Community Involvement in Research
HPAA 952

Doctor of Public Health Program in Health Leadership (DrPH)
Department of Health Policy and Administration,
School of Public Health
University of North Carolina at Chapel Hill
Chapel Hill, North Carolina, USA
http://www.sph.unc.edu/hpaa/drph.htm

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Credits: 1 credit

Course hours: 9 hours

Israel et al. (1998) have defined Community-Based Participatory Research (CBPR) as:

“...collaborative approach to research that equitably involves, for example, community members, organizational representatives, and researchers in all aspects of the research process. The partners contribute unique strengths and shared responsibilities to enhance understanding of a given phenomenon and the social and cultural dynamics of the community, and integrate the knowledge gained with action to improve the health and well-being of community members”

Others such as the Agency for Healthcare Research and Quality have suggested the following: (http://www.ahrq.gov/research/cbprrole.htm)

“Health-related research studies may develop new treatments or find ways to prevent disease. But it can take years before these treatments become available in most clinics, doctors’ offices, or community health centers. This is especially true for disadvantaged communities, even when they are the subject of the research. There is a type of health care research that promises to directly benefit the people studied. This approach, Community-Based Participatory Research (CBPR), actively involves the community being studied in the research.

In CBPR, community-based organizations (CBOs) or groups (such as churches, church members, neighborhood organizations, community residents, and other social organizations) help researchers to recruit subjects. But they do more than that. Community-based organizations play a direct role in the design and conduct of the research...

In this course we will draw upon relevant literature and guest speakers who will share their experience in the field of CBPR. Through the series of in-person and on-line courses we will explore the structure, process and outcomes of community involvement in the research process. In this particular course, we will address the following questions: 1. In what ways does the CBPR agenda fit within the public health’s role of involving the community in health improvement? What are the central principles and best practices for partnerships with communities? Is this approach effective in reducing health disparities? What are the benefits (and barriers) of involving the community in the research process?
Course Objectives

At the completion of this course, the participants will:

1. Be able to identify the basic principles of partnerships with communities and how these principles can be incorporated through the research process,
2. Critique and compare CBPR with traditional clinical and public health research paradigms,
3. Discuss whether involving the community is effective in overcoming ethical dilemmas in research with underserved groups and in reducing health disparities, and
4. Reflect on how one’s professional career as a leader might incorporate partnership principles.

Approach and Assignments

This course will be structured around readings, and 6 sessions (2 in-person, and 4 on-line). Each participant will be expected to have read the material prior to the session, and will be expected to actively participate in each session. The only written assignment in this course will be a briefing note (described below).

The briefing note will be worth 50% of the participants final grade, and is due by 5pm on Friday August 3rd, 2007.

The Briefing Note:

Each participant will be required to write a 5-page briefing note. There are numerous formats that can be used in writing a briefing note, but they all have some commonalities: they are short (max 5 pages), concise (each word is used with efficiency), clear (include only material that matters), reliable (accurate, sound, and use of recent data), and readable (clear structure to the note).

In general, the briefing note for this class should be 5-pages (excluding references) long and specifically address the questions/issues asked in the scenario (Note: The scenario will be posted prior to class on July 17th, 2007). Please note that all sources must be referenced in this assignment.

A web search will generate multiple sources that can be used to structure and format this briefing note. Some helpful sites include the following:

http://web.uvic.ca/~sdoyle/E302/Notes/WritingBriefingNotes.html
http://writingforresults.net/
http://writingcentre.dal.ca/tips4pa.html
http://www.commerce.usask.ca/faculty/backman/mba867/
Grading

There will be 3 separate components that will be combined to generate a final grade for each participant in this course.

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1 Level of preparedness for sessions</td>
<td>25%</td>
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<tr>
<td>2 Quality of participation in sessions</td>
<td>25%</td>
</tr>
<tr>
<td>3 Briefing Note</td>
<td>50%</td>
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</tbody>
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100%

UNC at Chapel Hill Honor Code

The principles of academic honesty, integrity, and responsible citizenship govern the performance of all academic work and student conduct at the University as they have during the long life of this institution. Your acceptance of enrollment in the University presupposes a commitment to the principles embodies in the Code of Student Conduct and a respect for this most significant Carolina tradition. Your reward is in the practice of these principles.

Your participation in this course comes with the expectation that your work will be completed on full observance of the Honor Code. Academic dishonesty in any form is unacceptable, because any breach in academic integrity, however small, strikes destructively at the University’s life and work.

If you have any questions about your responsibility or the responsibility of faculty members under the Honor code, please consult with someone in either the Office of the Student Attorney General (966-4084) or the Office of the Dean of Students (966-4042).

Students should be sure to read “the Instrument of Student Judicial Governance” (www.unc.edu/student/policies/isjg/)
### Class Sessions

**Session #1: May 15th 2007**  
1:15-2:45 pm (The Carolina Inn)

**Title:** An Introduction to the Process, Structure and Outcome of Involving the Community in Research

**Speaker:** Michel D. Landry PT, PhD

**Objectives:**
1. Identify the rationale and the increasing call by national and international organizations to involve the community in research and community health assessment through effective partnerships
2. Share and discuss the group’s experience with community involvement and what each participant hopes to learn
3. Discuss the course objectives, expectations and assignment.

**Readings:**
None

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**Session #2: July 10th, 2007**  
7:00-8:30 pm

**Title:** Assessing CBPR Research: A Practical Users’ Guide

**Speaker:** Michel D. Landry PT, PhD

**Objectives:**
1. Identify the key components of CBPR research study
2. Assess the extent to which publications that have used CBPR as a methodology achieved their objectives
3. Address the issues of validity, reliability and generalizability of CBPR findings

**Readings:**

Session #3: July 17th, 2007
8:35-10:00 pm

Title: CBPR and Disability: Empowering Persons with Disabilities through Research

Guest Presenter: Djenana Jalovcic MPA, Associate Director International Centre for the Advancement of Community Based Rehabilitation (ICACBR), Queen’s University, Kingston, Ontario, Canada (http://meds.queensu.ca/icacbr/)

Readings:


Session #4: July 24th, 2007
7:00-8:30 pm

Title: Case Study, Leadership and Sustainability of Community Health Partnerships

Guest Presenter: Bryan Weiner PhD, Associate Professor, Department of Health Policy and Administration, UNC-Chapel Hill.

Readings:

Session #5: July 31st 2007
8:35-10:00 pm

Title: Case Study - “We want a happy story”

Guest Presenter: Rebecca Wells PhD, Assistant Professor, Department of Health Policy and Administration, UNC-Chapel Hill.

Readings:

Wells R, Weiner B (Forthcoming) Adapting a model of alliance evolution to the health care sector. *Medical Care Research and Review*.

Session #6: Week of August 13th 2007

Time: TBA (The Carolina Inn)

Title: Personal Reflections and Critique of CBPR at the Local, National and International Levels.

Presenter: Michel D. Landry PT, PhD

Objectives:
1. Each participant will have 5-10 minutes to informally present the main recommendations from their briefing note assignment
2. Group discussion regarding CBPR
3. Final thoughts, and course conclusion

Readings: None
Some other useful references


Greensborough AHEC Community Research Centres. [www.gahec.org/echo](http://www.gahec.org/echo)


W.K. Kellogg Foundation Community Health scholar website. [www.sph.umich.edu/chsp/](http://www.sph.umich.edu/chsp/)


