

Community Engagement

Connecting with your community

RESEARCH MATTERS **LIVE**



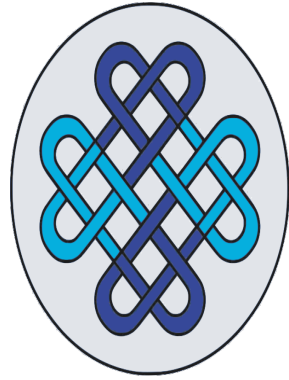
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HRPP and Community Engagement

Why connect with your community?

- Reduce health disparities
- Give communities information they can use
- Build relationships
- *Recruitment*





LAZOS
HISPANOS

**A Community-Based Participatory Research Program
with the Latinx Community in Athens, GA**

Pamela Orpinas, College of Public Health

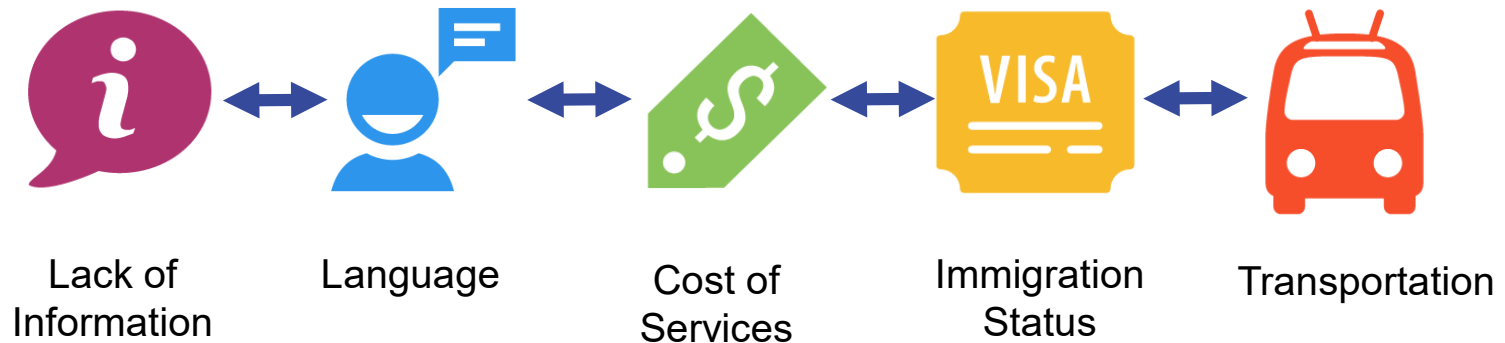
Rebecca Matthew, School of Social Work

Maria Bermudez, Family and Consumer Sciences

Carolina Darbisi, Fanning Institute for Leadership Development

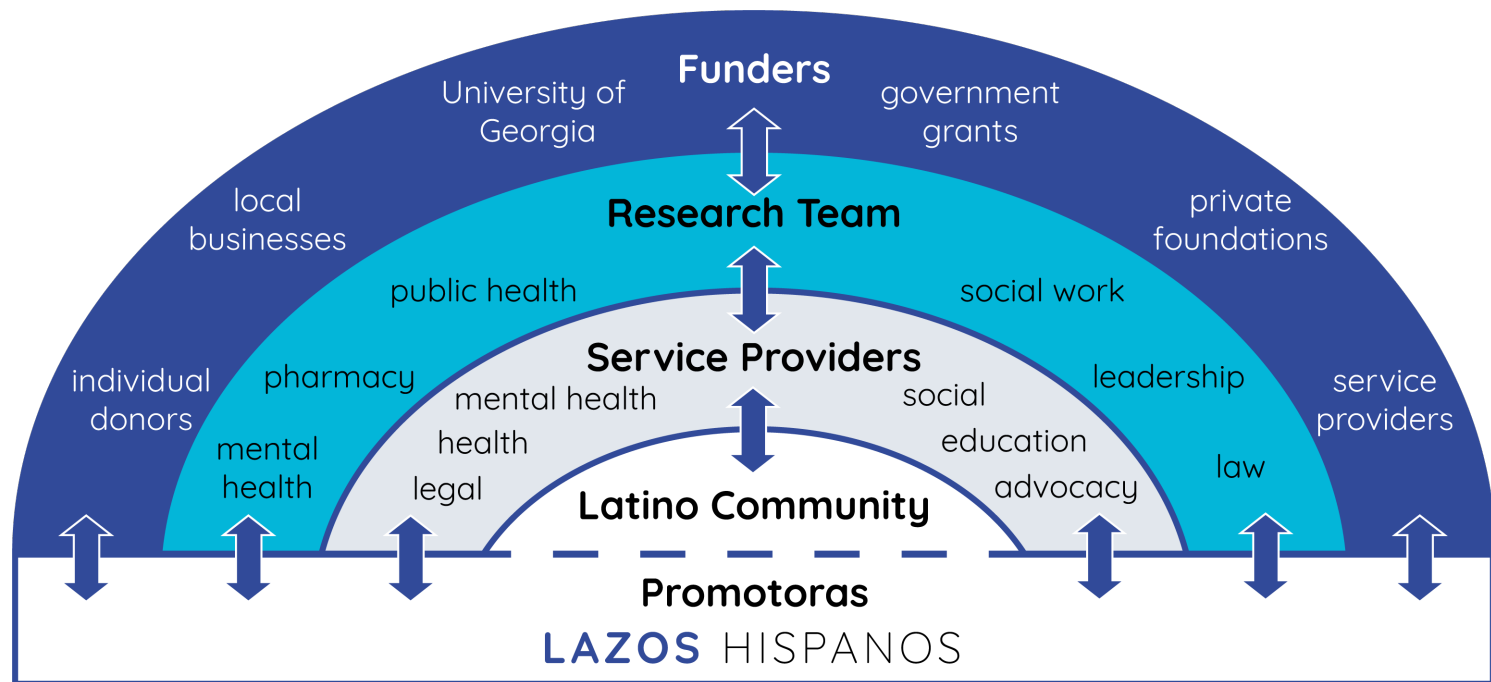
Barriers to Healthcare and Social Services

These disparities are exacerbated by significant interrelated barriers to healthcare and social services:



Fear of authorities (due to immigration status) and anti-immigrant sentiment also impact access to services.

What is *Lazos Hispanos*?



Community-Based Collaborators



Lazos Hispanos: Results to Date

12 *promotoras* invited to participate

- Over 150 hours of training and mentorship

Over 500 referrals to healthcare and social services

- Bilingual and affordable primary and specialist healthcare providers
- Support with SNAP, Medicaid applications
- Affordable, bilingual legal guidance
- Education and parenting resources

Inter-professional learning and mentoring opportunities for over **20 students**

Culturally & linguistically responsive training to 22 service providers representing **14 community-based agencies**



Additional Impact

11 presentations (local, national, & intl.)

6 manuscripts + another almost ready

Received a house resolution from
Deborah Gonzalez (March 2018)

We are now translating our experience into a training manual for community health workers in Georgia, funded by the **GADoPH** and in collaboration with state-wide **CHW Advocacy Coalition**.



Community Informed Research at the Center for Family Research

Steve Kogan, Human Development and Family Science

RESEARCH MATTERS **LIVE**



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The Center for Family Research

- An NIH-funded research center at the University of Georgia
- +20 years of basic, longitudinal, and prevention studies with rural African American families



African American Families in the Rural South

- 34% of the nation's poor reside in Southern rural communities



- ~ 50% of rural African American youth live in poverty
- another 25% live within 150% of the standard

Trust and Research

- Historical and contemporary experiences of mistreatment

I was actually there [Tuskegee] for the satellite telecast of the apology. I got to see some of the participants and it was pretty profound hearing what some of them had to go through. I know now the university has a whole new medical center and they got a lot of money, but that can't make up for it. And you can't go back and change what happened. I can't speak for other people but that was a huge emotional experience for me.

Core Values

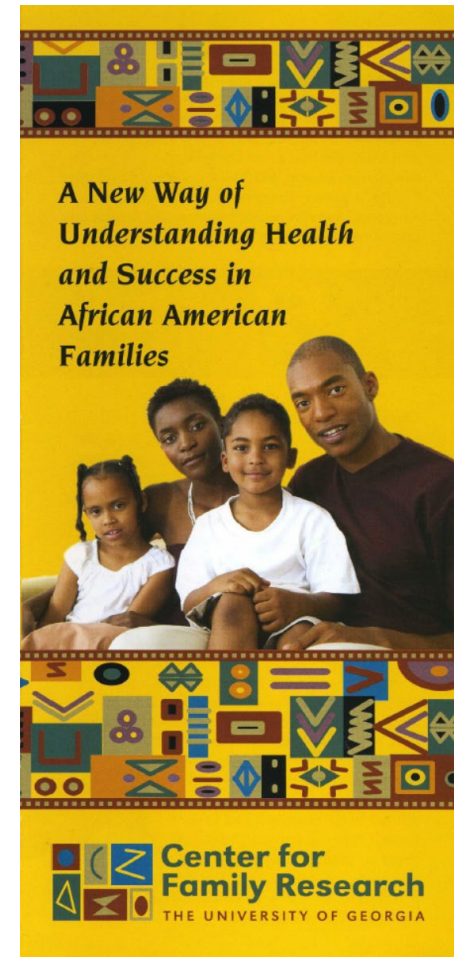
- Strengths-based
- Collectivism
- Ownership
- Social justice

Partnering Practices

- Recruitment and retention
- Data collection
- Prevention development and dissemination

Recruitment and Retention

- Focus groups
- Scripts
- Brochures
- Community liaison network
- Community awareness activities
- Respondent-driven sampling



Genetics Brochure

FREQUENTLY ASKED QUESTIONS:

Why collect information about genes?

Information about how genes and life experiences work together to make us who we are has the potential to change our understanding of health and illness. We are particularly interested in health problems that occur frequently among African Americans, like diabetes, hypertension and heart disease. By including a genetic sample with information about attitudes and beliefs, relationships, home and health, we will be able to answer questions about how our experiences may actually protect us from genetic vulnerability to some illnesses!

Genetics Brochure

What does this have to do with me as an African American?

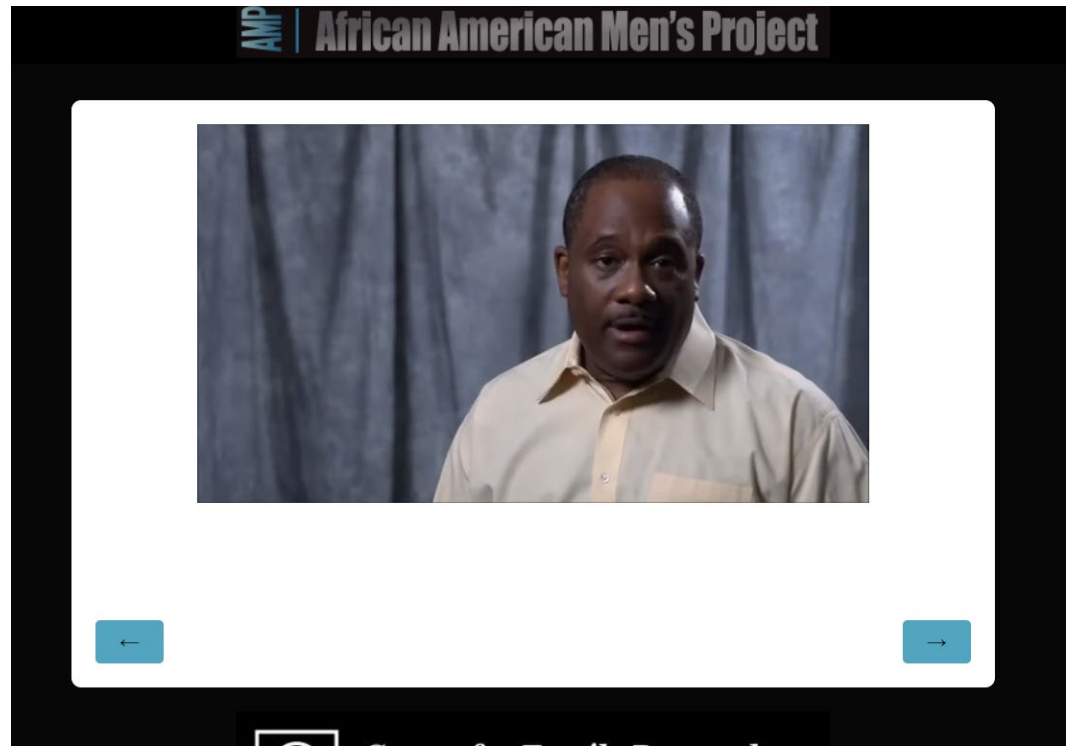
In order to understand how genes work, we must study people whose ancestors come from all parts of the world. It is important, then, to include people of all races in genetic studies. If African Americans are to benefit from this research, we must learn first-hand how their genes and life experiences work together to influence their health. We do not want to assume that how it works for people of one race is how it works for all races.

Community Liaisons

Community liaisons reside in the counties in which the study families live and act as contacts between the Center and their communities. The liaisons work with the recruitment coordinator to enroll families, then remain in contact with participants and track changes in the addresses and telephone numbers of those who move. Community liaisons receive 15 hours of initial training and an additional 10 hours of training for each new project.

Consent

- Familiar language
- Video clips



Data Collection

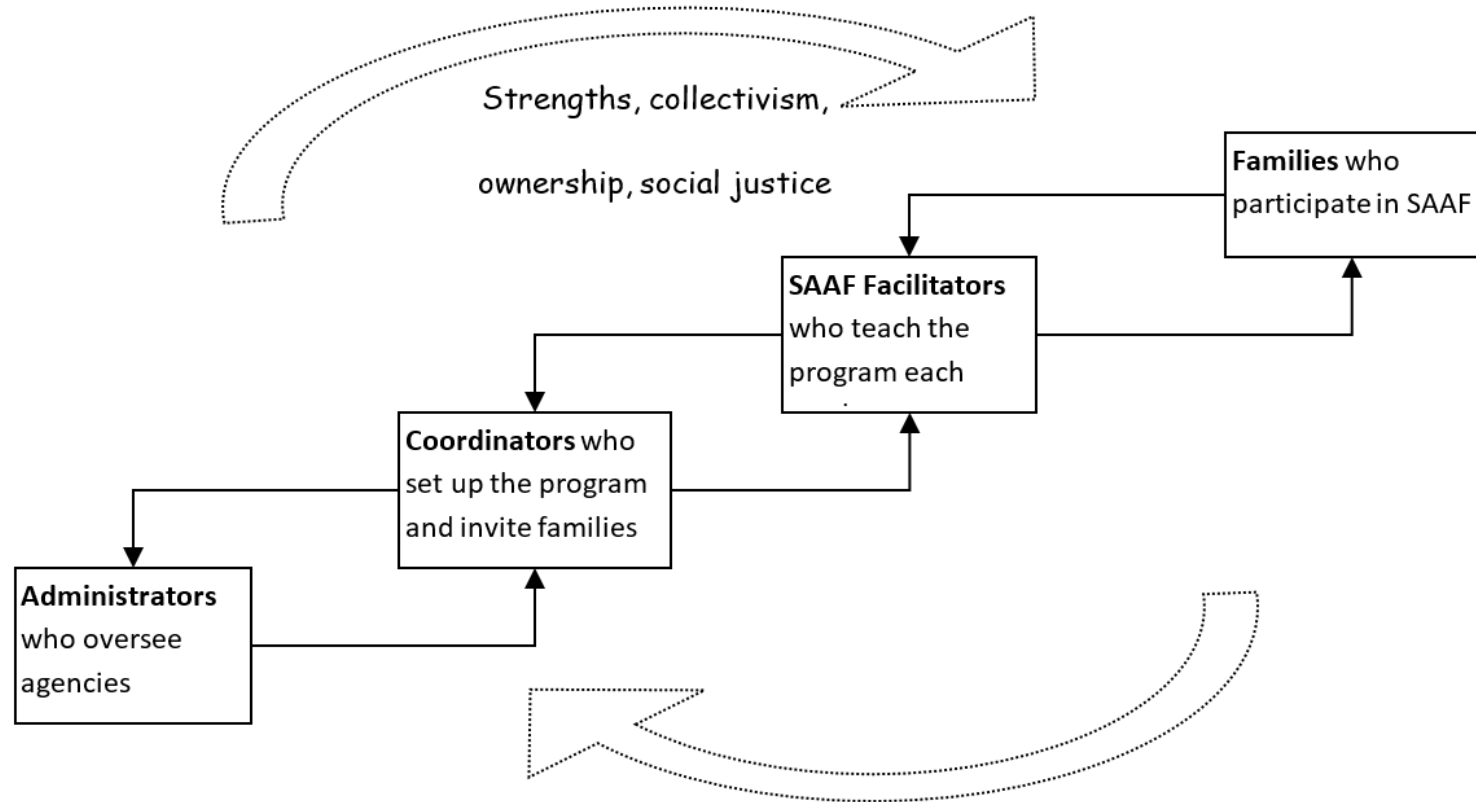
- Pilot testing protocols
- Black community research associates
- Audio computer-assisted self-interviews
- Incentives

Prevention Development and Dissemination

- Programs informed by research and discussion with community members
- Program development processes
- Core values and dissemination processes

Core Values

Diagram 1: Core Values Integration in SAAF



The Athens Wellbeing Project



Institutional Partners

Financial, organizational, and operational support



The Athens Wellbeing Project



Collaborative Community Survey

Needs & Strengths Assessment

Inform policy & practice

**Close the gap on existing
secondary resources**

Data sharing



The Athens Wellbeing Project



Research Team

- Faculty
 - College of Public Health – Dr. Grace Bagwell Adams
 - SPIA – Dr. Amanda Abraham
 - Department of Geography – Dr. Jerry Shannon
- Students
 - PhD & DrPH
 - Graduate
 - Undergraduate
 - GRAs, interns, volunteers

+ Neighborhood Leaders



The Athens Wellbeing Project



Data collection in 2016, 2018, and (hopefully!) 2021

Household level data

Representative sample

- Random
- Weighted

Underrepresented populations

- Latino
- AHA
- Seniors
- Homeless and transitional

Survey #1

Survey #2

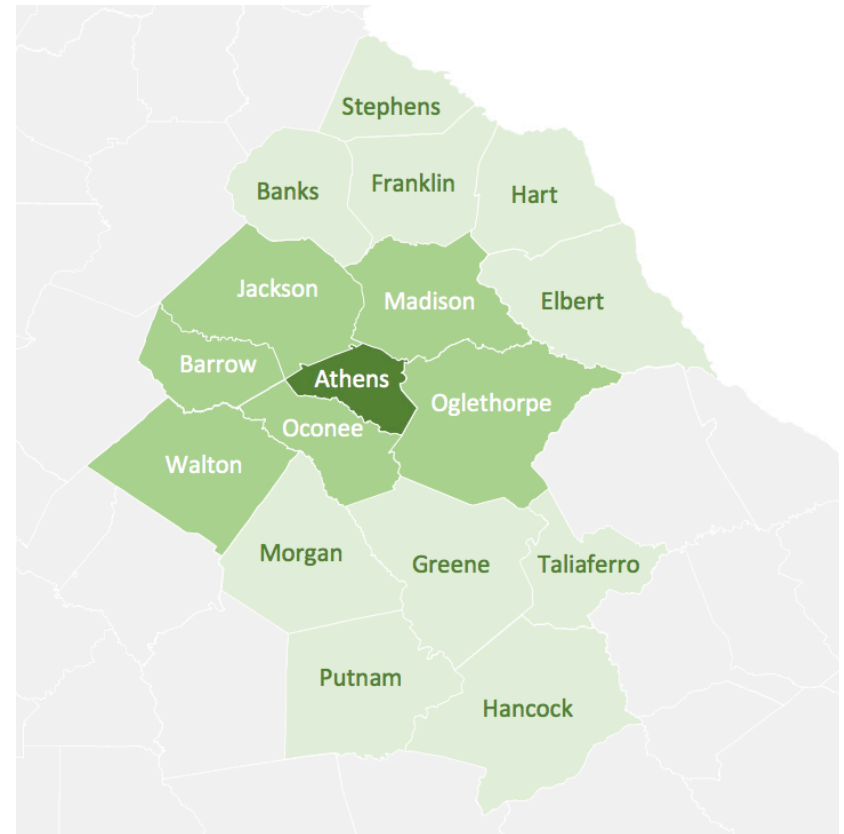


The Athens Wellbeing Project

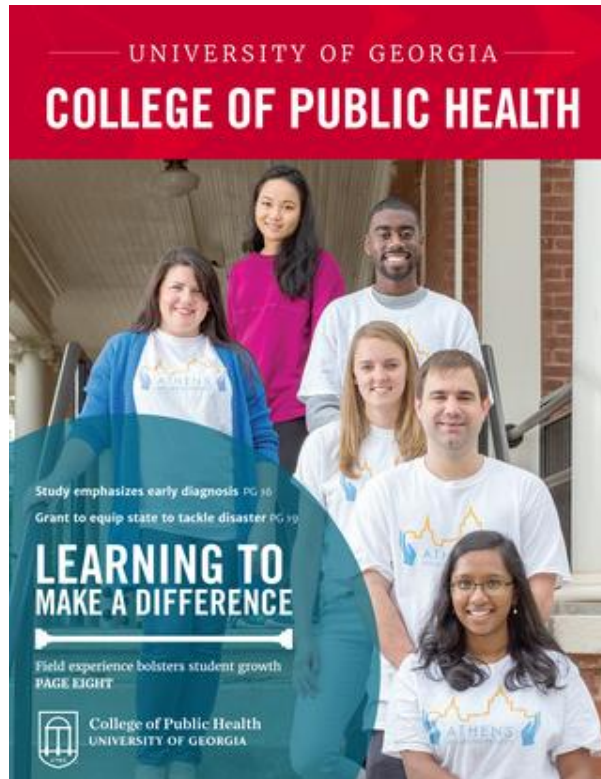


The 5 Domains

1. Health
2. Housing
3. Community Safety
4. Civic Vitality
5. Lifelong Learning



The Athens Wellbeing Project



https://issuu.com/publichealthuga/docs/uga.public.health.magazine_2017/18



The Athens Wellbeing Project



The Athens Wellbeing Project

In an unprecedented collaboration, AACF is partnering with the Athens-Clarke government, school board, nonprofits, and the University of Georgia to administer a community-wide assessment—the Athens Wellbeing Project.

Strategic Philanthropy and the Athens Wellbeing Project

AACF provides technical assistance in the form of convening, strategic planning, and leadership development to nonprofits and community groups as they strive for increased effectiveness. AACF advances strategic philanthropy by using data to monitor community needs, target resources, and track progress. In an unprecedented collaboration AACF is partnering with the Athens-Clarke County Unified Government, Clarke County School District, Family Connection-Communities in Schools, United Way of Northeast Georgia, and the University of Georgia to administer a community-wide assessment- the Athens Wellbeing Project.

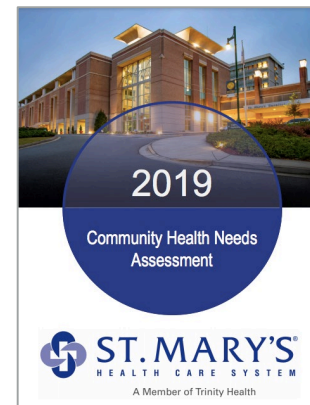
<https://athensareacf.org/impact/>



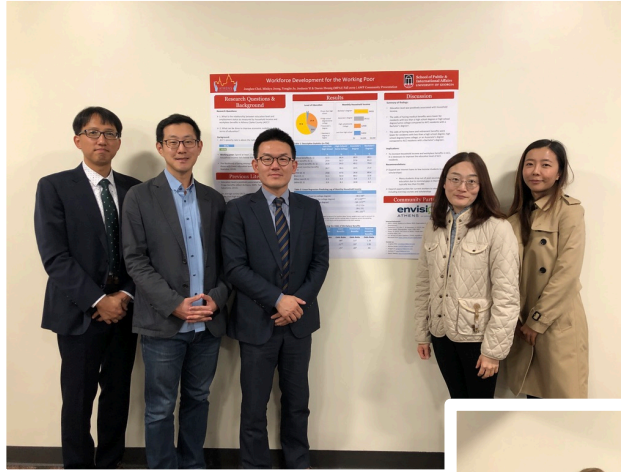
<https://www.accgov.com/200/Police>



The Athens Wellbeing Project



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**30 days
before
and after
today**

- ACCGov Inclusion Office
- Creature Comforts' Get Comfortable
- Pittulloch Foundation
- Resilient Georgia
- United Way's 211
- FC-CIS Safety & Community Stability Strategic Action Team
- Division of Family & Children Services
- **Georgia Legal Services**
- **Athens Eats Together (ACCA)**



The Athens Wellbeing Project



www.athenswellbeingproject.org

mbram@uga.edu



Wrap-up

IRB tips

- Engage and Empower through representation in design
 - Peer-driven recruitment – Pros and Cons
 - Extra protections for vulnerable participants
 - Align purpose and setting for research
-
- Next Session – April 6, 1:00 p.m.
Matchmaking & Community Needs

