

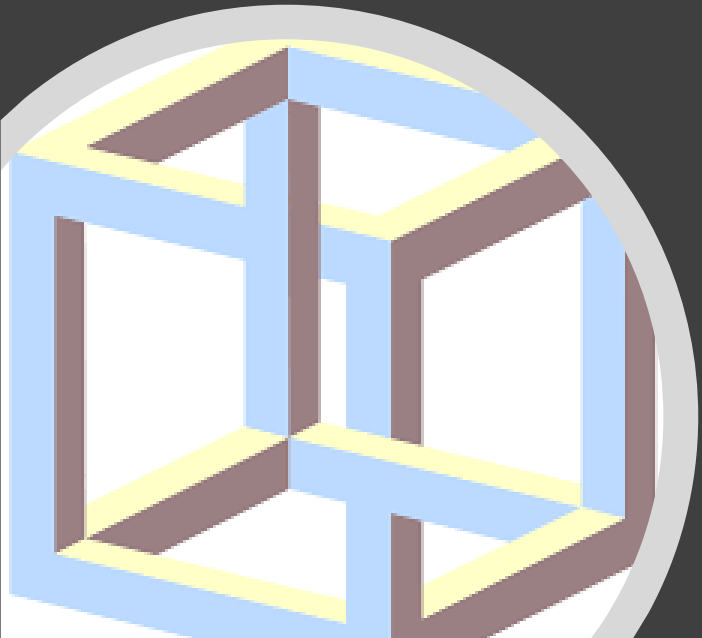
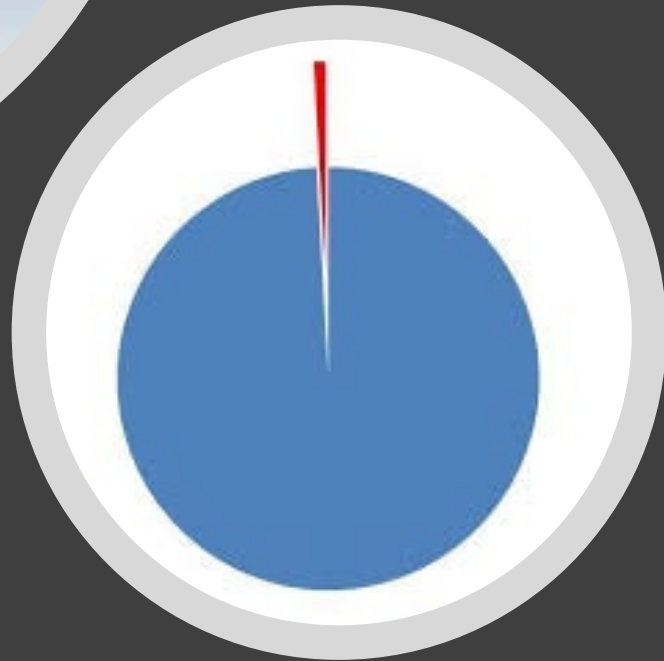


# Working with communities to achieve health equity

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# The Paradox of Scientific Research

RIGOR----- VERSUS----- RELEVANCE

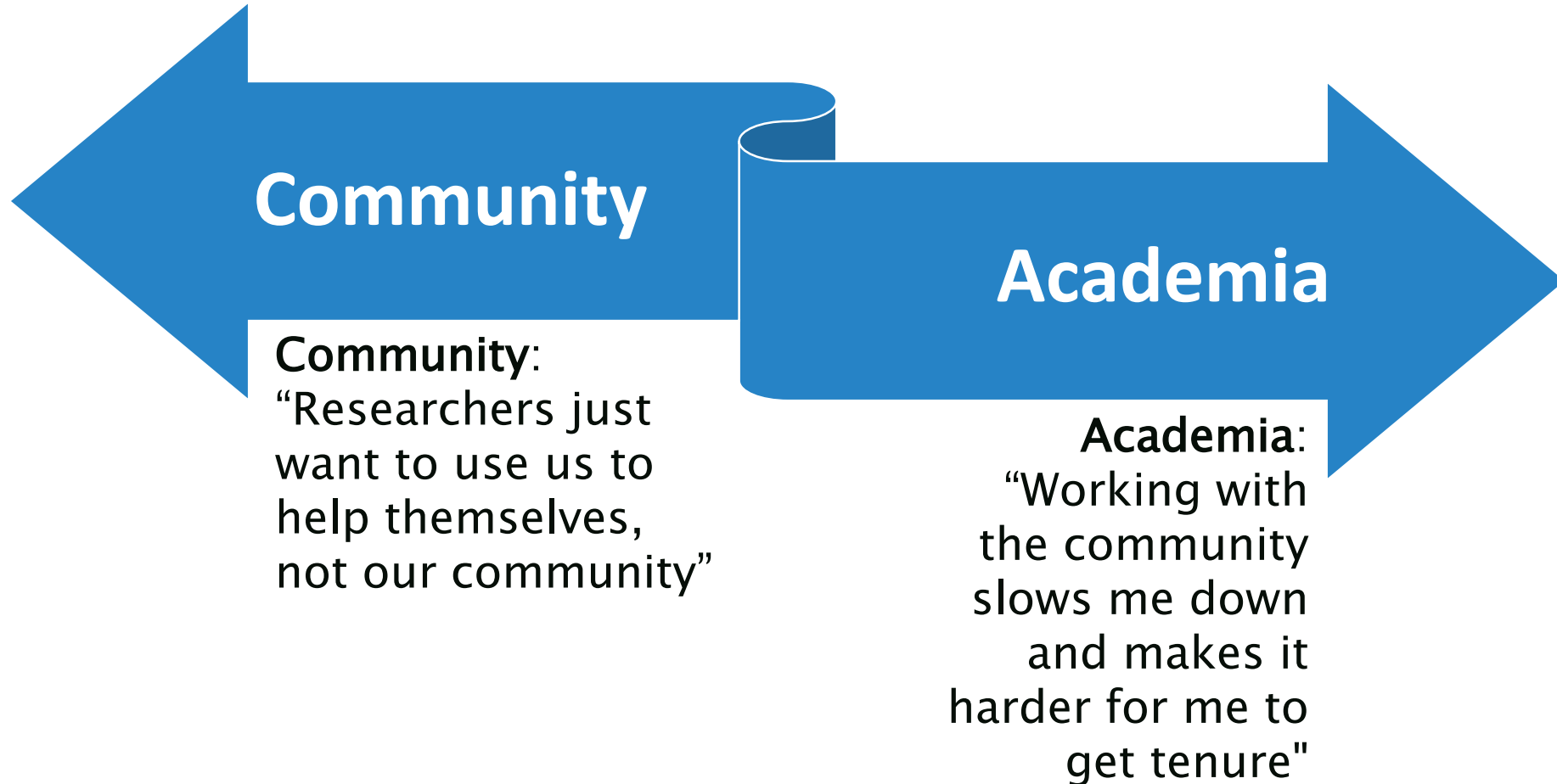


Why are communities important to achieve equity?

<b>NIMHD Minority Health and Health Disparities Research Framework</b> <b>Health Disparity Populations: Race/Ethnicity, Low SES, Rural, Sexual/Gender Minority</b> <b>Other Fundamental Characteristics: Sex/Gender, Disability, Geographic Region</b>				
Domains of Influence	Levels	of	Influence	
	Individual	Interpersonal	Community	Societal
<b>Biological</b>	Biological Vulnerability and Mechanisms	Caregiver-Child Interaction Family Microbiome	Community Illness Exposure Herd Immunity	Sanitation Immunization Pathogen Exposure
<b>Behavioral</b>	Health Behaviors Coping Strategies	Family Functioning School/Work Functioning	Community Functioning	Policies and Laws
<b>Physical/Built Environment</b>	Personal Environment	Household Environment School/Work Environment	Community Environment Community Resources	Societal Structure
<b>Sociocultural Environment</b>	Sociodemographics Limited English Cultural Identity Response to Discrimination	Social Networks Family/Peer Norms Interpersonal Discrimination	Community Norms Local Structural Discrimination	Societal Norms Societal Structural Discrimination
<b>Healthcare System</b>	Insurance Coverage Health Literacy Treatment Preferences	Patient-Clinician Relationship Medical Decision-Making	Availability of Health Services Safety Net Services	Quality of Care HealthCare Policies
<b>Health Outcomes</b>	<b>Individual Health</b>	<b>Family/Organizational Health</b>	<b>Community Health</b>	<b>Population Health</b>



# Dysfunctional Extremes of a Continuum



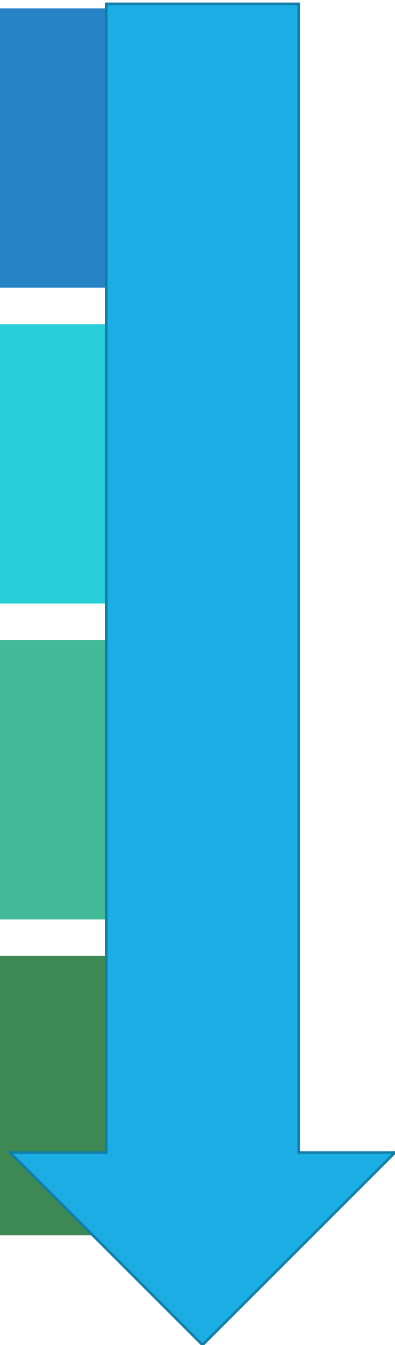
Community  
engagement  
&  
participation

Outreach

Feedback

Participation

Empowerment



Texas Center  
for Health  
Disparities  
Community  
Engagement  
and  
Dissemination

WHEDAC (Women's  
Health Engagement  
and Dissemination  
Advisory Committee)

CARDS (Community  
Advisors for  
Research Design and  
Strategy)

Community outreach  
and dissemination

Community Health  
Work Training  
Institute

Community-Based  
Participatory  
Research

Community Engaged  
Research

# Women's Health and Health Disparities Advisory Board (WHEDAC)

17 members

Leadership roles associated with health disparities

- Homelessness, cancer, public health, county government, health care, women's health, education, community impact

Quarterly meetings

Pilot grant review

Conference planning and feedback

**CARDS:  
Community  
Health Worker-  
Community  
Advisors on  
Research  
Design and  
Strategies**

CARDS Model: Developed by  
University of Wisconsin-Madison  
School of Nursing

Community Health Worker  
adaptation

Design, Strategies and  
Dissemination



# “What did you find valuable about the session?” HSC Researcher Responses

*Everything. The CARDS members were so positive and offered amazing feedback. I walked out feeling motivated and encouraged.*

*People living and working in the community, they know best!*

*It was an excellent experience to communicate our research using plain language. I look forward to future conversations with CARDS members who can provide insight on study design for a community-based research project. I think this activity would be useful earlier in the STAR program to help participants better formulate their research objectives and strategies.*

# Feedback from CARDS Members

**81%** strongly agreed that they learned valuable information during the session.

**88%** strongly agreed that their feedback was welcomed by the researchers.

# Comments from CARDS Members

*I found the impact and details behind the scene of research are so in-depth. It helped me understand and appreciate the STARS work on a different level- CARDS member*

*I thought it was really cool to hear about all the different projects being worked on. This was particularly valuable session for me as there is one researcher who is working on a project related to a specific population that I am currently working in and it was helpful to meet that person and to also find out about the project that could potentially have a big impact on the people with whom I work.- CARDS member*

*The researcher was aware of the demographic area and population that she wanted to reach and those barriers, so I appreciated that. She was willing to hear our feedback and was grateful for it.- CARDS member*

Community  
Health  
Worker  
Training  
Institute

New online platform modules

Health Literacy

Maternal Mortality



# Outreach and Dissemination Strategies

- YMCA Partnership
  - Community Listening Sessions
  - Social media dissemination of health tips, videos, interviews
  - Distribution of print materials

# Community Relationships

## Outreach & Engagement

- Listening to understand
- Sharing of information
- Solicitation of feedback
- Information is utilized for design and decisions

## CBPR

- Collaborative and Equitable
- Community is the unit of identity
- Builds on strengths/resources
- Co-learning and capacity building
- Focus on community's concerns
- Balance research & action
- Broad dissemination

# Community Engagement and Participation Key Lessons

Start

Start where you are- trust building takes time

Honor

Honor all sources of wisdom

Be

Be willing to flex and adapt

# Questions?

How will you improve your engagement and participation strategies?