

# Authentic Community Engagement: Applying the Principles of Community-based Participatory Research to Your Research

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**EXTENSION**

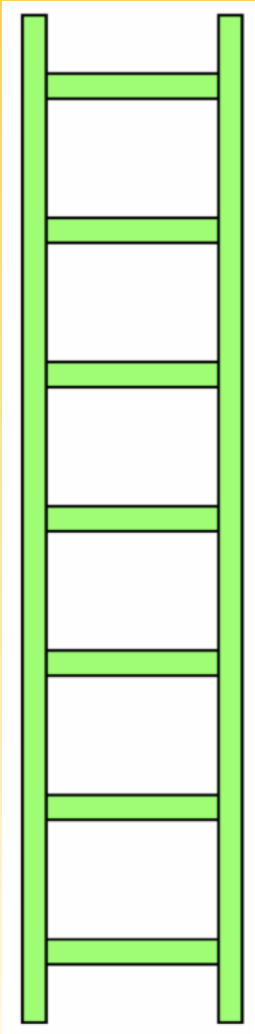
**Driven to Discover<sup>SM</sup>**

# The Plan:

- Ladder of Participation
  - Interactive Exercise
- Principles of Partnership
- 6 Tenets of CBPR
  - Interactive Exercise
- Deepening the engagement – your case example
  - Interactive Exercise



# Ladder of Participation



- **Self-Motivated Community Action: Community owns**
  - Ideas come from the community, the community does the work on their own, and the community mobilizes their own funds for their own plans.
- **Supporting Independent Community Interests: Community leads**
  - Local groups are offered funds, advice or other support to develop their own agendas within guidelines.
- **Acting Together: Joint leadership**
  - Parties decide together what is best, and form a partnership to carry it out.
- **Deciding Together: Institution leads implementation**
  - Encouraging ideas and providing opportunities for joint decision-making.
- **Consultation: Institution leads**
  - Providing information on request
  - Offering some options, listening to feedback, but not allowing new ideas.
- **Information: Institution owns**
  - Dissemination, delivery of content
  - Merely telling people what is planned.

*Modified from Shallwani and Mohammed, 2007*

- Choose a project, initiative or activity you are working on, or think of your overall work.
- Talk to your neighbor(s):
  - What level of participation characterizes this work?
  - Would you like to move up the ladder? Why?
  - **What would be the benefits?**

# Borrowing from CBPR

“CBPR is a *collaborative approach* to research that equitably involves all partners in the research process and recognizes the unique strengths that each brings. CBPR begins with a research topic of importance to the community (*and often defined by and decided upon by community, my addition*) and has the aim of combining knowledge with action and achieving social change.”

*Kellogg Health Scholars Program*



Key words are “collaborative,” “equitably,” “partners,” “combining knowledge with action” and “achieving social change.”

The intent in CBPR is to transform research from a relationship where researchers *act upon* a community to answer a research question to one where researchers *work side by side* with community members to define the questions and methods, implement the research, disseminate the findings and apply them. ***Community members become part of the research team and researchers become engaged in the activities of the community.***

*Community Campus Partnerships for Health*



# Principles of Partnership

- Serves a specific purpose
- Agreed upon mission, values, goals, measurable outcomes and processes for accountability.
- Mutual trust, respect, genuineness, and commitment.



# Principles of Partnership

- Builds upon identified strengths and assets
- Balances power among partners
- Clear and open communication





# Principles of Partnership

- Principles and processes established with the input and agreement of all partners
- Feedback among all
- Partners share the benefits



# Principles of Partnership

- Planned process for closure.
- Consider the nature of the environment within which they exist.
- Value multiple kinds of knowledge and life experiences.

CCPH Board of Directors. Position Statement on Authentic Partnerships. Community-Campus Partnerships for Health, 2013.



# 6 Tenets of CBPR (Jordan and Gust)

- Trust
- Shared Power
- Mutual Respect
- Mutual Benefit
- Shared Knowledge – co-creation, co-ownership
- Reflection



# Exercise

- Tryads – Share positive examples of the 6 tenets from your work
- 5 mins per person



# Exercise

- Self-interest / contribution exercise
  - At tables, groups of about 6
  - Think about an activity that engages you in community
  - Each address 3 questions (6 mins/person):
    - What is your self-interest in (authentic motivation for) doing this work?
    - What are your competing commitments/barriers?
    - What is your contribution – what do you bring to the work?



# Exercise

- If you did this exercise within a community partnership, what tenets would it likely address, and why?:
  - Trust?
  - Shared Power?
  - Mutual Respect?
  - Mutual Benefit?
  - Shared Knowledge?
  - Reflection?



# Stages of Research

- Partnership formation
- Project planning
- Fund-seeking
- Implementation
- Analysis and interpretation
- Dissemination and action



# Exercise

- 10 minute written reflection – case example
- Walk through each stage with partner –  
What would have deepened engagement or “CBPR-ness” at prior stages? For future stages? (10-15 mins each)

