



UNC

THE NORTH CAROLINA
TRANSLATIONAL & CLINICAL
SCIENCES INSTITUTE

Community Engagement in Research

Community Academic Resources for Engaged
Scholarship (CARES)

The North Carolina Translational and Clinical
Sciences Institute (NC TraCS)

What is Community Engagement?

"the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people. It is a powerful vehicle for bringing about environmental and behavioral changes that will improve the health of the community and its members. It often involves partnerships and coalitions that help mobilize resources and influence systems, change relationships among partners, and serve as catalysts for changing policies, programs, and practices (CDC, 1997, p. 9)."



CTSA Community Engagement Key Function Committee. "Principles of community engagement." (2011): 11-7782.



Who's Involved in Community Engagement?

Stakeholders are people or organizations invested in a program and/or impacted by its effect, success, or failure. Stakeholders can be:

1. Involved in program operations: *Management, program staff, partners, funding agencies, and coalition members.*
2. Served or affected by the program: *Patients or clients, advocacy groups, community members, and elected officials.*
3. Intended users of the evaluation findings: *Persons in a position to make decisions about the program, such as partners, funding agencies, coalition members, and the general public or taxpayers.*

Source: Centers for Disease Control and Prevention, 2012



Why is Community Engagement Important?

- Better understanding of community-specific issues and needs
- Community relevant and supported research
- Utilizes community assets
- Generates new ideas and methods
- Community buy-in = sustainability
- Community satisfaction, empowerment, trust in research
- Identify potential roadblocks ahead of time
- Facilitates dissemination and translation of findings



How/when can you incorporate stakeholders into research?

Stakeholders can provide feedback during all research stages...

- Conceptualization
 - Health priorities, research questions, research design
- Pre-Implementation
 - Tools, recruitment approaches, materials
 - Entrée into communities of interest
 - Engage multi-lingual research teams
- Implementation
 - Recruitment and retention strategies, study conduct
- Dissemination
 - Dissemination strategies
 - Always share results with key stakeholders



What can you give to your stakeholders?

- Financial compensation
- Capacity building and support
- Equal partnership
- Long term relationships
- Ask them!



CARES:

Community Academic Resources for Engaged Scholarship

- Provides specific expertise in:
 - Stakeholder/community engagement
 - Working with underserved populations
 - Building multi-lingual research capacity
 - Practice-based research
 - Dissemination and Implementation Science methods
- Our resources include:
 - Stakeholder Network
 - TraCS \$2K Stakeholder Engagement Voucher
 - Workshops and Trainings
 - Online Portals
 - NCNC: 5 practice-based research networks, 350+ practices
 - ENLaCE: resources and guidance for engaging the Latinx population



Consultations



CARES provides brief and on-going **consultations** that aim to:

- Identify stakeholders with appropriate and relevant expertise
- Facilitate engagement between community members, providers & investigators
- Provide guidance on project or proposal development, implementation, & dissemination
- Provide brief technical assistance to investigators in the conduct of their research



Want to learn more about Community Engagement?

- Visit our website:

<https://tracs.unc.edu/index.php/services/cares>

- Request a consultation:

<https://tracs.unc.edu/index.php/consultation>

