

# **A PANEL ON COMMUNITY-BASED PARTICIPATORY RESEARCH (CBPR) METHODS: LESSONS FROM THE FIELD & MAKING IT WORK**

CFAR Behavioral and Community Science Core Seminar  
December 3, 2014

# Today's Seminar

- General Overview of CBPR
- Examples of CBPR
- Panel Discussion
- Q & A

# Community-Based Participatory Research (CBPR)

- “A partnership approach to research that equitably involves, for example, community members, organizational representatives, and researchers in all aspects of the research process” (Israel et al., 2003)
- “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)

# The “What” and The “Why”

## What is CBPR?

- An orientation to research that alters researcher-community relationships
- CBPR is NOT:
  - “Community-placed” research
  - Sporadic or symbolic inclusion of communities
  - Basic research

## Why CBPR?

- Growing recognition that “traditional” research approaches have failed to solve complex health problems
- Community demands for research addressing locally identified needs

# Community Based Participatory Research

- Active involvement of community members in community assessment and all other research activities.
- Community members work with researchers to:
  - Define the research problem
  - Set research objectives
  - Design the methodology and data collection instruments
  - Participate in data collection
  - Interpret data
  - Use results to guide program planning and evaluation
  - Acquire valuable skills
- Community members in control of types of questions asked and issues investigated

# Traditional Research as Compared to Community Based Participatory Research

## Traditional Research

- Community is a passive subject of study
- Research Design – done a priori by academic institution
- Needs assessment, data collection, implementation, and evaluation – academic institution's responsibility
- Usually sustainability plan is not included

## CBPR

- Involves the community being studied in the research
- Research Design –done with representatives from community & academic institution
- Needs assessment, data collection, implementation, & evaluation – everyone's responsibility
- Sustainability is priority that begins at program's inception

# CBPR Principles

| Key Factor                      | Description   |
|---------------------------------|---|
| Focus on community              | Concept of community as a unit of social identity; identify and work with communities and strengthen social relationships through collective engagement   |
| Community assets                | Build on community's skills, resources, and social relationships  |
| Equal participation             | In all phases   |
| Beneficial knowledge            | Generates knowledge mutually beneficial to all – contributing to broad understanding of factors related to health   |
| Empowerment                     | Encourages co-learning; community members learn new skills, while academic researchers learn from community member's knowledge, experience, and unique perspectives of local problems. By acknowledging inequalities between researchers and community members and by enabling power sharing, research helps empower the community. |
| Cyclical and iterative research | As one problem is solved, research identifies other issues requiring attention, and process begins again  |
| Ecological perspective          | Ecological model of health; emphasizes physical, mental, and social   |
| Broad dissemination             | All partners have access to research findings; format and language easy to understand and use; community has a voice in how published and contributions/ownership of information is acknowledged  |

# Rationale for CBPR

1. Improves the **quality and validity** of research
2. Enhances the relevance and usefulness of research data for all partners
3. **Joins together partners with diverse** skills, knowledge, and expertise
4. **Strengthens** the research and program development **capacity of partners**
5. Increases possibility of **overcoming distrust** of research
6. Provides **additional funds and possible employment** opportunities for community partners
7. **Aims to improve health and well-being of communities**, both directly through examining identified needs, and indirectly through increasing control of research process



# Initiating CBPR: Key Steps

1. Select the community with which to work
2. Select key community partners
3. Create joint ownership of study
4. Determine research question(s)
5. Design research study
6. Sustainability and action steps

# Community-Campus Partnerships for Health

<https://ccph.memberclicks.net/>

https://ccph.memberclicks.net/



Community Campus Partn... x



Community-Campus  
Partnerships for Health  
Promoting Health Equity & Social Justice



Search our Website...



HOME

ABOUT US »

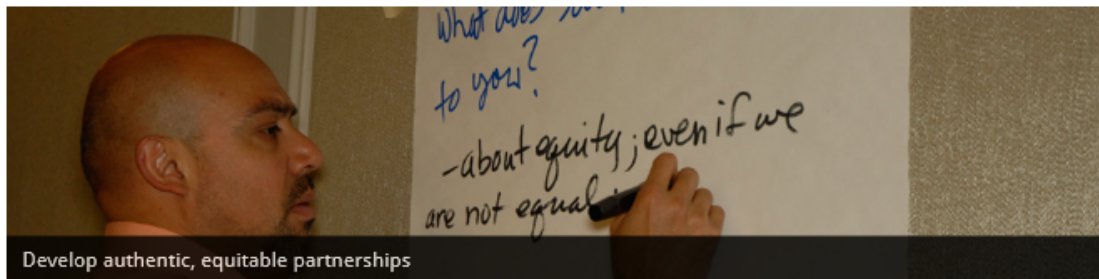
PROGRAMS »

FOCUS AREAS »

RESOURCES »

MEMBERSHIP INFO »

CONTACT US



Develop authentic, equitable partnerships

Member Login

Join CCPH

Make a Donation

## What's New

[Read CCPH's latest E-News here](#) and subscribe to E-News [here](#).

**Save the Date: CCPH's 2016 International Conference, May 11-14, 2016, New Orleans, Louisiana!** New Orleans is a vibrant, exceptional city dedicated to improving the health of its communities through robust, effective community and academic partnerships, focused on a wide range of health

## Featured Resources


CCPH has teamed up with Springer Publications to offer CCPH members a 25% discount on all Springer titles purchased by December 22nd! This month's featured book is [Community Engagement, Organization and Development for Public Health Practice](#) edited by Frederick Murphy. We select a CCPH member randomly to receive a free copy courtesy of


## Featured Member

**Melanie Stone is CCPH's newest Featured Member!** A CCPH member since 2009, Melanie is Assistant Director for Community Service Learning (CSL) in the Center for Medical Humanities & Ethics at the University of Texas Health Science Center at San Antonio. The mission of the Center for Medical Humanities & Ethics is to educate medical students and health

## Tweets

Follow

 CCPH @CCPH2010  
& change them! MT @PforDHE #MHHDCG! "To eliminate #health #disparities, look deeper than differences, examine systems" Yvonne Maddox #CBPR

 CCPH @CCPH2010  
MT @dralfiee: Woohoo! Presenting with community

# CDC Healthy Communities Program

<http://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/tools/>

dc.gov/nccdphp/dch/programs/healthy CDC - Tools for Communit...



Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives. Protecting People.™

SEARCH



CDC A-Z INDEX

## CDC's Healthy Communities Program

DCH Home

About DCH



DCH Programs



Partnerships to Improve  
Community Health (PICH)

National Implementation  
and Dissemination for  
Chronic Disease Prevention

Racial and Ethnic  
Approaches to Community  
Health (REACH)



Community Transformation  
Grants (CTG)



Communities Putting  
Prevention to Work (CPPW)



Healthy Communities  
Program



Program Overview



Action Institutes and  
Training

**Tools for Community  
Action**

[CDC](#) > [DCH Home](#)

## Tools for Community Action

Recommend Tweet Share

- [The Community Guide](#)
- [Community Health Resources Database](#)
- [CHANGE Tool and Action Guide](#)
- [CHANGE Downloads](#)
- [Action Guides](#)
- [Social Media Toolkit](#)
- [Physical Activity and Nutrition Strategies and Measurements](#)
- [Research to Practice](#)

## The Community Guide

[The Guide to Community Preventive Services](#) <sup>1,2</sup> offers science-based recommendations and findings on strategies and policies that improve health and prevent disease in communities. Find policies, programs or services, funding, research, and education on a wide range of health topics, including obesity, physical activity, and tobacco.

## Community Health Online Resource Center

### On this Page

- [The Community Guide](#)
- [Community Health Online Resource Center](#)
- [Community Health Assessment and Group Evaluation \(CHANGE\) Tool and Action Guide](#)
- [Research to Practice: Building Our Understanding](#)
- [Action Guides](#)
- [Social Media Toolkit](#)
- [Physical Activity and Nutrition Strategies and Measurements](#)
- [Making the Case for Healthy Living Strategies](#)

# The Community Tool Box

<http://ctb.ku.edu/en>



Enter your search...



العربية  
English  
Español



LEARN A SKILL  
how-to information



HELP TAKING ACTION  
guidance for your work



CONNECT  
link with others



ABOUT  
the tool box



SERVICES  
supporting collective impact

Tools to change our world



# CBPR Research Example: Community Child Health Network

- Multidisciplinary research network focused on reducing maternal and child disparities related to reproductive outcomes.
  - 5-site prospective study of more than 2500 families, the majority facing multiple risk conditions, often living in under-resourced communities, yet displaying many strengths and utilizing resilience resources
- First and only NICHD-supported Community-Based Participatory Research network addressing perinatal health issues.
  - Adopted and implemented principles of CBPR, building on early and ongoing work of Israel and colleagues as well as network colleagues working from community and academic perspectives

# CBPR Research Example:

## My Sister's Keeper

- A community-academic partnership, initially funded by UAB's School of Public Health Community Health Scholars Grant, between members of the West End community (led by Sheila Tyson) and UAB researchers (Drs. Suzy Davies and Robin Lanzi) to engage in community-based participatory research to address maternal depression
- CBPR methods guided MSK in creating a bridge to enable to two-way transfer of knowledge and behavioral skills between West End residents and academic scientists, a sustainable connection for continued efforts to eliminate health disparities.
  - Formalized partnership between West End Community and UAB School of Public Health
  - Conducted over 175 individual surveys with mothers
  - Conducted focus groups with mothers who screened positive for depression concerning the mental health needs in the community
  - Collaboratively developed maternal mental health promotion plan as outlined below
  - Created a My Sister's Keeper mental health resource corner in the West End Library

# Panel Members

- Isabel Scarinci, PhD, MPH
  - Professor, Associate Director, Division of Preventive Medicine and Comprehensive Cancer Center
- Magdalena Szaflarski, PhD
  - Assistant Professor, Department of Sociology
- Claudia Hardy, MPA
  - Program Director, Deep South Network for Cancer Control, UAB Comprehensive Cancer Center
- Cari Oliver, CIP
  - Assistant Director, Office of the Institutional Review Board (OIRB)

# Panel Discussion

- What different projects/topics have you approached with CBPR? How did you get started?
- What are some of the benefits of a CBPR approach?
- How can community members get involved? How have you involved community members?
- What are some of the challenges of CBPR?
- Have you encountered any ethical issues/dilemmas in conducting CBPR? If so, how have you handled them/resolved them?
- CBPR funding....Who funds CBPR? How have you been funded? How have you connected with funders?
- What key nuggets of advice do you have for researchers/students getting started in CBPR?



# Advantages of CBPR

- Recognize multiple causes of health problems, require interventions to impact multiple levels of the SEM
- Community participation has indirect effect on health
  - Strengthens social networks of community members
  - Enhances sense of social connectedness, perceived control, individual coping capacity and health status
- Encourages shared a sense of ownership
- Facilitates development of interventions integrated into existing community structures.
- Can be very cost effective.

# Additional Benefits of CBPR

- Growing recognition that “traditional” research approaches have not solved complex health disparities
- Community members are weary of being “guinea pigs,” and want research to address their locally identified needs
- Significant community involvement can lead to scientifically sound research
- Research findings can be applied directly to develop interventions specific for communities
- Potential to build greater trust and respect between researchers and communities

# Challenges of Community Based Interventions

- Implementing community relevance and self-determination, central tenets of community organizing
- Representativeness of larger community
- Power differentials between public health professionals and community members
- Confusion over lines of authority and/or the roles individual members play in the collaborative process
- Complex, time-consuming process.

# Additional Challenges to CBPR

- Deciding on the topic; what defines “good science”
- Differences in priorities
- When to act on findings
- Data sharing – how and to whom?
- Publication –community partners roles; authorship?
- Other ethical challenges