

Applying Community-based Participatory Research Principles *Cultural Considerations*

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Presentation Overview

- **Communities & Research**
 - why they collide
 - potential benefits
- **CBPR**
 - definitions & principles
 - example study
 - partnership characteristics
- **Practical application**
 - useful strategies
 - cultural considerations

Some background...

Roots

- Farm in Texas
- Health education
- Married a guy...Brazil

Univ. of Maryland

- PhD in Health Education
- *Psychosocial health behavior*
- Dissertation research in Brazil

Texas Woman's University

- Community health education
- Cross-cultural health communication
- Cultural competency

Baylor University CBPR Work

Farm workers
East Texas

Rural communities
Southeast Brazil

Urban poor
South Dallas

Health literacy groups
Waco, TX

Kurdish villages
Rural Armenia

Where worlds collide...

The *research* world... The *real* world...

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|--|--|
| <ul style="list-style-type: none">• Publish or perish<ul style="list-style-type: none">- Grants count- Publications matter- <i>Time</i> is critical- Goal: productivity• Traditional research<ul style="list-style-type: none">- Prove "cause-effect"- Control variables- Avoid bias- <i>Numbers</i>-driven | <ul style="list-style-type: none">• Quality of life<ul style="list-style-type: none">- People count- Relationships take time- <i>Trust</i> is critical- Goal: change• Life complexities<ul style="list-style-type: none">- Nonlinear connections- Multiple factors- Within context- <i>Quality of life</i>-driven |
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Communities can benefit from research that results in...

- Validated needs.
- Identified capacities.
- Increased resources.
- Enhanced community leadership.
- Effective programs/services.
- Evidence-based outcomes.
- Improved quality of life.

Research can contribute to *real community empowerment* when community members are *true partners* and the primary focus is on *community benefits*.

Community-Based Participatory Research (CBPR)

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, n.d., ¶2)



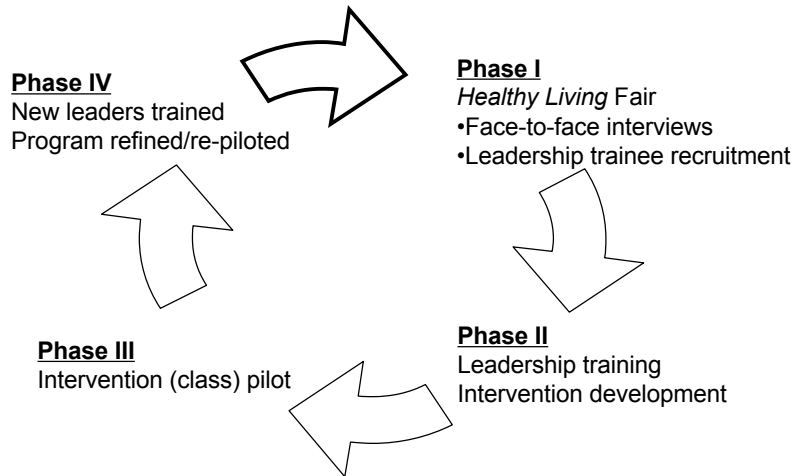
Basic Principles of CBPR

- Participatory.
- Jointly cooperative.
- A co-learning process.
- Capacity-building.
- An empowering process.
- Balances research and action.

(Hartwig, Calleson, & Williams, 2006; Minkler & Wallerstein, 2003)

Sample CBPR Study...

Testing CBPR Methods for Health Promotion Outcomes in a Faith-Based Setting



Doyle, Lanning, & Walton. (manuscript under development).

Community-led health awareness-building, assessment, & program recruitment event.



Project Goal #1 Leadership Capacity

Research Question #1: Can low-literacy adults with no previous health promotion leadership experience be equipped with the knowledge, skills, and self-efficacy needed to lead a 12-week healthy living class?

Capacity Intervention

- Series of meetings
- Health promotion fair (1 day)
 - Demonstrations
 - Face-to-face interviews
 - Recruitment
- Leadership training (8 weeks)
- Guided class pilot (12 weeks)

Measures

- Training participation
 - Leaders' (pre/post)
 - Leadership self-efficacy
 - Health knowledge*
 - Self-reported health behavior*
 - Blood pressure (BP), body mass index (BMI), body fat %
 - Observed performance
 - Class participation
- *exercise, nutrition, stress mgmt

Project Goal #2 Health Promotion Program

Research Question #2: Can a health promotion intervention that is led by trained low-literacy adults impact health-related self-efficacy, knowledge, behavior, and health status of low-literacy class participants?

Health Promotion Intervention: 2 cycles of...

- Health promotion fair
 - Demonstrations
 - Face-to-face interviews
 - Recruitment
- 12-Week Class

Measures

- Class participation
 - Class participants'
 - Self-efficacy*
 - Health knowledge*
 - Self-reported behavior*
 - BP, BMI, body fat %
- *exercise, nutrition, stress mgmt

Community Benefits from Study

Immediate outcomes

- Trained leaders
- Community-specific curriculum
- Health fair equipment



Community-adapted classes

- Aerobic exercise
- Healthy cooking
- Weight management

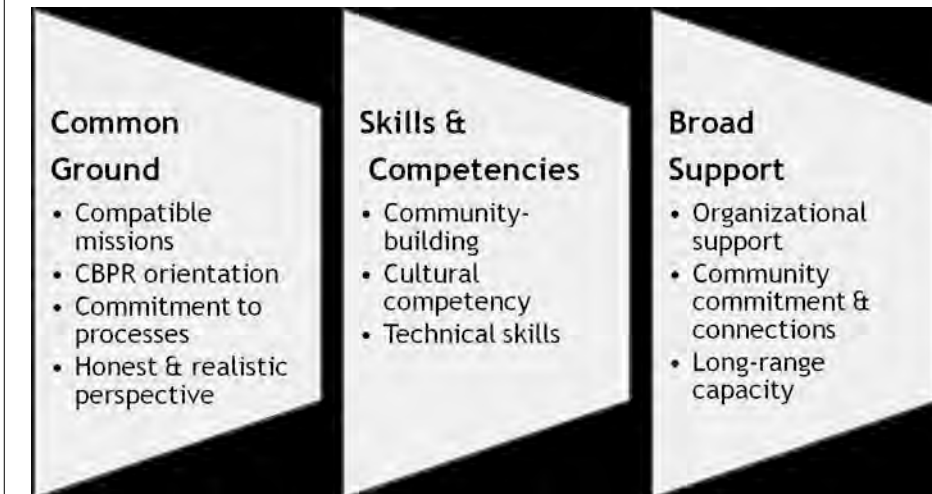


Developing and Sustaining Community-based Participatory Research Partnerships: A Skill- Building Curriculum

The Examining Community-Institutional
Partnerships for Prevention Research Group
www.cbprcurriculum.info

Characteristics of Effective Partners in CBPR Partnerships

(Flicker, Senturia, & Wong, 2006)



Similarities between Members of Community Organizations & Research Institutions

- Over-worked & under-resourced
- Unique skills & experience
- Complex/stressful environments
- Accountability structures
- Specific jargon
- Not used to daily work with other organizations
- Caring for local communities

Flicker, et. al, 2006

Important Partnership Elements

- Forgiveness
- Patience
- Honesty
- Mutual respect
- Caring
- Support

SOME PRACTICAL CONSIDERATIONS

Research can Help Address Differing Stakeholder Perspectives

- **Health Care Providers**
 - compliance
 - efficiency of care
- **Health Service Professionals**
 - socioeconomics
 - social support
- **Farmworkers**
 - health & function
 - family

Doyle, Rager, Bates, Cooper, & Kincaid (2006)

Baseline Assessments as part of Community-led Events



Surveys conducted by community members? It depends...



Community volunteers



Local health professional

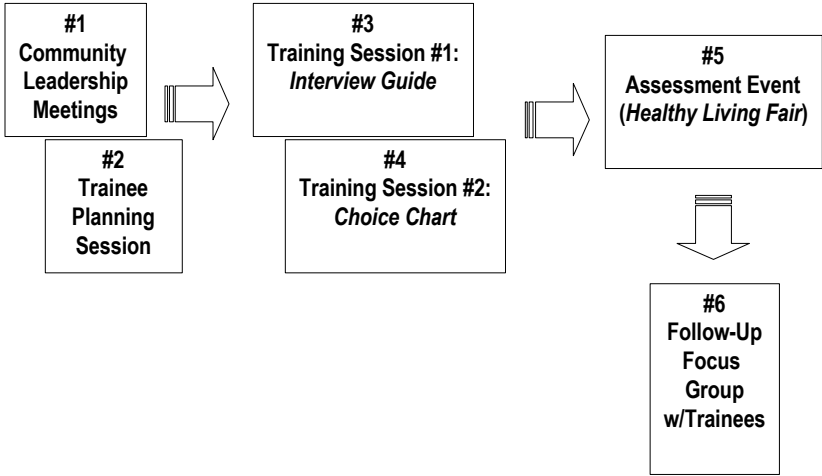


Members of a local church



Students

Ongoing Training & Communication are Critical

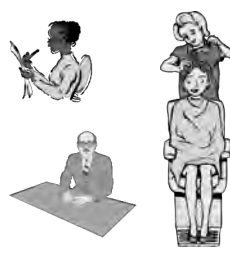



Would you say that in general your health is....

Excellent UUU	Very Good UU	Good U	Fair K	Poor Λ
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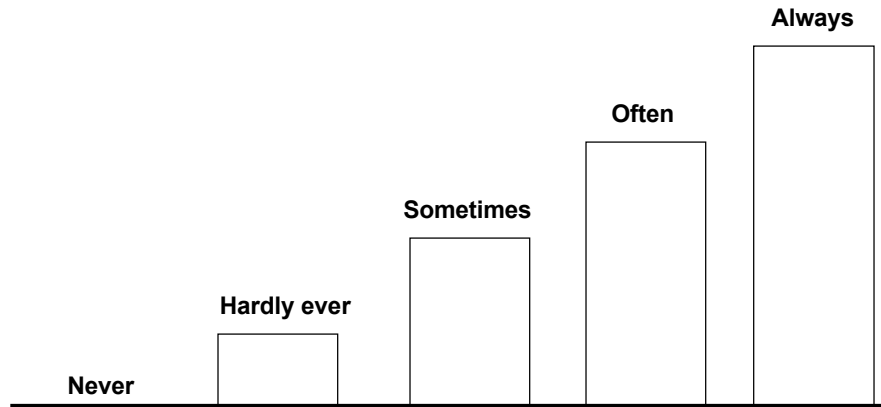
[Health Status, BRFSS, Centers for Disease Control]

When you are working at your job, which of the following best describes the kind of activity that you do? Would you say that you are...

<p>Mostly sitting or standing</p> 	<p>Mostly walking</p> 	<p>Mostly doing heavy labor or physically demanding work</p> 
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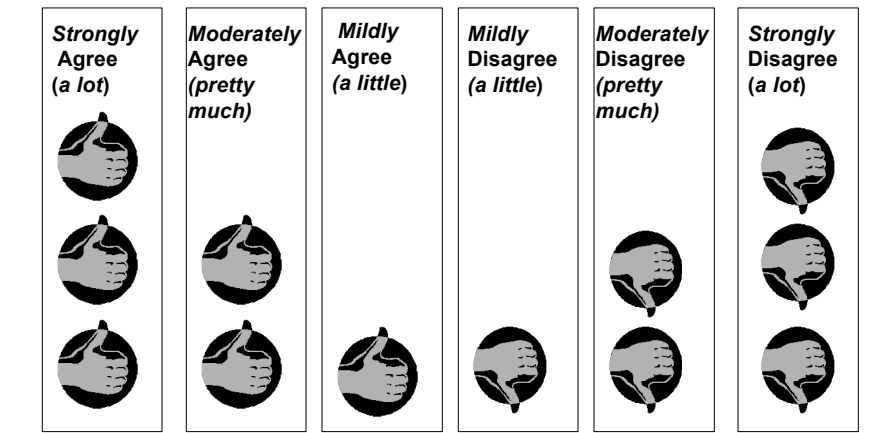
Likert Item: Frequency

Sample Item Presented Orally: *In the last month, how often have you felt that things were going your way?*



Likert Item: Agreement

Sample Item: *My life has meaning.*



Important Cultural Considerations

- Translators matter.
- Back-translation is important.
- Cultural humility is required.
- Teamwork is critical.



Questions/Comments?

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