

Lessons Learned: Importance of Hearing the Community's Voice in Community - Based Participatory Research

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Community-Based Participatory Research (CBPR)

“Community-based participatory research in health is a **collaborative approach** to research that **equitably** involves all partners in the research process and **recognizes** the unique strengths that each brings.”

W. K. Kellogg Foundation (2001). Community Health Scholars Program. In M. Minkler & N. Wallerstein (Eds.), *Community-Based Participatory Research for Health* (p. 3). San Francisco, CA: Jossey-Bass.

Engaging the African-American Community in Reducing Obesity and its Consequences: Testing CBPR Methodologies in Cleveland, Ohio (NIH/NCMHD - R24 MD001794-01)

Aim 1: Develop a **partnership between the Central neighborhood's Building Healthy Communities initiative and Cleveland State University** where in **both citizens and research scientists** understand CBPR

Aim 2: Work with **residents to define a focus** within the context of obesity and its consequences

Aim 3: Develop **obesity-related health interventions** based on best practices

Aim 4: Implement pilot projects to evaluate these interventions

Building Healthy Communities Initiative

- Cancer
- Drugs
- Transportation
- Parenting
- **ACT: Advancing Central's health Together**



~ BALANCING ACT ~
Two Separate Agendas

Self

-vs-

Youth

*(Central Community
Healthy Group)*

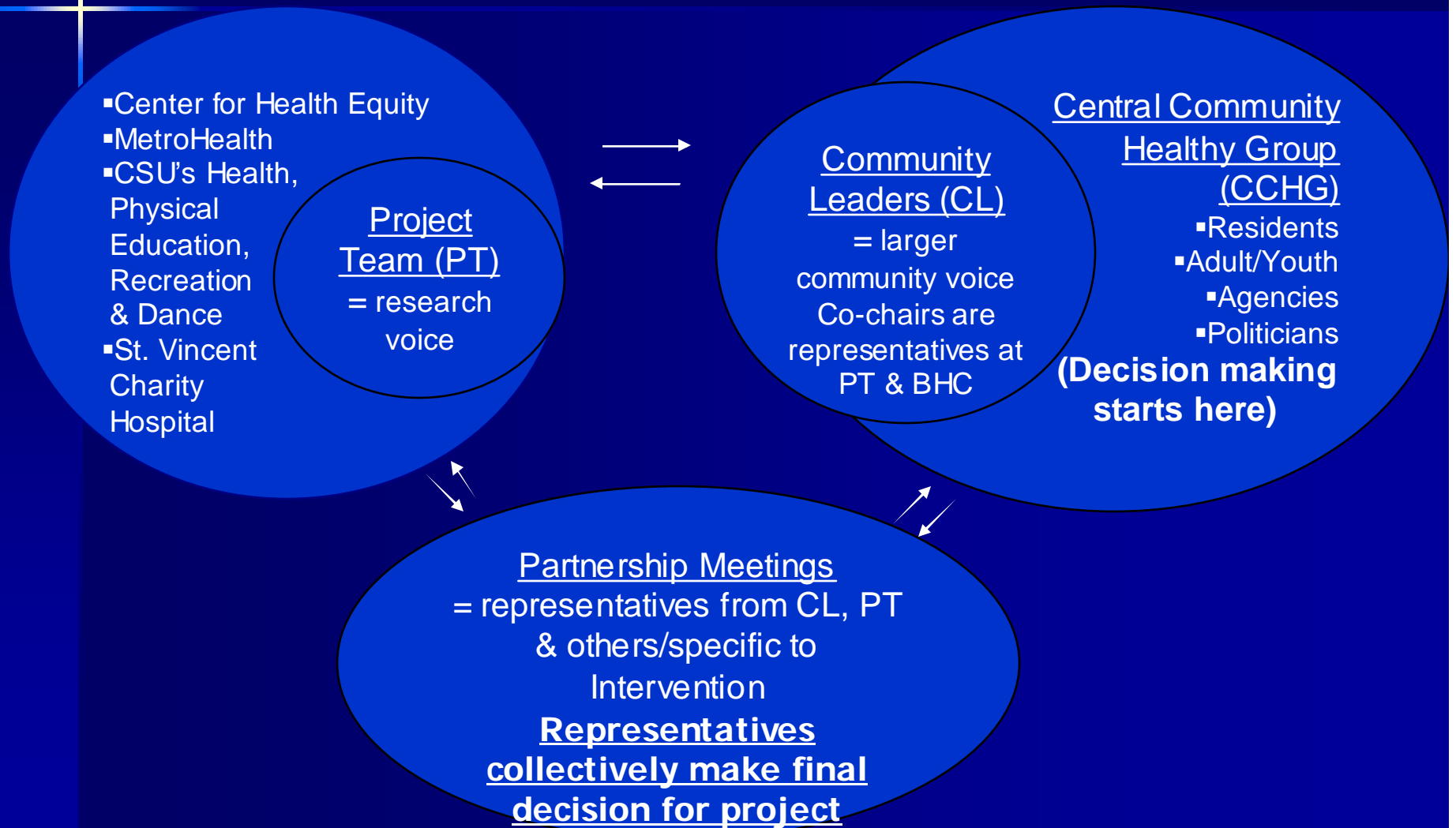
(Broader Community)

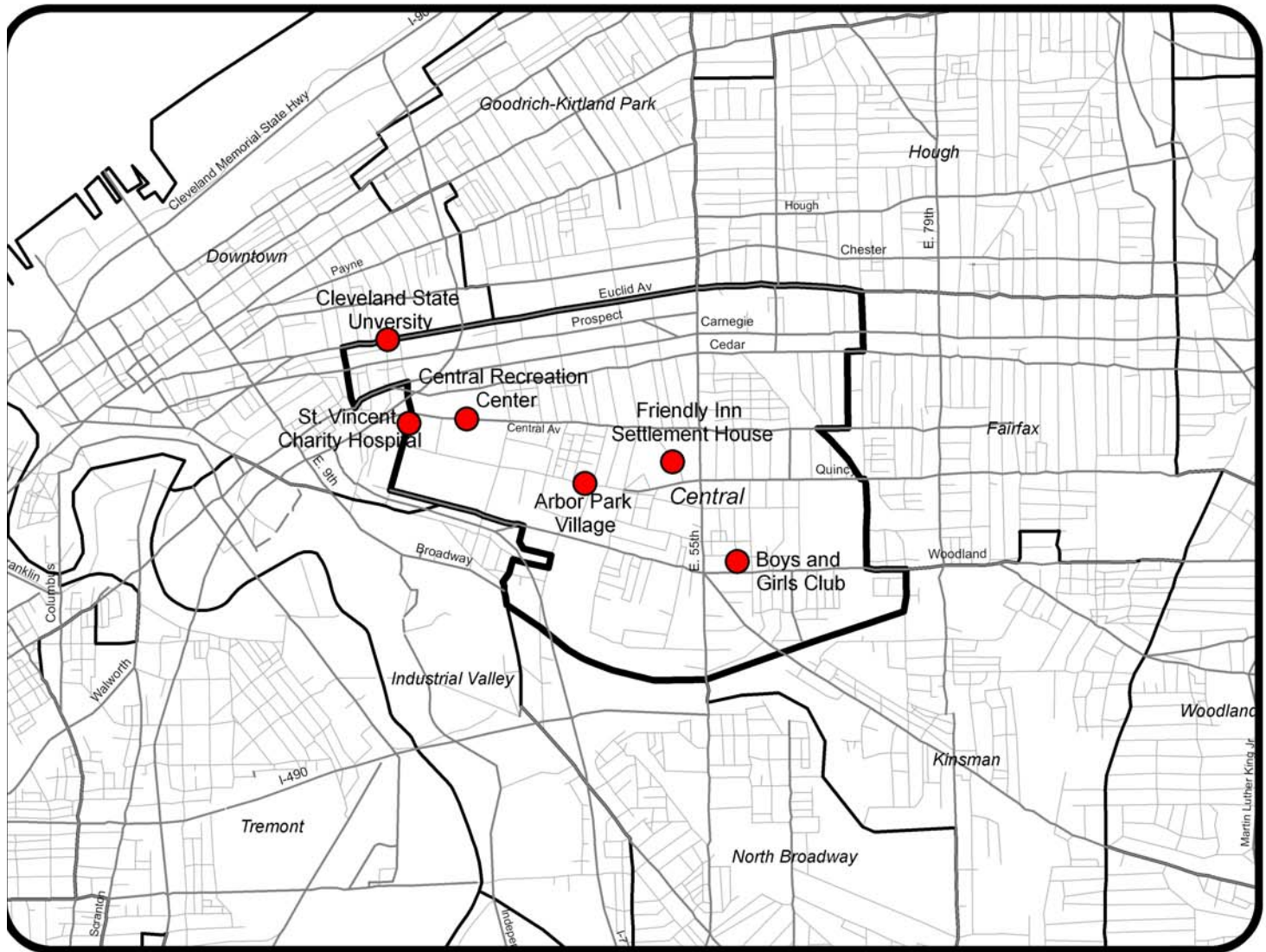
Self's Interest

-vs-



Community's Interest

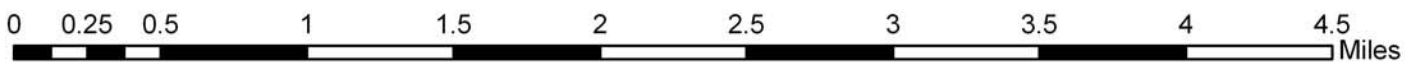
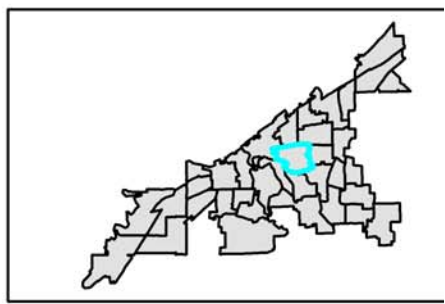
Partnership Meetings





Legend

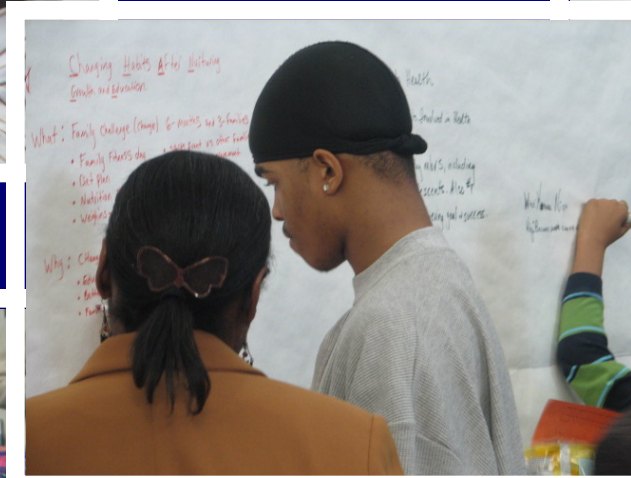
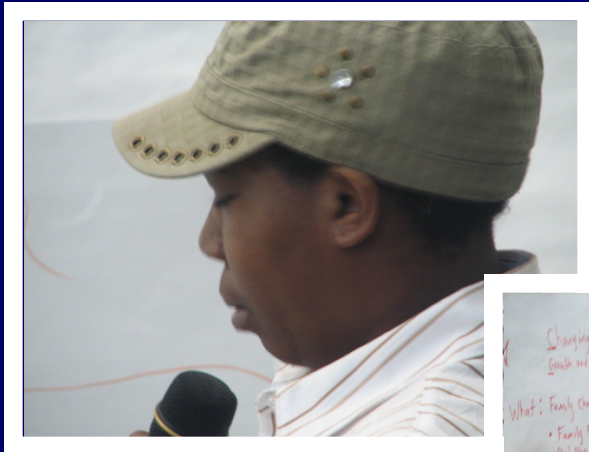
-  Central SPA
-  Cleveland SPAs



Lessons Learned

- Resident Empowerment
- Establishing Trust
- Community Engagement

Resident Empowerment



Resident Empowerment

- Residents self-identify themselves (ownership of the name)
- Residents come together for a common goal (building relationships)
- Ask residents what they want to learn and respond appropriately
- Leave the community with skills
 - Develop trainings (i.e. leadership development, proposal writing, communication skills)

Establishing Trust



Establishing Trust

- Establish partnership with organizations with ties in the community (i.e. local hospitals, clinics, community agencies)
- Report back to the community – town hall meetings, community advisory meetings
- Participate in other community projects/have a presence in the community – i.e. health fairs, church fairs, festivals

Community Engagement



Community Engagement

- Have meetings in the community and at a time that is convenient to the residents (late afternoon/early evening)
- Rotate meetings to different sites
- Offer free transportation and serve dinner
- Dress appropriately for the community
- All hand-outs are written in easy language
- Foster open communication
- Be open about the project
 - discuss financial limitations of the project
 - time limitations
 - address issues head-on

Summary

- Address project's frustrations head-on: modification of project's timeline, financial limitations
- Explaining the research process: consent forms, the need and process to collect data, how data is analyzed
- Community's members inherent frustrations: project's progress not fast enough, separate self-interest from community's interest

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