia caregivers)
- Learn how to organize and execute a research-oriented intergenerational service-learning project
- Receive tips on integrating students from a variety of disciplines in one health-related intergenerational service-learning project
- Identify the community benefits of a research partnership such as the one between Illinois State University and the Alzheimer's Association

- Understand the importance of including an *intergenerational* component in a service-learning partnership for the enhancement of student learning.