

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

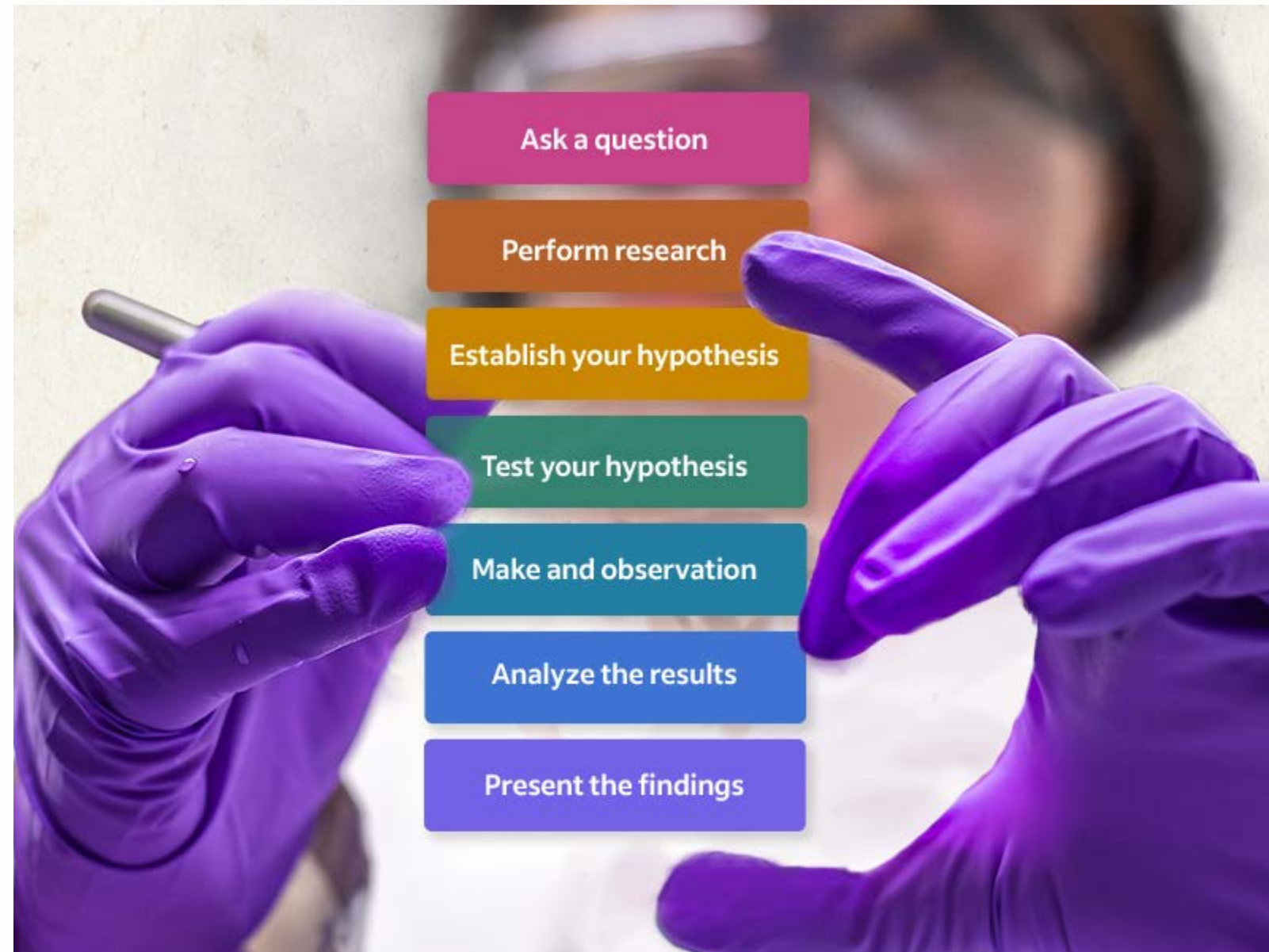
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Definitions

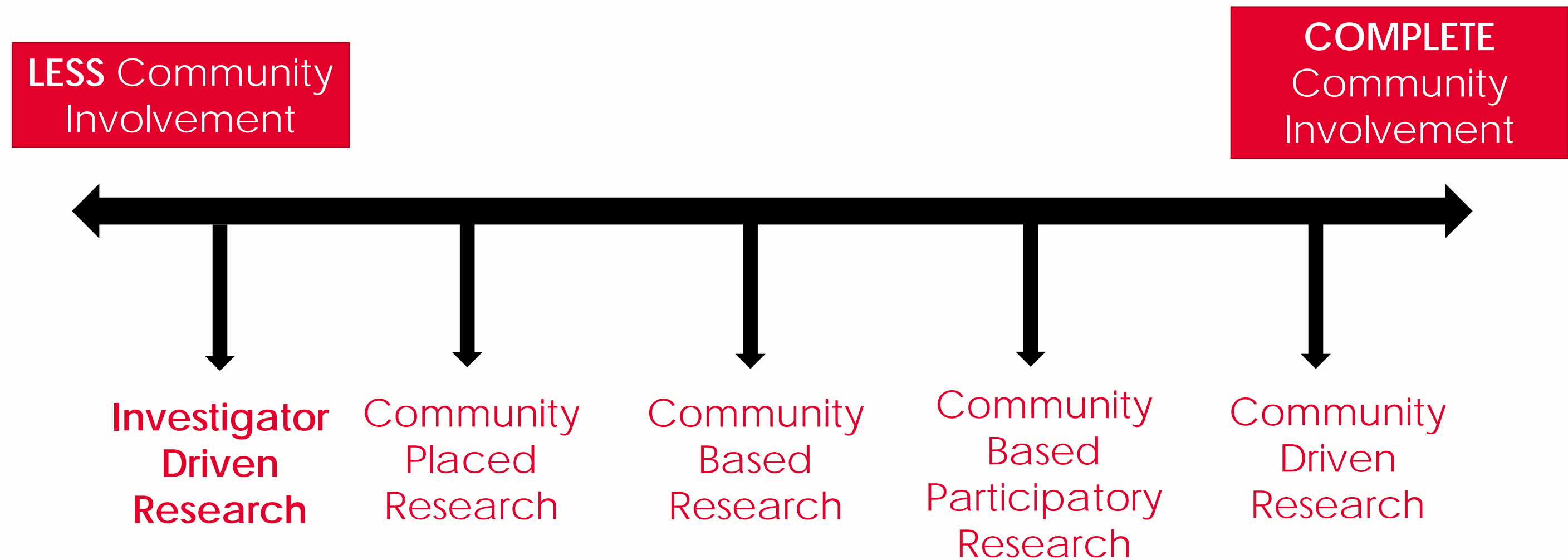
Community-engaged research is

*"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

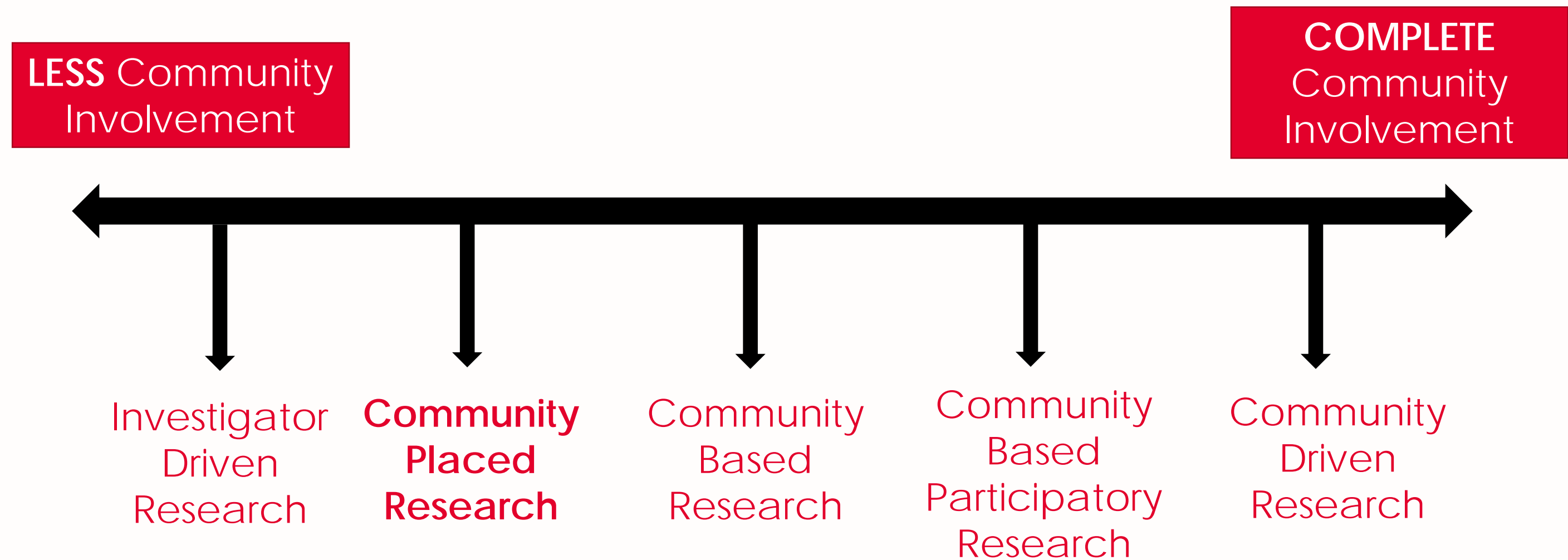


Community engaged research continuum



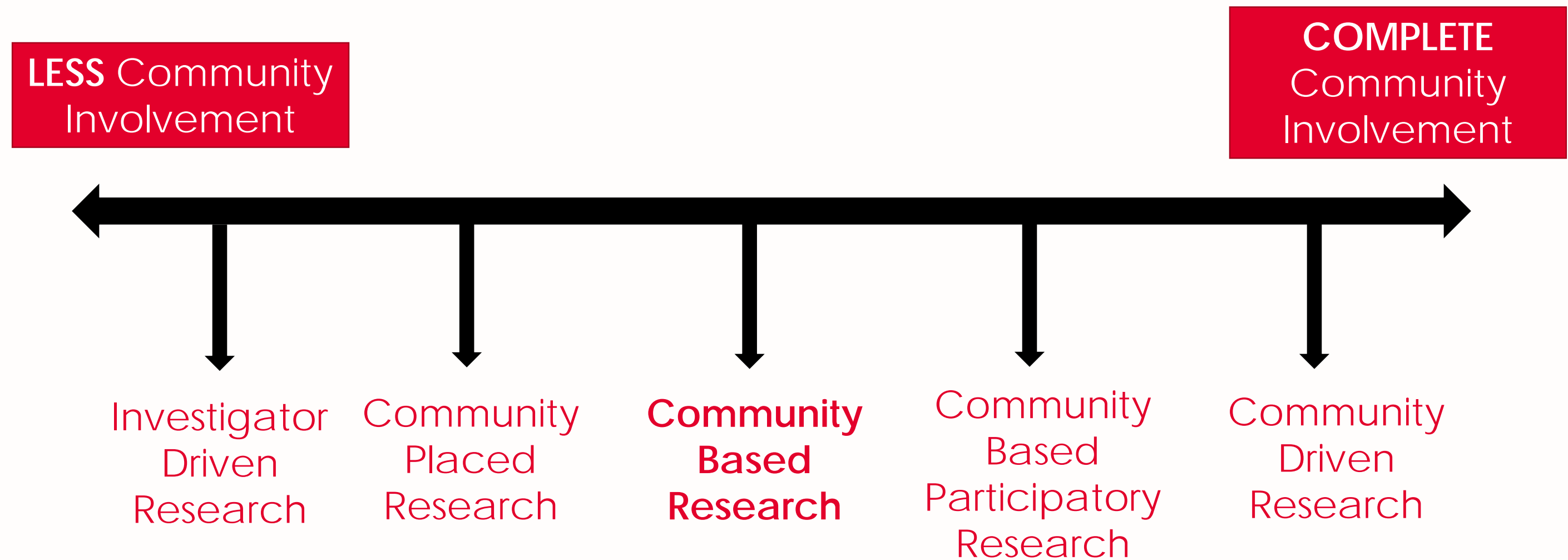
Research is communicated **to** the community in traditional forms of outreach

Community engaged research continuum



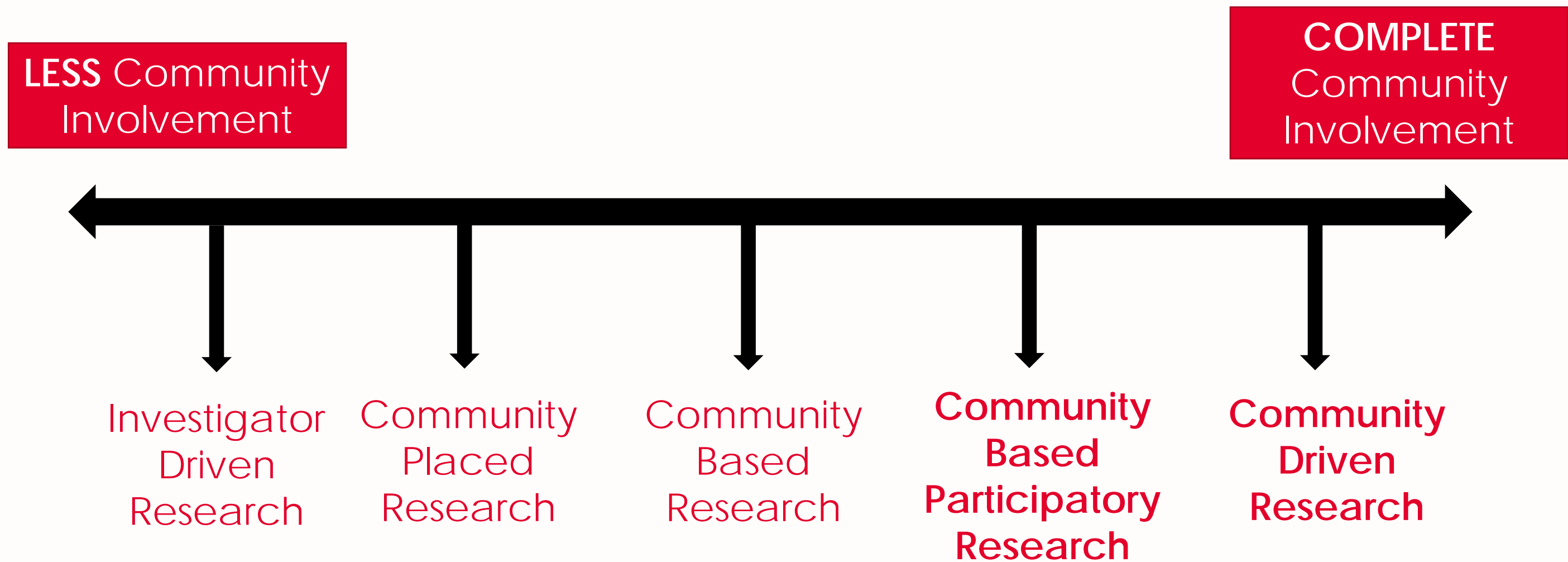
Research is undertaken **for** the community to help fill a knowledge gap identified

Community engaged research continuum



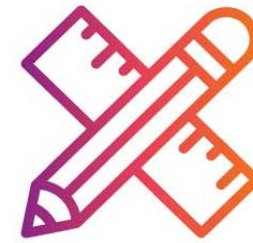
Research is undertaken **in** the community to improve knowledge of local issues

Community engaged research continuum



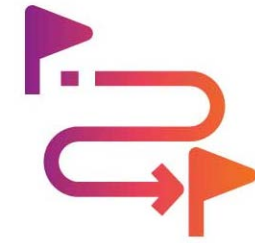
Research is designed **with** the community including development and pilot testing and prioritization of research goals

Community engagement research process



3.

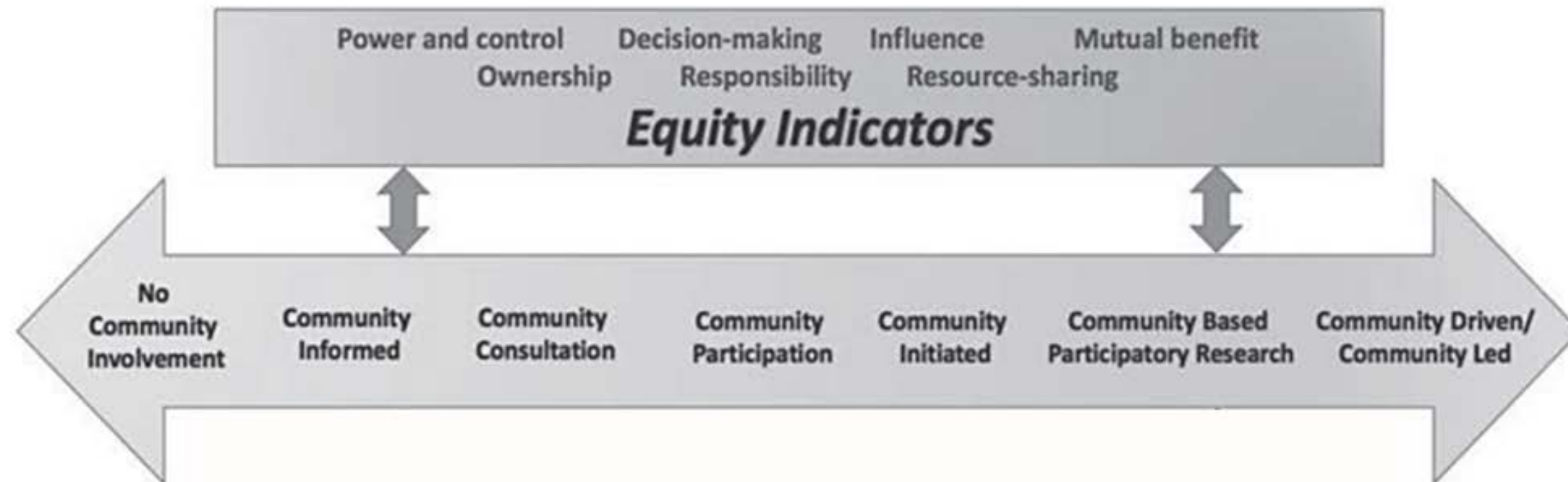
Work together to develop & design community-engaged research projects to improve population & community health



4.

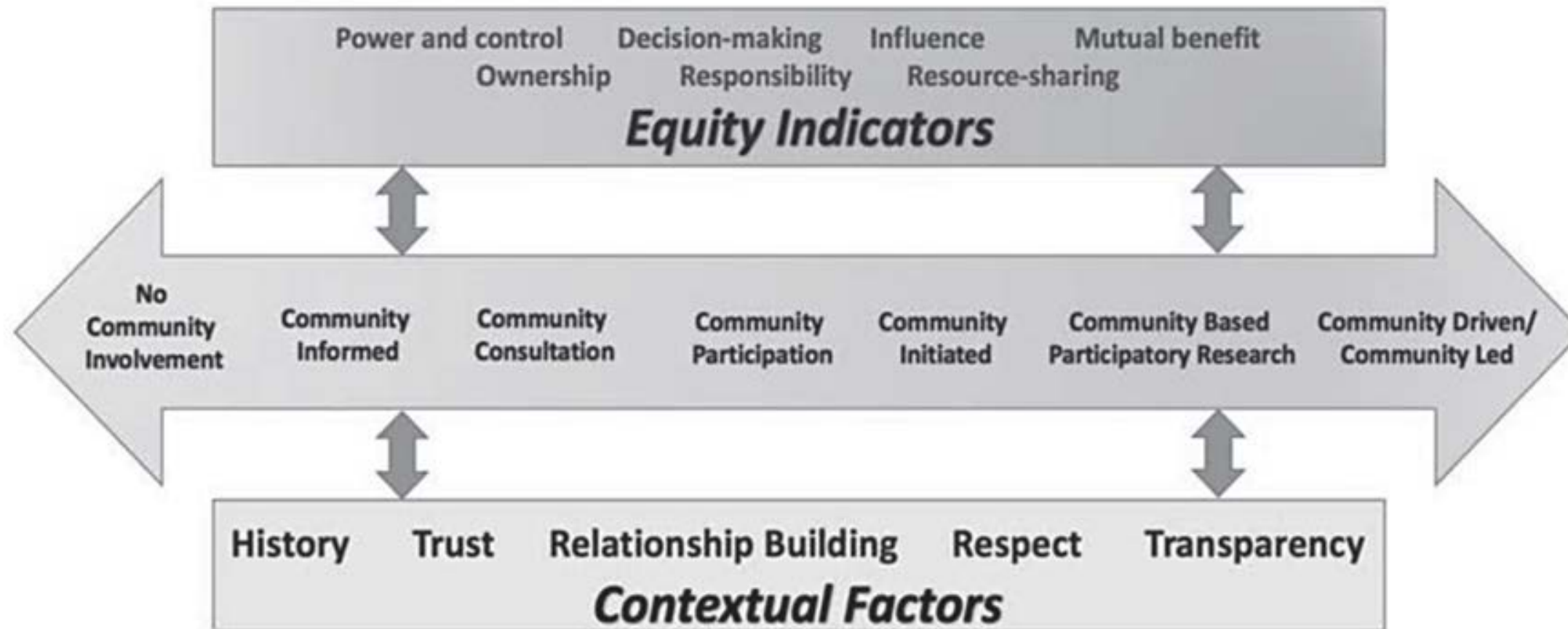
Assist community organizations & investigators in implementation, evaluation, & dissemination of community-engaged research projects

Equity indicators



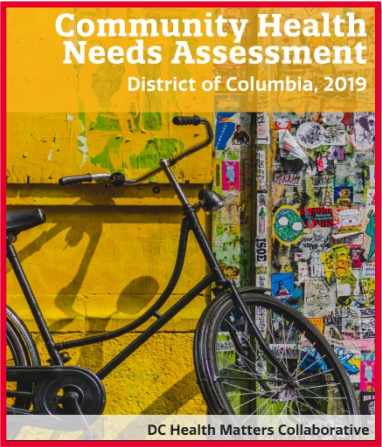
Key KD, Furr-Holden D, Lewis EY, Cunningham R, Zimmerman MA, Johnson-Lawrence V, Selig S. The Continuum of Community Engagement in Research: A Roadmap for Understanding and Assessing Progress. Prog Community Health Partnersh. 2019;13(4):427-434.

Measures for success



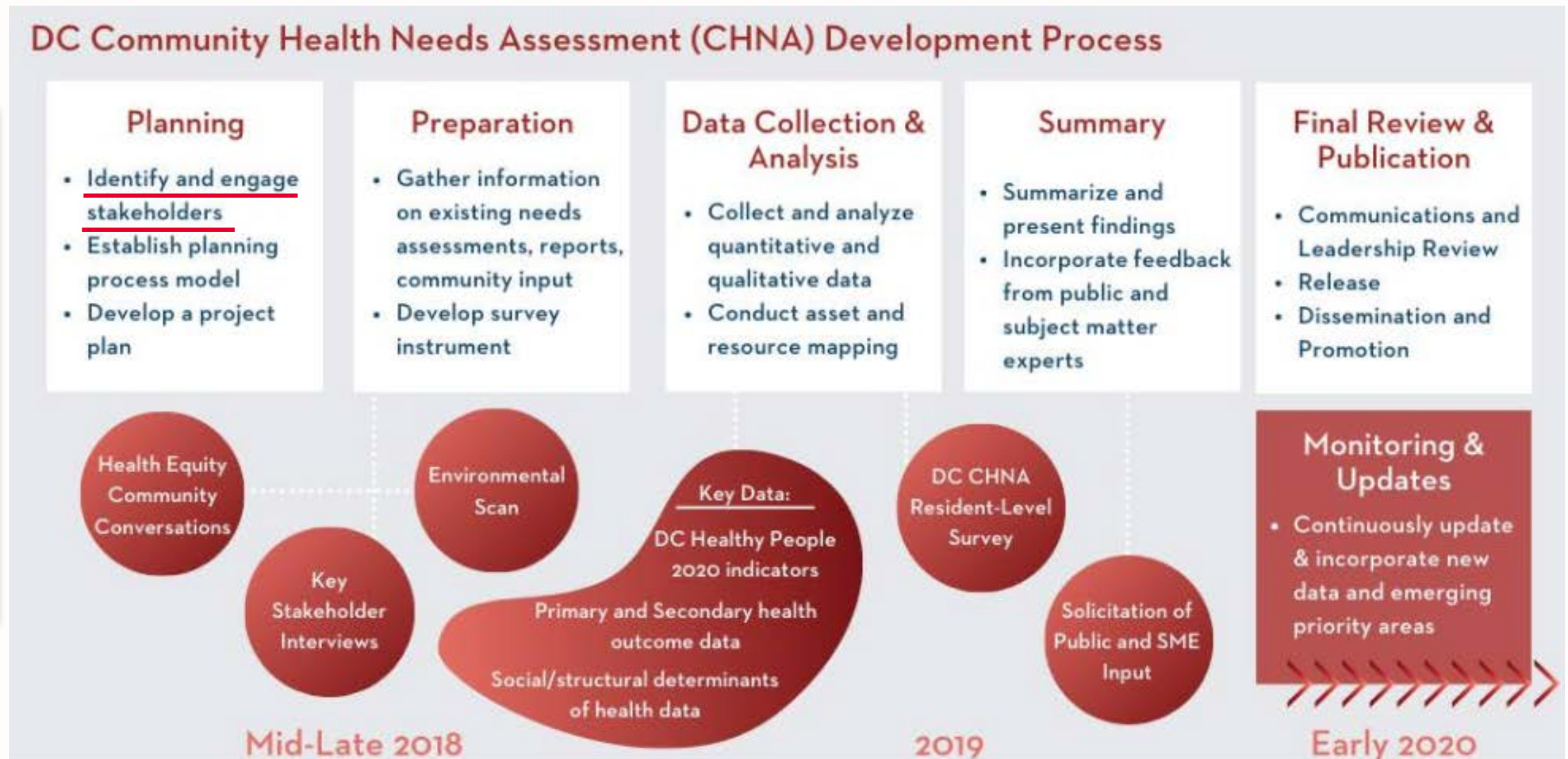
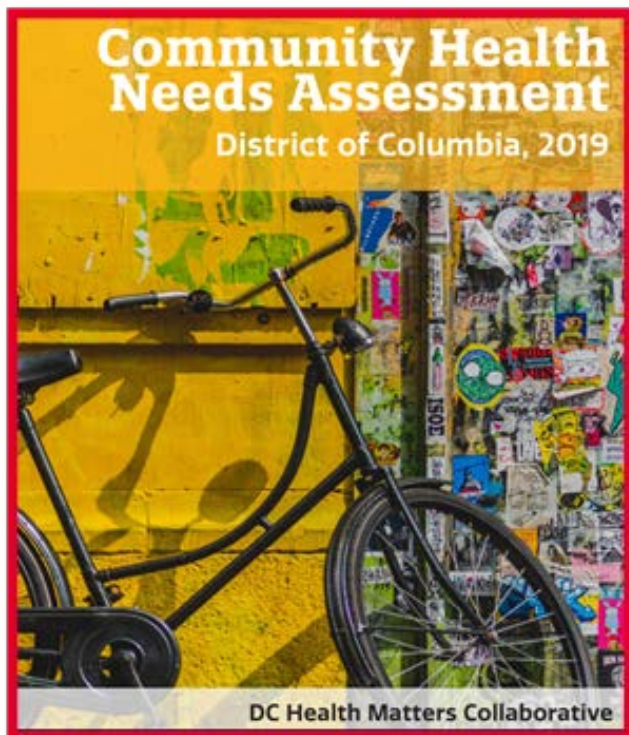
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Regional Pediatric Pandemic Network



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Community needs assessment process



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

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

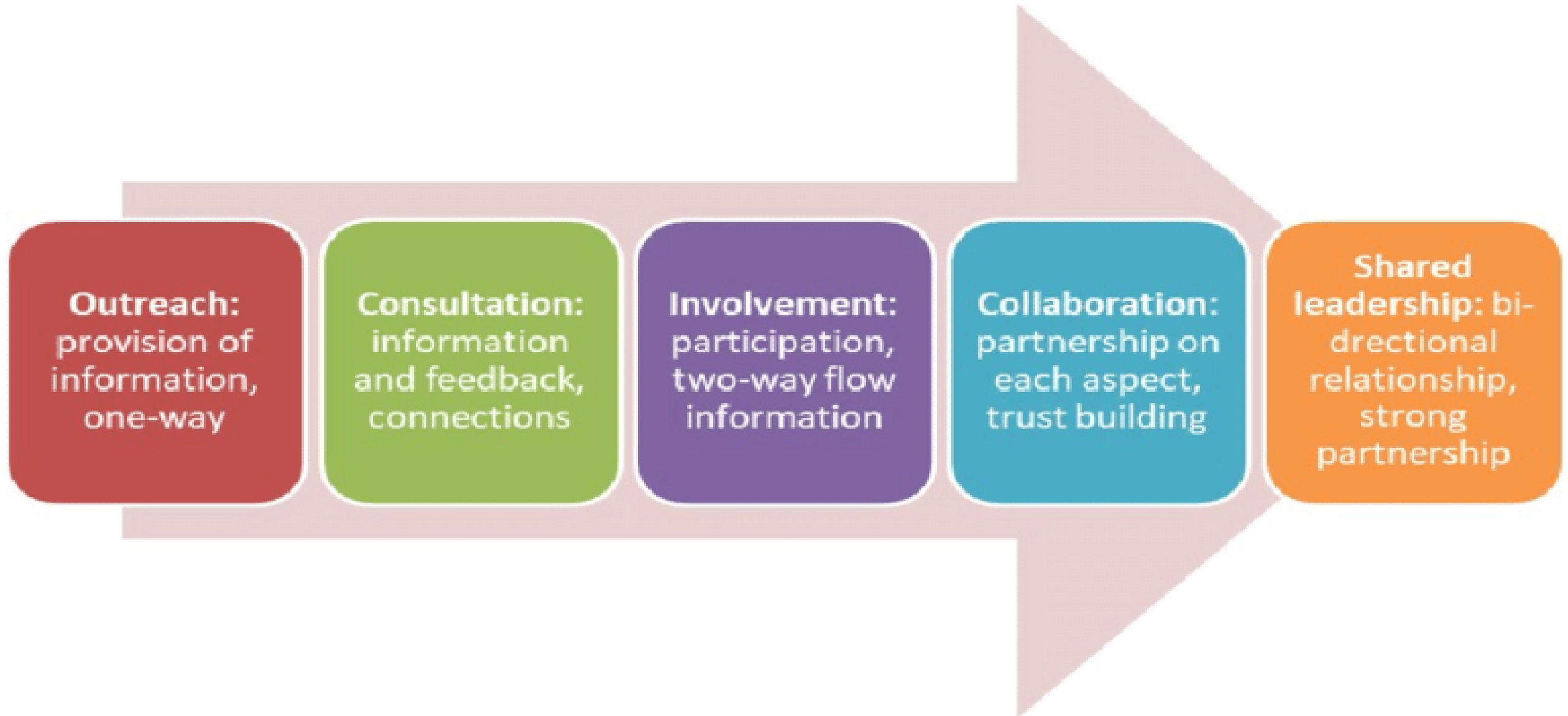


Benefits of YOUTH engagement

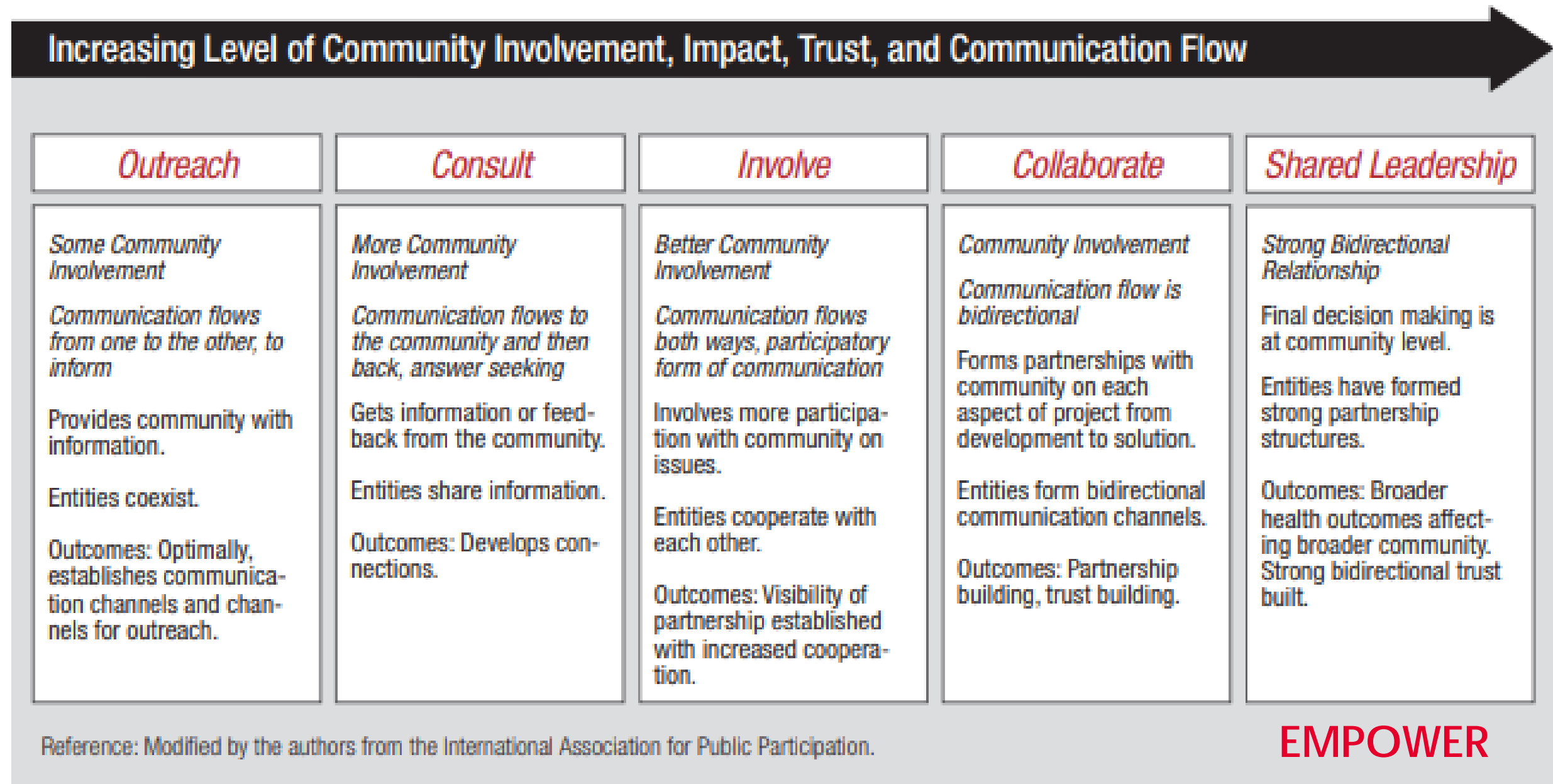
- a) **Providing a platform** for youth and communities to speak to the issues that matter
- b) **Promoting skill development** among youth
- c) **Expanding young people's social capital** through diverse leadership and civic engagement opportunities
- d) **Validating youth knowledge and lived experience.**

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



Engagement metrics



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

