# Dissemination and Implementation, and Community-Engaged Research, to Broaden Reach and Impact of Evidence-Based Interventions

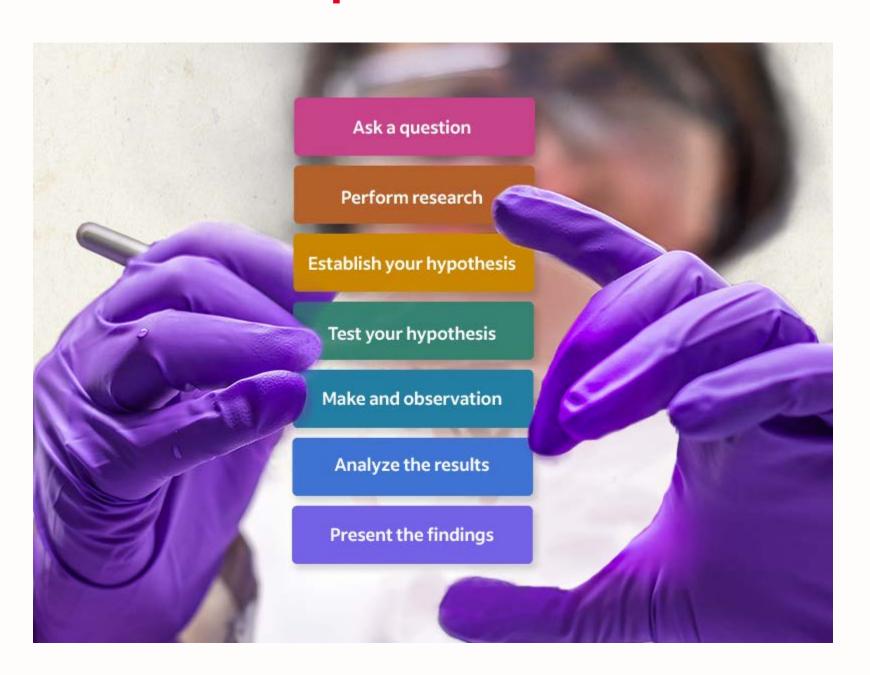
Joelle N. Simpson MD, MPH
Chief of Emergency Medicine
Medical Director of Emergency Preparedness
Children's National Hospital

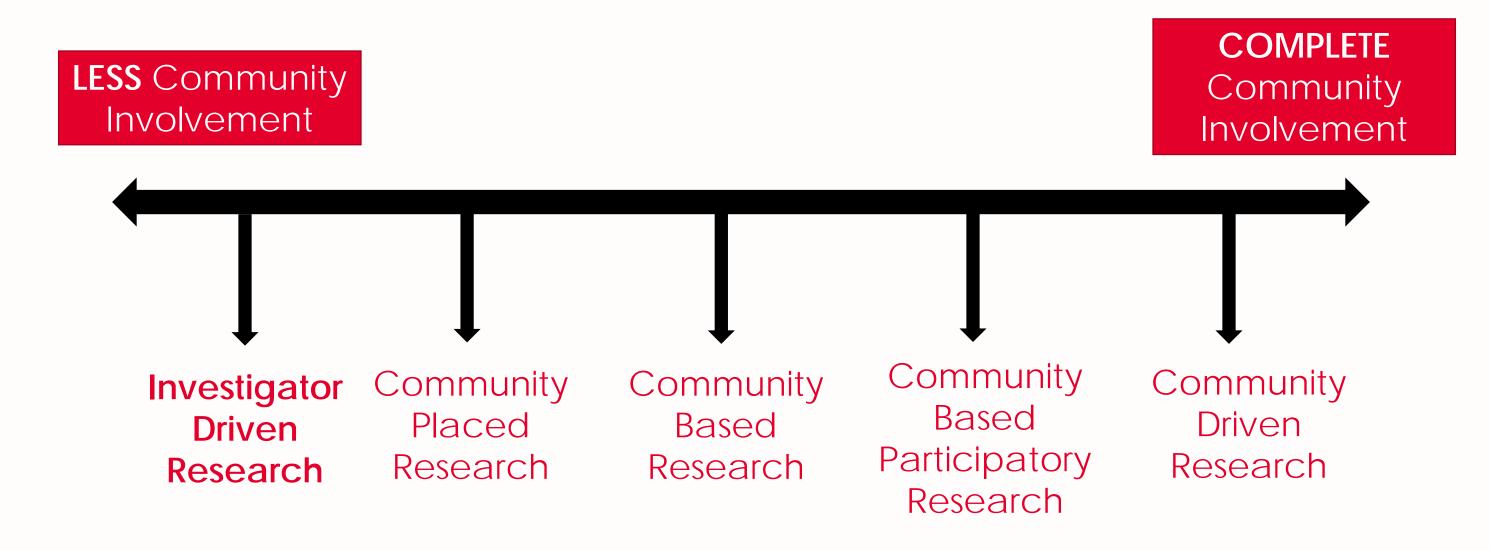
## **Definitions**

Community-engaged research is

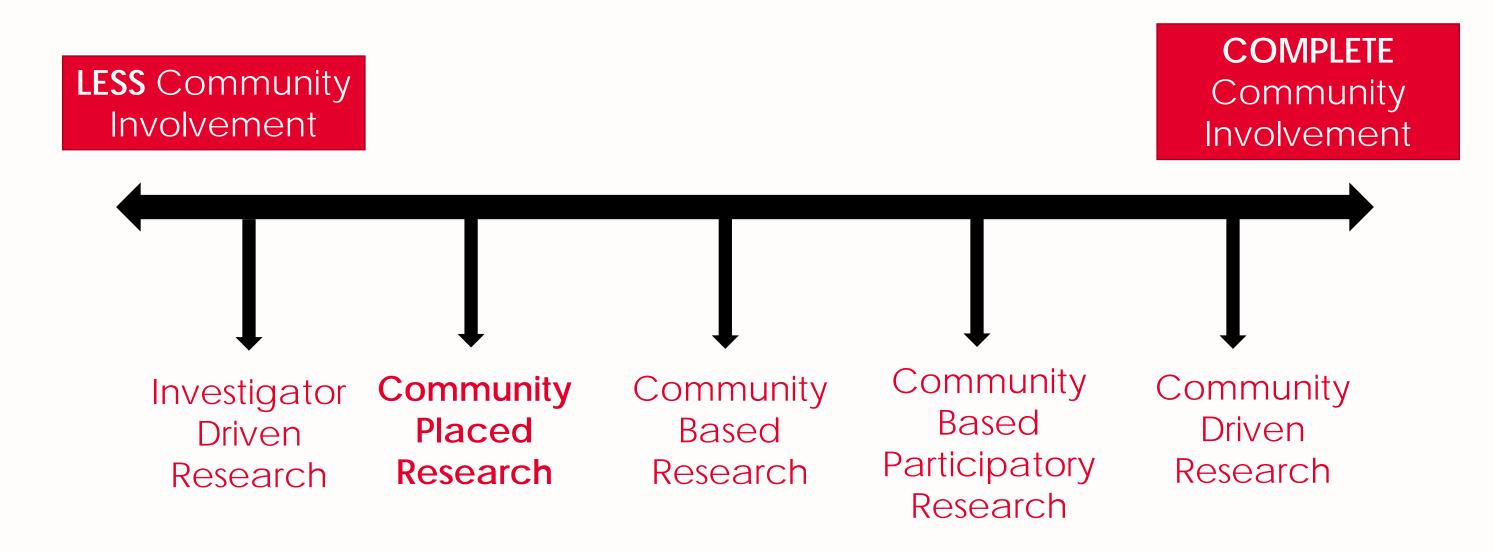
"the process of working collaboratively with groups of people affiliated by geographic proximity, special interests, or similar situations with respect to issues affecting their well-being"

# Traditional Research process

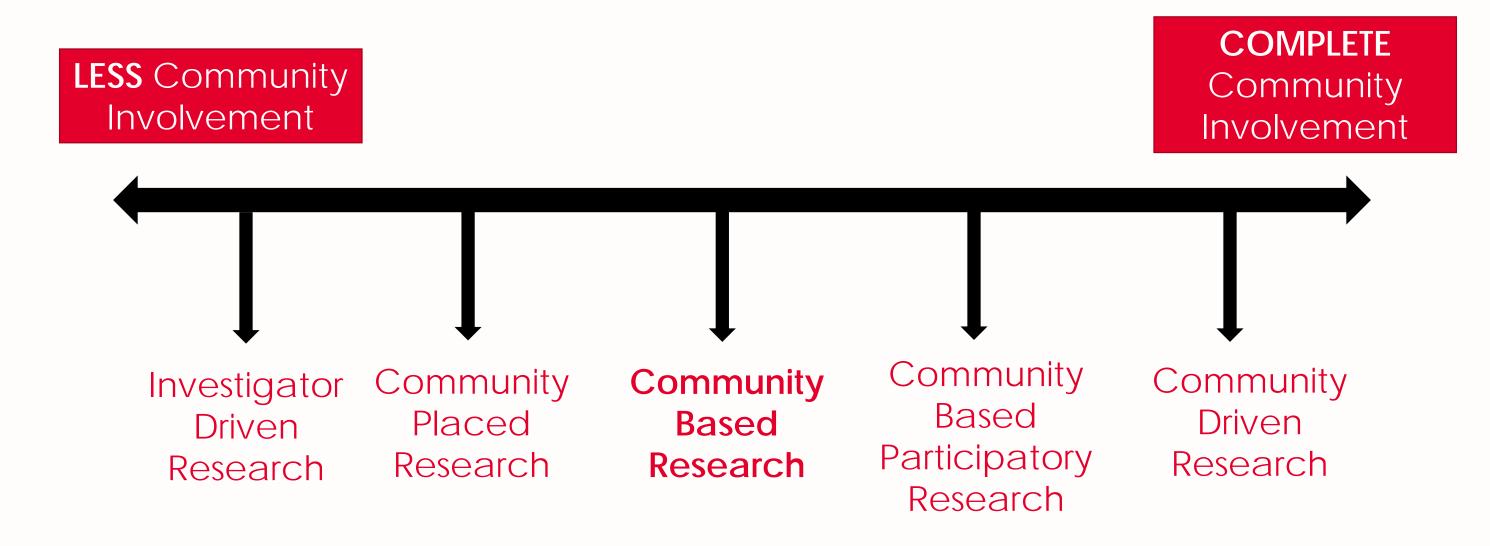




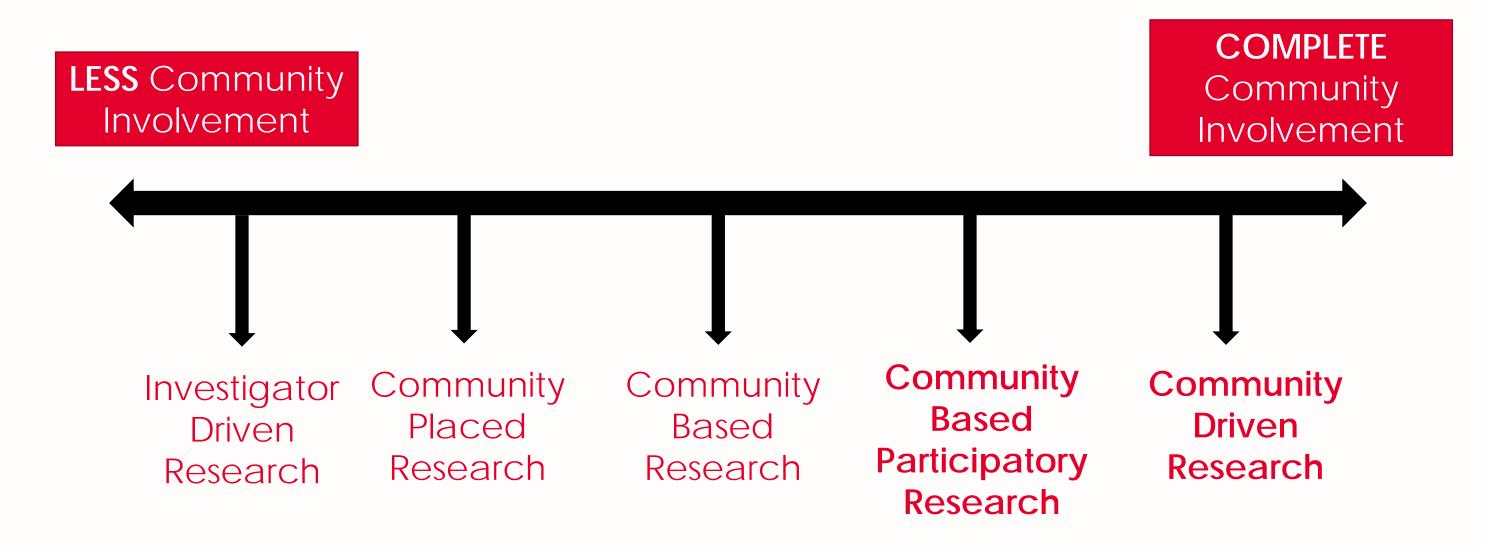
Research is communicated to the community in traditional forms of outreach



Research is undertaken for the community to help fill a knowledge gap identified



Research is undertaken in the community to improve knowledge of local issues

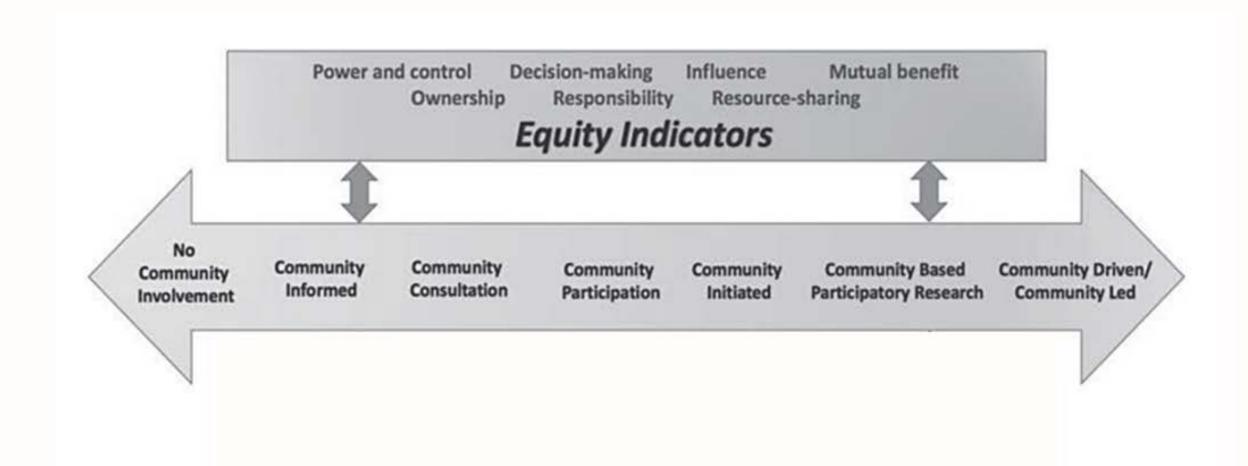


Research is designed with the community including development and pilot testing and prioritization of research goals

## Community engagement research process

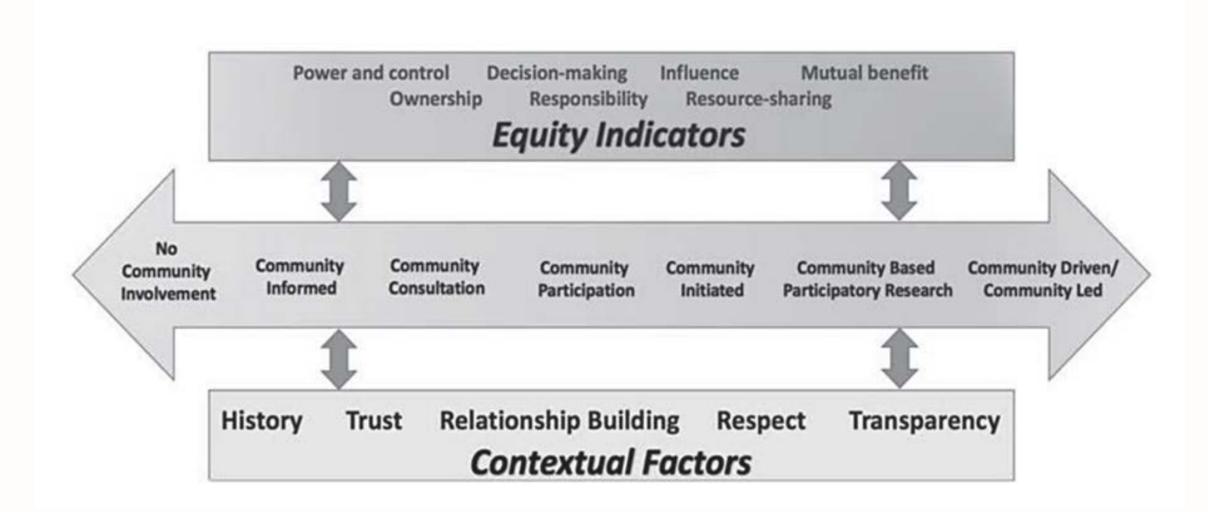


# **Equity indicators**



Key KD, Furr-Holden D, Lewis EY, Cunningham R, Zimmerman MA, Johnson-Lawrence V, Selig S. The Continuum of Community Engagement in Research: A Roadmap for Understanding and Assessing Progress. Prog Community Health Partnersh.

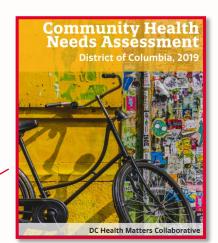
## Measures for success



Key KD, Furr-Holden D, Lewis EY, Cunningham R, Zimmerman MA, Johnson-Lawrence V, Selig S. The Continuum of Community Engagement in Research: A Roadmap for Understanding and Assessing Progress. Prog Community Health Partnersh.

# Regional Pediatric Pandemic Network







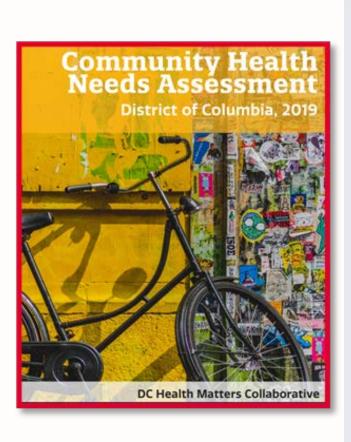
Tamera Coyne-Beasley, MD, MPH, FAAP, FSAHM
Chief - Adolescent Medicine
Derrol Dawkins MD Endowed Chair in Adolescen

Med Vice Chair for Community Engagement
University of Alabama

**A**LABAMA

Against COVID-19 Disparities

# Community needs assessment process



## DC Community Health Needs Assessment (CHNA) Development Process

#### Planning

- Identify and engage stakeholders
- Establish planning process model
- Develop a project plan

#### Preparation

- Gather information on existing needs assessments, reports, community input
- Develop survey instrument

#### Data Collection & Analysis

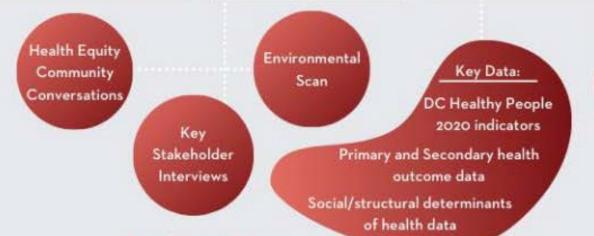
- Collect and analyze quantitative and qualitative data
- Conduct asset and resource mapping

#### Summary

- Summarize and present findings
- Incorporate feedback from public and subject matter experts

## Final Review & Publication

- Communications and Leadership Review
- Release
- Dissemination and Promotion



Mid-Late 2018

DC CHNA Resident-Level Survey

2019

Solicitation of Public and SME Input

## Monitoring & Updates

 Continuously update & incorporate new data and emerging priority areas

Early 2020

minim

## Model programs



Translating Science into Better Health for All

## **Stories from the Community**

Even with COVID-19 vaccines available to the public, not everyone has chosen to be vaccinated. According to the CDC, roughly 2,115,960 Alabamians have completed the vaccine series making our state's vaccination rate just 42.1%, one of the lowest in the country.

As the world approaches its second year in the pandemic, it's important to recognize the role burnout plays in people's decision-making. Many people, especially those who are still deciding whether or not they want to be vaccinated, have already been *told* to do so. This approach, often accompanied by strong feelings and little explanation, can lead to further skepticism.

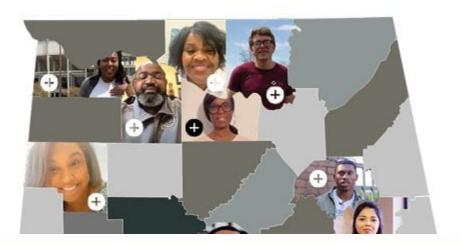
To help ease tensions, Alabama CEAL wants to take a more compassionate approach.

We're reaching people across the state by sharing COVID stories from real community members.

Click one of the + signs below to hear voices across Alabama share why the COVID-19 vaccine is important to them; or

**TELL YOUR COVID STORY** 

Voices of Alabama



# Rapid Acceleration of Diagnostics Initiative – Underserved Populations





## **Community Engagement**

robust pre-testing community engagement and communication to improve reach and acceptability



## **Mobile Testing**

in underserved neighborhoods to increase access to testing



## **Post-Testing Navigation**

culturally appropriate post-testing navigation/assistance and follow-up services to ensure better impact and health outcomes



RADXUP

## **COVID-19** initiatives

Release: NIH-funded COVID-19 testing initiative aims to safely return children to in-person school

New RADx-UP research effort combines testing and safety measures in underserved populations.

Thursday, April 15, 2021











# Benefits of YOUTH engagement

- a) **Providing a platform** for youth and communities to speak to the issues that matter
- b) Promoting skill development among youth
- c) Expanding young people's social capital through diverse leadership and civic engagement opportunities
- d) Validating youth knowledge and lived experience.

Anucha, U., Srikanthan, S., & Houwer, R. (2020). Engaging youth in research: Lessons from community-engaged research with urban youth. In S. Todd, & J. Drolet (Eds.), Community Practice and Social Development in Social Work (pp. 1-21). Springer. https://doi.org/10.1007/978-981-13-1542-8 1-1

## Framework for evaluation

Outreach: provision of information, one-way Consultation: information and feedback, connections Involvement: participation, two-way flow information Collaboration: partnership on each aspect, trust building Shared leadership: bidrectional relationship, strong partnership

# **Engagement metrics**

## Increasing Level of Community Involvement, Impact, Trust, and Communication Flow

## Outreach

Some Community Involvement

Communication flows from one to the other, to inform

Provides community with information.

Entities coexist.

Outcomes: Optimally, establishes communication channels and channels for outreach.

#### Consult

More Community Involvement

Communication flows to the community and then back, answer seeking

Gets information or feedback from the community.

Entities share information.

Outcomes: Develops connections.

## Involve

Better Community Involvement

Communication flows both ways, participatory form of communication

Involves more participation with community on issues.

Entities cooperate with each other.

Outcomes: Visibility of partnership established with increased cooperation.

## Collaborate

Community Involvement

Communication flow is bidirectional

Forms partnerships with community on each aspect of project from development to solution.

Entities form bidirectional communication channels.

Outcomes: Partnership building, trust building.

## Shared Leadership

Strong Bidirectional Relationship

Final decision making is at community level.

Entities have formed strong partnership structures.

Outcomes: Broader health outcomes affecting broader community. Strong bidirectional trust built.

Reference: Modified by the authors from the International Association for Public Participation.

## **EMPOWER**

# Proposed scale for evaluation of engagement

5 characteristics of engagement:

- 1. Community involvement in assessment
- 2. Access to information
- 3. Inclusion in decision making
- 4. Local capacity to advocate to institutions
- 5. Governing structures and accountability of institutions to the public



