

Engaging Communities to Address Health Inequities

Roundtable on Obesity Solutions
Workshop



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Disclosures

- I have no conflict of interest to disclose.

Outline

- 1) Why engage the community?
- 2) Who do we engage?
- 3) How do we engage with the community?
 - ❖ Example from recent work

Why engage the community?

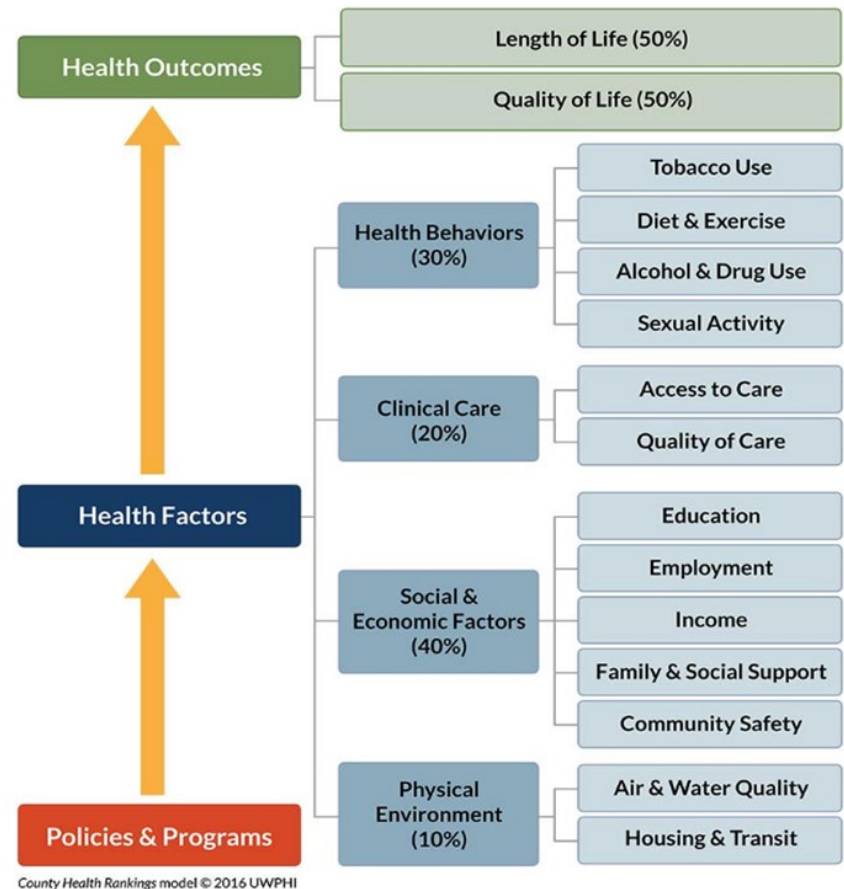
Context matters

Improving our work

Increasing community buy-in

Context Matter!

- **Goal:** Improve our understanding of the community
 - No “one-size-fits-all” solutions
- Valuing the expertise of those with lived experience



Improving Our Work

- Refine our questions, measures, or potential solutions.
- Identify the assets within communities

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<https://doi.org/10.1007/s10995-020-03074-3>



Black Women's Perspectives on Structural Racism across the Reproductive Lifespan: A Conceptual Framework for Measurement Development

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Increasing Community Buy-in

- **Goal:** Building trust within the community
 - This requires authenticity
- Engaging community increases their receptiveness of our work.

Who do we engage?



Organizations/institutions

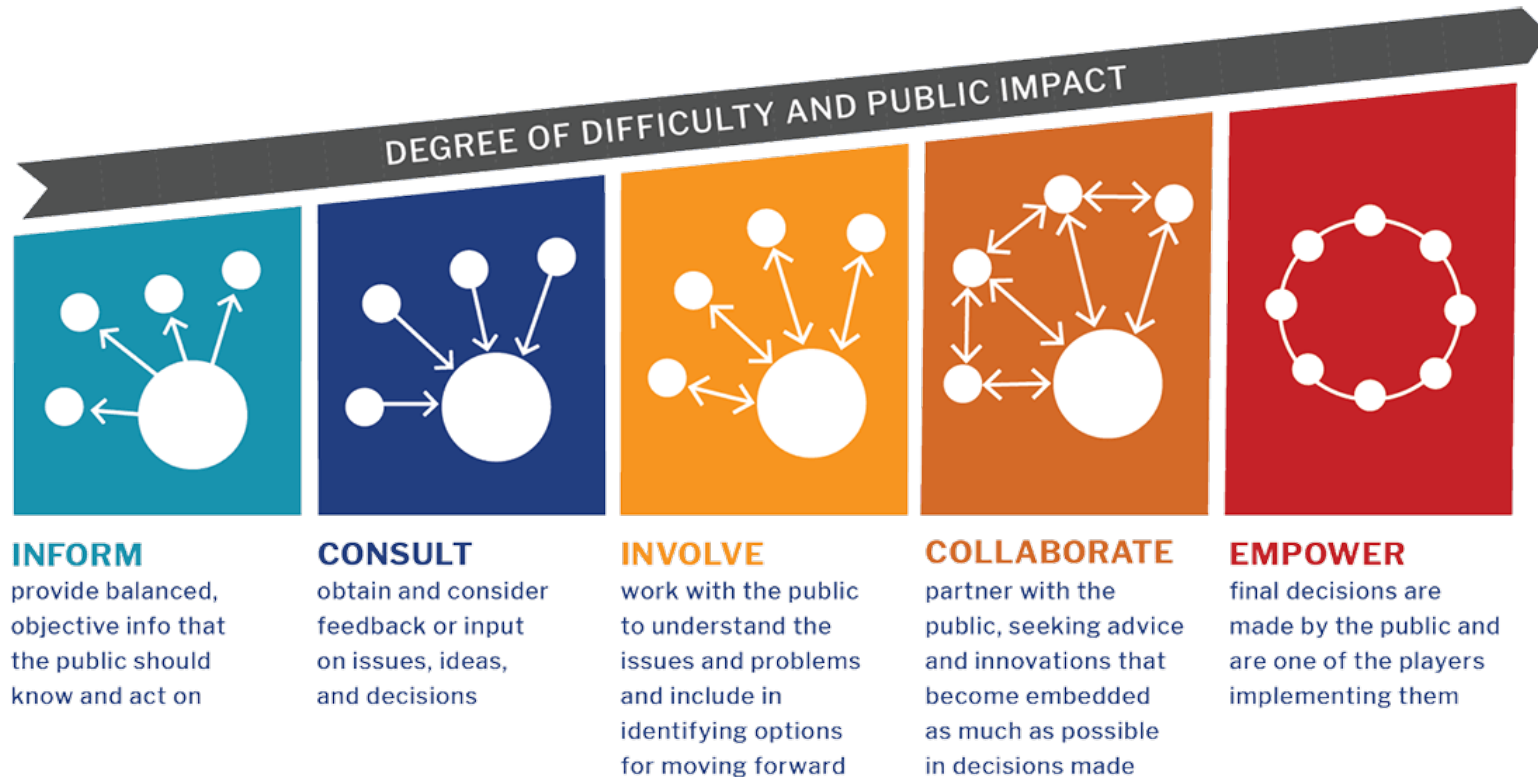


Stakeholders or champions in the community



Community members

How do we engage the community?



https://catalyst.harvard.edu/wp-content/uploads/2021/09/HCAT_CEP_CommunityEngagement-Accessibility.pdf

Example of Community Engagement

- **Goal:** To understand the lived experiences of women of color to inform policy and strategic plan in Columbus



Example of Community Engagement

Players:

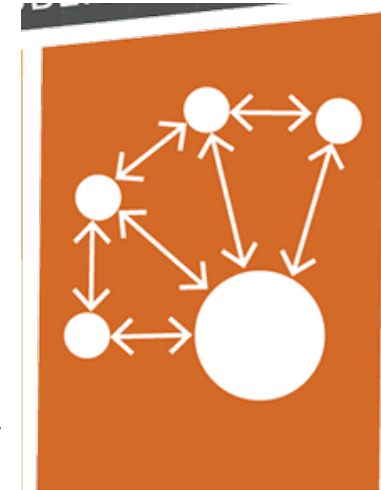
- Nationwide Children's Hospital
- CelebrateOne – MCH focused city agency
- Design Impact - community-centered design organization
- Peer researchers – women with lived experience



Example of Community Engagement

What we did:

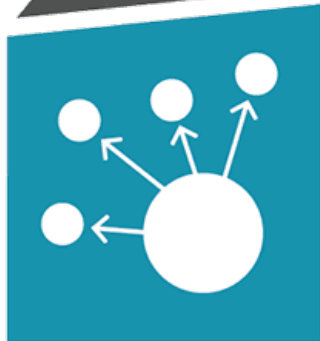
- Co-create a focus group guide to elicit experiences from community members
 - Peer researchers facilitated the focus groups
- Initial summaries were verified with peer research
- NCH research team completed the detailed analysis of the data.
- Results informed strategic plan for the city



COLLABORATE

partner with the public, seeking advice and innovations that become embedded as much as possible in decisions made

DEGREE OF DIFFICULTY AND PUBLIC IMPACT



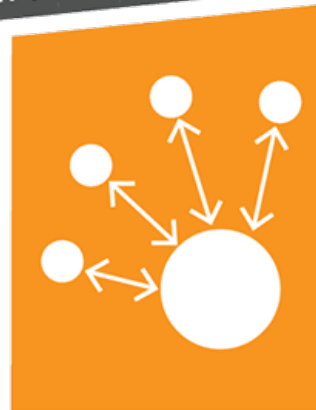
INFORM

provide balanced, objective info that the public should know and act on



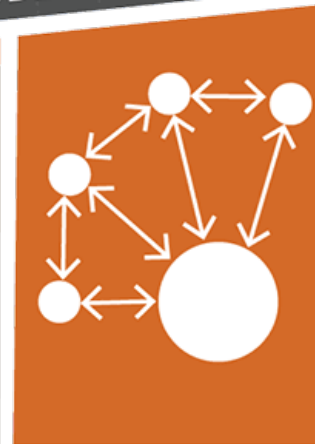
CONSULT

obtain and consider feedback or input on issues, ideas, and decisions



INVOLVE

work with the public to understand the issues and problems and include in identifying options for moving forward



COLLABORATE

partner with the public, seeking advice and innovations that become embedded as much as possible in decisions made



EMPOWER

final decisions are made by the public and are one of the players implementing them

https://catalyst.harvard.edu/wp-content/uploads/2021/09/HCAT_CEP_CommunityEngagement-Accessibility.pdf



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Thank You!



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