“Catchment Areas: Engaging our Communities for Improved Outcomes”

How to Identify Community Partners & Develop Linkages to Enhance Recruitment

Deborah O. Erwin, PhD
Roswell Park Cancer Institute
Buffalo, NY

Objectives

1. To understand the criteria that defines potentially successful community partners for research
2. To negotiate partnerships and linkages to serve research and recruitment efforts (...that work for the science & community members)

Considerations for Community Partners...

- Individuals v. Organizations (representation v. active partners)?
- “Advocates”
- Advisors v. “Partners”

* Dependent & Relevant to YOUR catchment area...

Considerations for Community Partners...

- Special considerations for sovereign nations (R. Haring)
- https://www.youtube.com/watch?v=2IMrU3DA5w0&feature=youtu.be
- https://www.youtube.com/watch?v=hdtsTrGogTU
- Tribal Council requirements, IRBs, Business Agreements
- What Mission & Values serve your study/institution/research/project?

* Dependent & Relevant to YOUR catchment area...

Considerations for Community Partners...

- What Mission & Values serve your study/institution/research/project?
  - Aptitudes
  - Skills
  - Networks
  - Relationships
  - Where people live/work
  - Age/demographics
  - Conflict of interests
  - Personal experiences/disease experience

* Dependent & Relevant to YOUR catchment area...

Criteria of Effective Community Partners

Examples that work....

- Niagara Falls Advisory Board – Role: Recruitment to behavioral intervention
  - Diverse
  - Interested
  - Focused on topic
  - Able to make connections & deliver us to the neighborhoods
  - Credibility!!

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Criteria of Effective Community Partners

- Examples that work.....
  - First Ladies of Western New York (FLOW) – Research Partners (CBPR)
    - African American
    - Can address male & female issues
    - Leadership
    - Faith community
    - Know their congregants/community
    - Energetic, Mission-driven, REAL partners

Criteria of Effective Community Partners

- Examples that did not work as well....
  - Disparities Advisory Board – Role: Advise across a range of studies, development
    - Representatives from diverse community organizations
    - Not mission-driven
    - Politicalized, polarized & developed “their own agenda” (e.g., internal politics)
    - HR-focused rather than research-focused
    - Role/Mission – too diffuse

Key Criteria for Success

- Matching Mission/Values & Roles
  - Everyone feels “win-win”
  - Everyone feels productive
  - Everyone feels valued
  - CBPR principles – shared power & control
  - Make NO ASSUMPTIONS
  - Goals are achieved
  - Happiness quotient ...
    - “Should feel like a blessing”

How to Approach & Negotiate Community Partnerships

- Timing…. (building relationship v. “I need you to.....”; especially for tribal approvals)
- Self Disclosure, “showing your cards” (i.e., building trust)
- Clear Mission, Goals, Aims, Values
  - (...shared)
- Approach – i.e., Like negotiating scientific partnerships/collaborations
- What do “we” want....

Summary

How to Identify Community Partners & Develop Linkages to Enhance Recruitment

- Identify & think through criteria you need in a community partner (e.g., Mission-Values match, characteristics of “ideal partners”)
- Shared learning & power – CBPR principles, even if study is not CBPR
- Win-Win…. Happiness quotient = a good investigative “marriage”
Questions?

FLOW- Buffalo, NY

The National Witness Project