DO YOU!!
Leveling the Playing Field in Community Based Participatory Research

Aziza Lucas-Wright, M.Ed.
Community Engagement Specialist/ Project Associate IV, The RAND Corporation;
Community Instructor, Charles R. Drew University of Medicine and Science;
Program Manager/Research Assistant, Harbor UCLA LA Biomed
GOAL OF PARTNERSHIP SUPPORT UNIT WORKSHOP SERIES

To support efforts to build and sustain equitable and harmonious bi-directional working relationships.

Today’s Objectives:

1. Agencies will become familiar with the UCLA CTSI principles, and the work of the Community Engagement & Research Program (CERP).
2. Agencies will be able to identify those capacity assets that make them good candidates for CBPR/CPPR
3. Agencies will identify those accomplishments and unique qualities that make them stand out as an institution
4. Agencies will learn about the principles of CBPR/CPPR
5. Agencies will move closer to being able to identify their readiness for choosing to be a CBPR/CPPR partner
Our vision is to enhance the health of the Los Angeles County community.

To achieve this vision our mission is to:
Create a borderless clinical and translational research institute that brings UCLA innovations and resources to bear on the greatest health needs in Los Angeles.

Four Member Institutions

UCLA CTSI CERP CBO Workshop
UCLA Community Engagement & Research Program (CERP) Aims

1. Two-way *knowledge exchange* between community and academia
2. Strengthen *community capacity* for sustainable partnered research
3. *Innovation in community engagement* that accelerates the volume and impact of partnered research in diverse communities
4. Use *health services research (HSR) methods to study and track changes* in the community’s health
“Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”

The term “health research,” sometimes also called “medical research” or “clinical research,” refers to research that is done to learn more about human health.

Health research also aims to find better ways to prevent and treat disease.

Health research is an important way to help improve the care and treatment of people worldwide.³

-Community Connect to Research
http://www.connecttoresearch.org/understandingresearch/what_is_health_research
Community-Based Participatory Research (CBPR)

- History of Research in community— from drive-by research to Community-Based Participatory Research (CBPR)
What is Community-Based Participatory Research?

CBPR is a collaborative research approach that is designed to ensure that research addresses relevant needs and concerns of a community’s health and health care, and at the same time, fully involves the affected community in the research process.¹

-Pasnick, R. et al., UCSF CTSI, 2012
What is Community-Partnered Participatory Research?

CPPR, the advanced iteration, is the optimum way to have voices participate and equally move the research and community agenda forward.

Keith Norris, MD
Charles R. Drew University of Medicine and Science
Loretta Jones, MA
Founder/CEO Healthy African American Families II
Steps of Collaborative Research

• Necessary components for CBPR/CPPR---
  – Starts by defining researchers and community needs---Research community engagement with a goal of evolving to an equal partnership
  – Define common goals
  – Define resources
  – Exchange of knowledge
  – Learning to walk together--- trial, error & evaluation--- to implement new ideas
What’s in it for investigators?

• CBPR/CPPR is the “new frontier” in research, this means greater influx of funds for investigation
• Increased research in areas of interest create more opportunities for—grants, tenure, publications
• Reduces gap between scientific discovery and translation of discoveries and causes better health outcomes
• CTSI researchers come from School of Medicine, School of Public Health, Anderson School of Business, Cedars-Sinai, CDU, Harbor/LA Biomed & RAND
Why Work with Community Organizations?

Community agencies are experts in community, community outreach, and audience for dissemination of information.

Community [members] may be able to make differences they don’t know how to measure. And academic researchers may know how to measure differences they don’t know how to make.\(^2\)

-David L. Katz
Why Is Community Valuable to Research Studies?

- **AUTHENTICITY** – increased opportunity to give accurate, and honest feedback
- **RELEVANCE** – communities have ability to offer guidance on what really matters to them
- **APPLICABILITY** – mutually agreed upon results translate into more rapid health care in communities
Why Is Community Valuable to Research Studies?

- **CULTURAL COMPETENCE** – community has the opportunity to assist researchers develop study materials that are culturally relevant as well as guard against inappropriate practices, behaviors and language while conducting research.
What’s in it for me?

Why should community organizations participate in research with UCLA?

• To have an input in the research that’s being done at CSMC, CDU, Harbor-UCLA/LA Biomed, and UCLA

• To inform scientists and policy makers about the health priorities of your organization or community.

• To educate the scientific community about the best ways to approach and benefit the community they serve

• To have access to reliable data and funding sources

• To gain grant writing expertise and build capacity
1. As you think of what your agency is known for, what makes you special?

2. What are some of your agency’s accomplishments?

3. Why do community residents seek out your agency?

4. What has your agency overcome and endured?

5. What health topics are of most interest to your agency?
ACTIVITY

• Please take some time to answer the following questions in your workbook:

  – Who are your participants?
  – What are their main assets and challenges in your community?
  – What services do you provide?
  – What is your mission?
  – What are some of your organization’s daily activities?
  – Do they align with the organization’s mission?
  – What is your previous experience in research/partnered research, if any?
  – In your opinion, what are the most relevant research projects for your community?
Goals of Current CERP Community-Academic Projects

These are some of the aims of organizations working on UCLA projects with CERP scientists:

– Technical training and assistance to build capacity of community to conduct surveys for CBO that help with improving the food environment of the community (Volunteers of East Los Angeles)

– Training community to use technology as a resource to map/survey places considered of high interest to the community to create a resource for policy makers when changes in the community are necessary (Magnolia Place Community Initiative)

– Create a registry to help track patients with cardiovascular disease (CVD) and congestive heart failure (CHF) so as to learn the determinants of CVD and CHF and thereby work on reducing them to reduce hospitalizations due to CVD & CHF (Southside Coalition & Community Health Councils)
Goals of Current CERP
Community-Academic Projects

These are some of the aims of organizations working on UCLA projects with CERP scientists:

– Improve the health outcomes of the residents of South Los Angeles communities through community mapping, household surveys and an health intervention plan (Healthy African American Families II & Urban League)

– Providing training to promotoras in regards to all aspects of the research process, in order for them to become a resource for scientists interested in recruiting underrepresented communities (Providence Latino Health Promoter Program)

– Improve the health of women and children of LA County by examining the infrastructure of the WIC programs and determining how to reduce current barriers in partnered research (SLAHP WIC & PHFE WIC)
Are you ready... for research?

How do you gauge readiness?
What we propose to community organizations—what we provide?

- Partnership creation
- Connecting CBOs & CTSI Scientists with common research interests
- Grant writing seminars/workshops
- CBO capacity building
- Consultation services
- Funding possibilities
- Project assistance
- Assistance with information dissemination
MORE TO COME....

- Getting Ready for the Courtship
- Clinical Research
- The 7 Ethical Principles of Community Partnered Participatory Research
- Grant writing Seminar & Series for CBOs
- “Meet-ups” between community organizations and investigators in community venues
Consider becoming a UCLA CTSI Community Partner!

Complete the Community Partner Survey inserted at the back of your booklet, for your organization to become a UCLA CTSI Community Partner, and be notified of future events, workshops, and funding opportunities!


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Loretta F. Jones, M.A., Founder/CEO, Healthy African American Families II
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Kenneth Wells, MD, UCLA