



CREATING A COMMON LANGUAGE BETWEEN UNIVERSITIES AND THE COMMUNITY:

*TRANSLATING RESEARCH INTO PRACTICE AND PRACTICE INTO
RESEARCH*

Angela Palmer-Wackerly, Virginia Chaidez, & Kim Matthews
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AGENDA

- To understand the **organizational constraints** of universities and community organizations
- To understand **how to approach universities** with a proposal to get the most assistance with facilitating a project
- To **develop a common language** between the university and community partners to create effective partnerships to improve health outcomes



HEALTHY PEOPLE 2000, 2010, 2020

US Dept. of Health & Human Services

- 2000: *reduce* health disparities
- 2010: *eliminate* health disparities
- 2020: achieve health *equity*, eliminate disparities, and improve the health of all groups

"Attainment of the highest level of health for all people. Achieving health equity requires valuing everyone equally with focused and ongoing societal efforts **to address avoidable inequalities, historical and contemporary injustices**, and the elimination of health and health care disparities.



PAST UNIVERSITY CULTURE

Multi-disciplinary approach to Health

Sociology

Public Health

Communication

CURRENT UNIVERSITY CULTURE

Inter-disciplinary approach to Health

Sociology

Public Health

Communication

RECOGNIZE MULTIPLE INFLUENCES

Social Ecological Model

SDOH

Source: US Dept. Health & Human Services

CURRENT UNIVERSITY REALITY

Goals

- To teach
- To research
- To serve

Constraints

- Limited time
- Limited funds
- Research is time-consuming
- Promotion



ORGANIZATIONAL TENSIONS & CHALLENGES



Balance between generating new knowledge and showing ROI

Challenges:

- Don't always have time to build relationships with community partners
- Research in the 'real world' is messy and takes time
- Need to do sustainable, innovative research to solve complex problems



DIFFERENT REALITIES = MISCOMMUNICATION & MISTRUST

- Seems like researchers are 'using' community participants
- Seems like researchers are disconnected from the 'real-world' by focusing on theory/research
- Seems like community groups do not know that universities want to partner with people who have 'real-world' knowledge and expertise

In actuality, all groups have different types of knowledge **that can work together to solve our complex health problems**. When there's respect and understanding, we can start to navigate our constraints to work together to accomplish our mutual goals (create win-win partnerships).



WE NEED HELP SOLVING THESE PROBLEMS

- Asking the right questions
- Identifying problems/challenges
- Being culturally aware



PARTNERSHIP NEEDS THAT AROSE FROM INTERVIEWS:

RAISING AWARENESS ABOUT CHWS

*I'm just glad that the Community Health Workers **are actually being looked into** and not just brushed to the side like they have been for many, many years already. I'm glad it's finally becoming a **Community Health Worker Association and there's many joining** and that and I'm, I'm just glad that it's going somewhere and not just being brushed under the rug...*



PARTNERSHIP NEEDS, CONT.

Hard to keep people motivated/attending support groups for prevention

*I think the biggest thing would be **maybe just to help us getting patients to participate**. That's the only thing. Maybe to give us some more ideas how to bring people into the classes or that we offer. I think that's the biggest.*



GROUP ACTIVITY:



--10 minutes to brainstorm
--10 minutes to discuss

1. Types of organizations in the audience?
2. *Take Us Into Your World*: Describe your organization's **culture, goals and constraints**, and your **challenges**
3. Large sheets of paper: "How can your organization or agency benefit from working with the university? What do you kind of research will benefit your organization or agency?"
4. Tape them up around the room for others to see and really 'listen' to your experience



HOW TO BUILD EFFECTIVE COMMUNITY-BASED PARTNERSHIPS WITH UNIVERSITIES



Minority Health Disparities Initiative



BRIDGING ORGANIZATIONS

Universities recognize these goals/tensions between the 'real-world' problems and academic solutions.

- Creation of organizations that reach out to both parties to build relationships and join people together
 - Minority Health Disparities Initiative (MHD-I)
 - Social & Behavioral Science Research Consortium (SBSRC)



WHAT WE CAN OFFER

- New opportunities for solutions to old problems
- Access to knowledge about best practices in research methods (what works the best to get the questions you want answered)
- Grant funds to investigate these problems/provide incentives to get participants who will give you the answers you need
- Raising awareness (via conferences, publications, books, advocacy)



WHAT YOU OFFER

- Real-world knowledge of day-to-day problems (what will work and what won't)
- Access to participants you want to help
- Deep community-specific knowledge (barriers people face to health)
- A chance to educate us about your perspectives and those of the people you serve



GROUP ACTIVITY: WAYS TO WORK TOGETHER

- 1) What challenges do you need help addressing?
- 2) What would you like to see for the future? (Go for Win-Win with partners!)
- 3) Establish contact with 'bridging organizations' (e.g., MHDl) or people you've established trust with (e.g., professors/students)
- 4) Openly communicate about what has worked/has not worked in the past to solve these problems (be open to partners' perceptions of this too).
- 5) Ways to raise awareness: communicate back to community members/research participants/larger research communities?



HELPFUL PARTNERSHIP CONTACTS

MHDI:

- **Kim Matthews**, Community Impact and Research Coordinator, *kmatthews2@unl.edu*
- **Kim Gocchi Carrasco**, Program and Communications Coordinator, *kstarlin2@unl.edu*



HELPFUL CONTACTS, CONT.

Social Behavioral Sciences Research Consortium (SBSRC):

- **Mindy Anderson-Knott**, Director of Evaluation and Development, *mandersonknott2@unl.edu*
- **Gretchen Mills**, Administrative Technician, *gmills3@unl.edu*



Thank you for your time and participation today!

Angela Palmer-Wackerly
 Assistant Professor
 UNL Communication Studies
apalmer-wackerly2@unl.edu

Virginia Chaidez
 Assistant Professor
 UNL Nutrition & Health Sciences
vchaidez2@unl.edu

Kim Matthews
 Community Impact and Research Coordinator
 UNL MHDI
kmatthews2@unl.edu


