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

Cathy Jordan, Ph.D.
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.
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.

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)