Reaching Out from Within:
Developing Sustainable Community Based Initiatives
What is it……REALLY?

- Equitably **involves** all members (community members, organizational representatives, and researchers) in all aspects of the program initiative;
- Enables all partners to contribute their expertise, with **shared responsibility** and **ownership**;
- Integrates the knowledge gained with interventions to improve the health and well-being of community members.
Why Community Based??

- Strong evidence that stressors in the social & physical environment are associated with poor health outcomes.

- Often interventions have not been as effective as could be because:
  - Often not tailored to the participants;
  - Rarely include participants in all aspects of research;
  - Often focused narrowly on individual behavior change less on broader (determinants of health).
As you well know…

- Community members have an extensive set of skills, strengths and resources which can be harnessed to address the social determinants of health and to promote good health outcomes.
Gives Credibility to the program
CBPI promotes Evidence Based, Culturally Relevant Interventions
Mapping Engagement
Modified from CBPR Toolkit (Cassandra Ritas)
Community Based Participatory Evaluation: Sharing Power and Privilege

- Bi-directional Education/training
- Sharing culture relevance
- Giving back to the community
- Navigating the “system”
- Confidence in “back-up” support
Train the community for data collection
Interview target and affected communities
Include community in the interpretation of the data.
Sustainable Programs

- Provides a safety net for long term programming
- Strengthens support at a local, state and federal level.
- Promotes Social Capital
- Promotes program success.
Dissemination of results

- Include community in decision-making
- Community members to present findings/outcomes to broader community (those impacted/invested/interested)
- Discuss results with policy makers/funders
- Present at conferences
Funding

- Including community in the next RFP
- Speaking on behalf of the program at foundations, universities, other “interested” non-profits or for profit organizations.
What are funders looking for in Community Based Programs?

• Did the impetus for the programming come from the community?

• Is attention given to barriers to participation, with consideration of those who have been underrepresented in the past?

• Can the research facilitate collaboration between community participants and resources external to the community?

• Do community participants benefit from the research outcomes?

• Is there attention to or an explicit agreement between researchers and community participants with respect to ownership and dissemination of the research findings?

Community-Based Participatory Research: Implications for Public Health Funding
How do you demonstrate Outcomes for Community Based Participatory Programs?

- Show demonstrated, measurable outcomes of intentional, directed community participation
- Are new community structures or problem-solving mechanisms in place as a result of the project?
- Have new leaders emerged?
- Is there evidence of a deeper sense of community ownership or civic participation?

Community-Based Participatory Research: Implications for Public Health Funding
References


