Charles R. Drew University Community Faculty, Healthy African American Families, RAND, & UCLA/CTSI partnered to develop this presentation.
DO YOU!!
Leveling the Playing Field in Community-Based Participatory Research

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WORKSHOP SERIES GOALS

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

Presentation Objectives:

1. Become familiar with the UCLA CTSI principles, and the work of the Community Engagement & Research Program (CERP).
2. Be able to identify those capacity assets that make an organization a good candidate for CBPR/CPPR
3. Identify those accomplishments and unique qualities that make an organization stand out as an institution
4. Learn about the principles of CBPR/CPPR
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.
1. Two-way *knowledge exchange* between community and academia

2. Strengthen *community and academic 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
What is “Health”? 

“Health is a state of well-being and balance that individuals and communities experience when they are able to function at their full potential.”

What’s Missing?

1. Pasick, R. et al., UCSF CTSI, 2012
What is Health Research?

- “Health research,” “medical research,” or “clinical research,” is research done to learn more about human health.

- It aims to find better ways to prevent and treat disease.

- Is an important way to help improve the care and treatment of people worldwide.

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

- History of Research in community
  - From benefiting from community as subjects
  - To using community organizations to recruit
  - To working with community to create better research

On Community -> In Community -> With Community -> NOW
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.

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

CPPR is essentially CBPR but intentionally highlights “partnership” in its name to differentiate itself from approaches that have positioned themselves under the CBPR umbrella by establishing a community base for their project without truly embracing authentic partnership, thereby diluting the true meaning of CBPR.
Steps of Collaborative Research

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

• Reduces gap between *scientific discovery* and translation of discoveries and causes better health outcomes

<table>
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<tr>
<th>Funding</th>
<th>CBPR/CPPR and stakeholder engagement are “new frontiers” in research, this means more money is available for this type of investigation</th>
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<tr>
<td>Tenure</td>
<td>Increased research in areas of interest create more opportunities for tenure and publications</td>
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• Provides new insights into investigators’ work from people not interested in the research process
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.
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

- **CULTURAL COMPETENCE** – opportunity to work with researchers to develop culturally & linguistically-sensitive materials and guard against inappropriate practices & behaviors while conducting research.
What’s in it for me?

Why should community organizations participate in research with UCLA?

• To have input on research 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 communities they serve

• To have access to reliable data and funding sources

• To gain grant writing expertise

• To build capacity within your organization
The Do You!! Workbook contains activities to help you & your organization better prepare for partnered research.
Activity: You Bring Plenty to the Table!!

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

1. What are the unique features of your agency?
2. What is your agency’s mission?
3. Are the daily activities of your organization aligned with your mission?

Associated Workbook Activity: Section B: Defining your Agency & Its Research Agenda
Goals of Past CERP
Community-Academic Projects

Here are some examples of partnered projects occurring within the UCLA CTSI.

- 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 Past CERP Community-Academic Projects

Here are some examples of partnered projects occurring within the UCLA CTSI.

- 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 & Los Angeles 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*)

Check out the CERP Website for additional projects!

www.ctsi.ucla.edu
Summary

1. The UCLA CTSI Community Engagement Program’s aims include strengthening capacity for sustainable partnered research, promoting bidirectional knowledge exchange, promoting innovation in community engagement that accelerates research, & health services research strategies.

2. Health is not only the physical, mental and social well-being of a person, but also includes spiritual well-being.

3. Research has evolved, from using community or working on community to promoting successful partnered research that addresses the needs of the community and of academia.
4. A true partner in research, community is part of the teaching cycle, by providing valuable insider knowledge to a community of interest in research.

5. From an organizational standpoint, after completing the activity, the organization will know those assets that make them unique and valuable for entering a research partnership with academia.
UCLA CTSI CERP
Consultation Service Team

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
Are you ready... for research?

How do you gauge readiness?

1. Gauge your organizational readiness utilizing Section C: Organizational Readiness Self Assessment, from the Workbook.

2. Follow up with the presentation Getting Ready for the Courtship, and Section D: What to Ask Prior to Partnering in a Research Endeavor, in the workbook. This presentation and activity prepare interested organizations with questions to ask those interested in partnering in a research endeavor.
UCLA CTSI Partnerships

Consider becoming a UCLA CTSI Community Partner!

Complete the Community Partner Survey!

Contact Blanca Corea, Community Liaison (bcorea@mednet.ucla.edu) or Brittney Lee, Program Administrator (bnlee@mednet.ucla.edu), for your organization to become a UCLA CTSI Community Partner, and be notified of future events, workshops, and funding opportunities!


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