Community Engagement
Selection, inclusion & access
Selection

Who to study?

- Inclusion – factors that define (frame) the generalizability of the results
- Exclusions for safety and welfare
- Exclusions for ethical reasons
- Exclusions for factors that limit interpretability of results
Recruitment

How to invite?

- Methods
- Materials
Access/“Ask us”

- As few as 3% of vaccine trial participants are Black (Warren et al., NEJFM, 2020)
- Multi-Regional Clinical Trials guidance for Achieving Diversity, Inclusion, and Equity in Clinical Research: https://mrctcenter.org/
CBPR-Applied
Bernadette Davantes Heckman, PhD
Counseling and Human Development Services
Mary Frances Early College of Education
University of Georgia

RESEARCH MATTERS LIVE

UNIVERSITY OF GEORGIA
Office of Research
HEALTH DISPARITIES RESEARCH

Health Disparities research merges my two passions in clinical health psychology and social justice/multiculturalism.
Goals of Health Disparities Research

The primary aims of my research are to

(i) identify health-related inequities/disparities
(ii) examine and understand the biopsychosocial and sociocultural/political factors that cause and/or perpetuate these disparities, and
(iii) develop culturally-contextualized interventions to reduce health disparities and improve health outcomes in under-represented and marginalized groups overlooked by behavioral health and psychological research.

**CBPR (Community-Based-Participatory-Research)** enables us to conceptualize, develop and evaluate scaled-up community based interventions that and integrated into community and clinical settings, where they can help large numbers of consumers, providers, and community systems.
Historical Research Limitations

1. Culture and context was ignored
2. Culture is viewed as a nuisance variable---rather than as a *central contextual variable* that helps to explain human behavior.
3. Large within-group differences are ignored
4. Internal validity was often favored over external validity
5. Culturally-diverse groups do not directly benefit from studies in which their members participate---because culture or race is ignored.

**CBPR is a potential approach to eliminate many of these limitations.**

**Today:** NIH and other federal funding agencies are now requiring researchers to take race, ethnicity and other demographic variables into consideration.
What is CBPR?

CBPR is a grass-roots approach to solving community health problems through community empowerment and social action.

“a collaborative approach to research that equitably involves all partners in the research process and recognizes the unique strengths that each brings.”

Important CBPR Principles:

1) tailoring to meet the needs of communities;
2) involving participants in program development, implementation, and evaluation;
3) using ecological frameworks with multiple levels of analysis.
   • analyses that consider the individual, family, community, culture, sociopolitical factors, oppressive institutional policies, etc.
CBPR Partnership Example: Mercy Health Center

- Nonprofit organization that provides comprehensive care: primary care, pharmacy, dental services, health education, nutrition and exercise services, behavioral health and social service

- Small staff of 14 people, and nearly 800 volunteers

- Patients have an income at or below 150% of Federal Poverty. 55% Caucasian, 25% Black, 17% Hispanic, and 3% other races, including a growing refugee population.
Our UGA-Mercy Partnership

Mercy was seeing patients for medical services but removed intake questions regarding depression and anxiety symptoms.

Reason: 80% of patients endorsed severe symptoms of depression and anxiety but Mercy lacked mental health care expertise to provide required care.

Partnership first established in 2015:
• Collaborative and Service-Learning Partnership “Counseling Psychology Doctoral Practicum”

• Offered integrated, interdisciplinary behavioral health approach in Mercy Health Center
  • Behavioral Health, Interprofessional Consultation, Medication Monitoring, Triage, Interdisciplinary Treatment Team meetings---Research
CBPR Approach to Project INSPIRE

Project INSPIRE: Study examining chronic pain in patients in primary care

Characteristics of the CBPR approach include:

(a) recognizing the community as a unit of identity
   • physicians, nurses, social work director, primary care patients
(b) building on the strengths and resources of the community
   • EMR system, interdisciplinary approach to patient care, IPC
(c) promoting co-learning among research partners
   • Learning about research and chronic pain
(d) achieving a balance between research and action that mutually benefits both science and the community
Closing Thoughts on the Value of CBPR

- CBPR can promote community empowerment and social action.

- Begin the process now--work on developing and establishing that partnership. Don’t wait for a grant that will enable you to do CBPR.
  - 88% of successful CBPR researchers had pre-existing working relationships with the organizations that eventually became their CBPR partners.
Using Digital Methods to Promote Research Inclusion

Danielle Lambert, PhD, MPH
Department of Epidemiology & Biostatistics
dnl@uga.edu
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Evidence for a Shift Among Researchers

Selection, Response, & Social Desirability Bias

Participant Reach & Burden

Cost Effectiveness

Staff Burden & Automated Data Processes

Data Quality & Evaluation
Are Digital Methodologies a Good Fit?

### Study Design
- Data Collection and Analysis Plan
- Participant Management
- Recruitment Strategies

### Financial Commitment
- Affordability
- Budget Limitations
- Maintenance & License Fees

### Learning Curve
- Staff Expertise
- Training & Protocols
- Programming & Piloting

### Intended Users
- Tech Savvy
- Literacy
- Look and Feel
- Accessibility of Stable Internet and/or Device

### Institutional Support
- IRB Approval
- BAAs
- HIPAA
- Data Security & Encryption
- IT Support
- Institutional Support

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**UNIVERSITY OF GEORGIA**

**RESEARCH MATTERS LIVE**
Digital Recruitment Strategies

**Social Media**
- Facebook
- Instagram
- Twitter
- Snapchat
- Reddit

**Transit**
- Bus Stations
- Bus Stops
- Subways/Trains
- Airlines

**QR Codes**
- Flyers
- Business Cards
- Mailers
- Posters/Billboards

**Mobile Apps**
- Websites
- Dating Apps
- Messaging Apps
- Streaming Apps
Online Recruitment Strategies

Locations

- People who live in this location

United States
- Atlanta, Georgia + 30mi

Include
Type to add more locations
Browse

Add Locations in Bulk

Age
13 - 17

Gender
All genders

Destination

- Website
- Facebook Event

Website URL
https://www.surveymonkey.com/s/4787215/Online-ATL-ARCH-

Build a URL Parameter

Display Link (optional)
Enter the link you want to show on your ad

Call to Action
Learn More

Stories Customizations
- Edit Stories background colors

Top Color
Bottom Color

Audience Definition

Your audience is defined.

Potential Reach: 70,000 people

Estimated Daily Results

Reach
7.6K - 22K

Link Clicks
22 - 63
Online Recruitment Strategies
Automated Screening and Enrollment

Social Media Ads

- Query strings
- Jumper links
- Hidden fields
- Unique ID Generation

Screener

- Authentication
- Consent
- Paradata
- Custom Coding
- Data Quality Checks

Survey Assessment
Recruitment Reach

**Facebook & Instagram**
- Ad 1
- Ad 2
- Ad 3
- Ad 4
- Ad 5
- Ad 6
- Ad 7
- Ad 8
- Ad 9

**Reddit**
- Ad 10

**Impressions:** 1,989,280

**Reach:** 138,242*

**Link Clicks:** 5,451

*Analytics regarding ad reach are not tracked/available through Reddit. The reported total only represents available analytics for Ads 1-9 on Facebook and Instagram.

Lambert et al., 2020
Cost Effectiveness

Click Through Rate

Cost Per Click

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$0.00 $0.50 $1.00 $1.50 $2.00 $2.50 $3.00 $3.50 $4.00

0.00% 0.05% 0.10% 0.15% 0.20% 0.25% 0.30% 0.35% 0.40% 0.45%

FL GA MS SC TN
Lessons Learned

Feasibility of Digital Methods

- Reaching Underserved and Marginalized Populations Is Very Feasible
- Plan for Cost Differences Based on Population Density, Urbanicity, Community of Interest, Age, etc.
- Fraud is a Consideration With Online Methods, However Many Proven Strategies to Validate Respondents
- Many Communities Prefer Online Methods & Readily Have Access to Devices/Internet

Engage Community in the Process

- Representation is Important
- Consider Language, Imagery, and Readability
- Build Trust & Relationships to Widen Reach and Increase Potential Impact
- Theatre Testing & Piloting is Key

Giving Back Through Dissemination Efforts

- Digital Methods Can Increase Transparency and Access to Findings, Recommendations, and Services
- Dissemination Back to Communities Most Impacted Increases Collective Capacity for Change
- Consider Non-Traditional Communication Channels for Dissemination to Reach More Diverse Audiences
Fishers of Men

Henry N. Young, PhD

Interim Department Head & Kroger Associate Professor
Clinical and Administrative Pharmacy Department
Fishers of Men: Translating Research into Practice

Project Goal
• To implement a rural, community-based, multilevel, translational intervention to address disparate outcomes among rural men with or at risk for chronic diseases, such as cancer, diabetes, cardiovascular disease.
Fishers of Men: Translating Research into Practice

Impact of the COVID-19 pandemic
USDA Opportunity – Distance Learning & Telemedicine Grants

• Fishers of Men: On the Road to Health
• Faith-based organizations located in rural Georgia cities and towns
  • Interdenominational Ministerial Alliance (IMA)
  • Georgia Union Missionary Baptist Association (GUMBA)
• Sites are located in the following Georgia cities
  • Vienna, Montezuma, Americus, Vienna, Leslie, Hawkinsville, Fitzgerald, Unadilla, and Elko
• Projects
  • Pharmacist telemanagement service
  • Prescription drug abuse health communication campaign
  • Chronic disease self-management program
Community-Based Participatory Research

Guiding strategies

- Utilize the community/public outreach arm of the university to connect with rural communities.
- Create synergy around identified community health needs.
- **Engage:** Encourage community members to provide input into the research design to ensure the research goals reflect community values.
- Enhance the capacity of community partners. Building the capacity of community partners is important for building strong, trusting relationships.
- Follow the lead of the community.
Community & Stakeholder Engagement
UGA Campus Collaboration

• College of Pharmacy
  • Clinical and Administrative Pharmacy
  • Information and Instructional Technology

• Archway Partnership

• School of Social Work

• Possible others in the future …
  • College of Public Health
  • College of Family and Consumer Sciences
Wrap-up

IRB tips

• Develop partnerships in the community early in project development
• Inclusion and Exclusion must be scientifically and ethically justifiable
• Ensure voluntariness
• May 4, 1:00 p.m. Consent