

Engaging “Hard-to-Reach” Communities in Research through Community Resident Research Teams

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Relational Challenges of “Hard-to-Reach” Communities for Researchers

- Underrepresented
- Unseen
- Disinclined
- Blocked



Contextual Dimensions of “Hard-to-Reach” Communities in Research

- Demographic
- Cultural
- Behavioral and attitudinal
- Methodological and structural
- Political



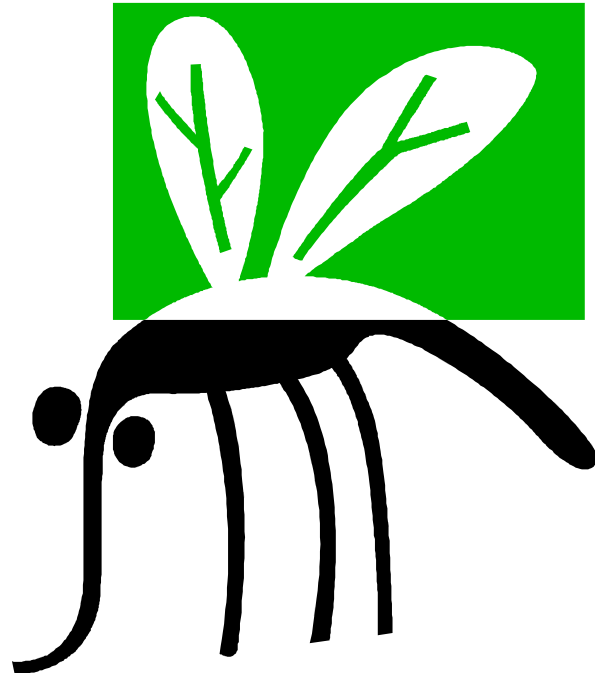
Engaging “Hard-to-Reach” Communities in Research

- Decision Points
 - Inclusion
 - Collaboration
 - Buy-In
 - Voice
 - Goal of Research
- Appreciation for both pragmatic and transformative approaches



"Researchers are like mosquitoes; they suck your blood and leave."

—Native Alaskan saying

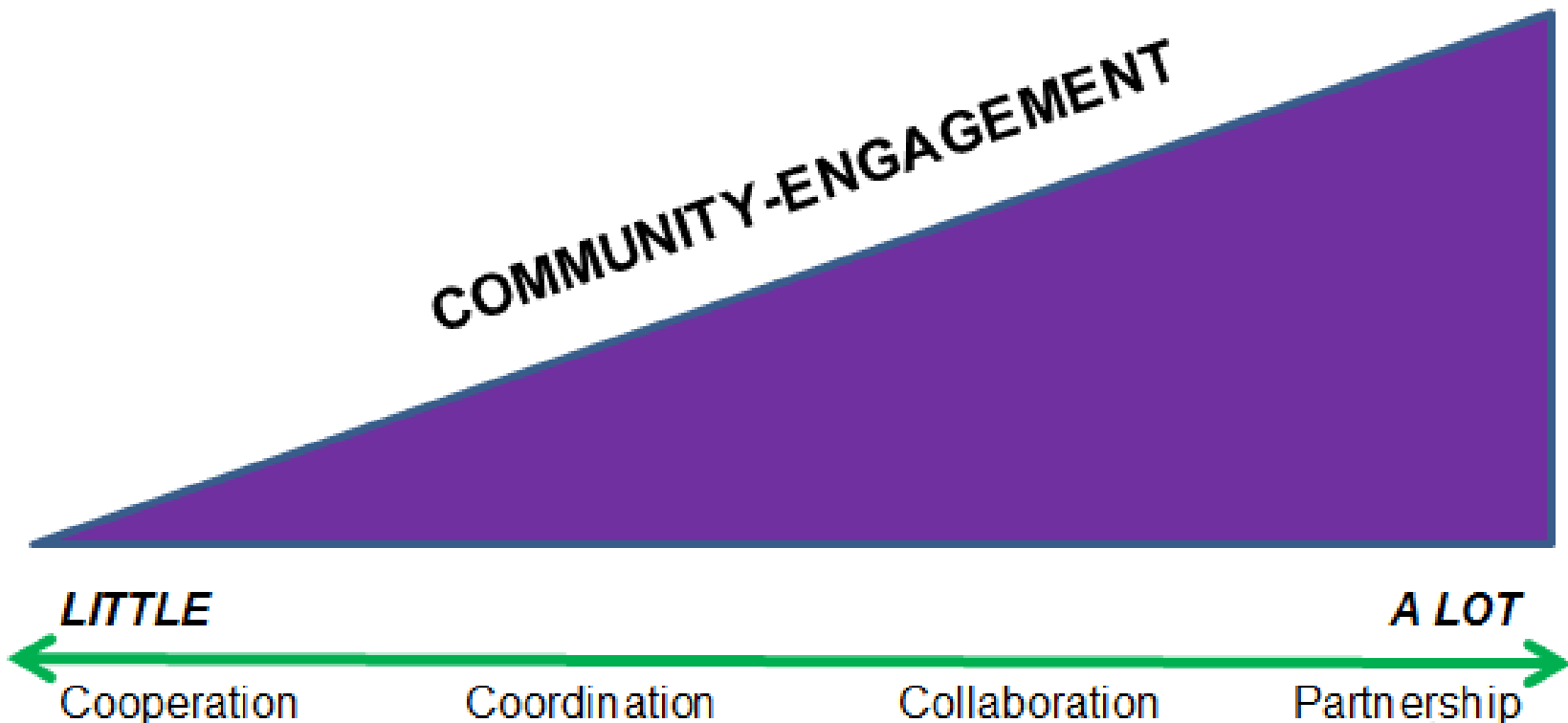


Rationale

- Communities have significant strengths, skills, and resources that can be engaged in addressing problems and promoting health and well-being.
- Communities are often isolated without voice
- Typical approach is “well-intentioned experts”
- “Telling people what they ought to do or how they should solve their problems can have a very disempowering effect” (Aambo, 1997)



Community-Engagement Continuum in Research



Based on:
Winer, M. B., & Ray, K. L. (2000). *Collaboration handbook*. St Paul, MN: Fieldstone Alliance.
Burke, J. G., & Albert, S. M. (2014). *Methods for community public health research*. New York: Springer Publishing Company.


CBPR



Continuum of Community Engagement

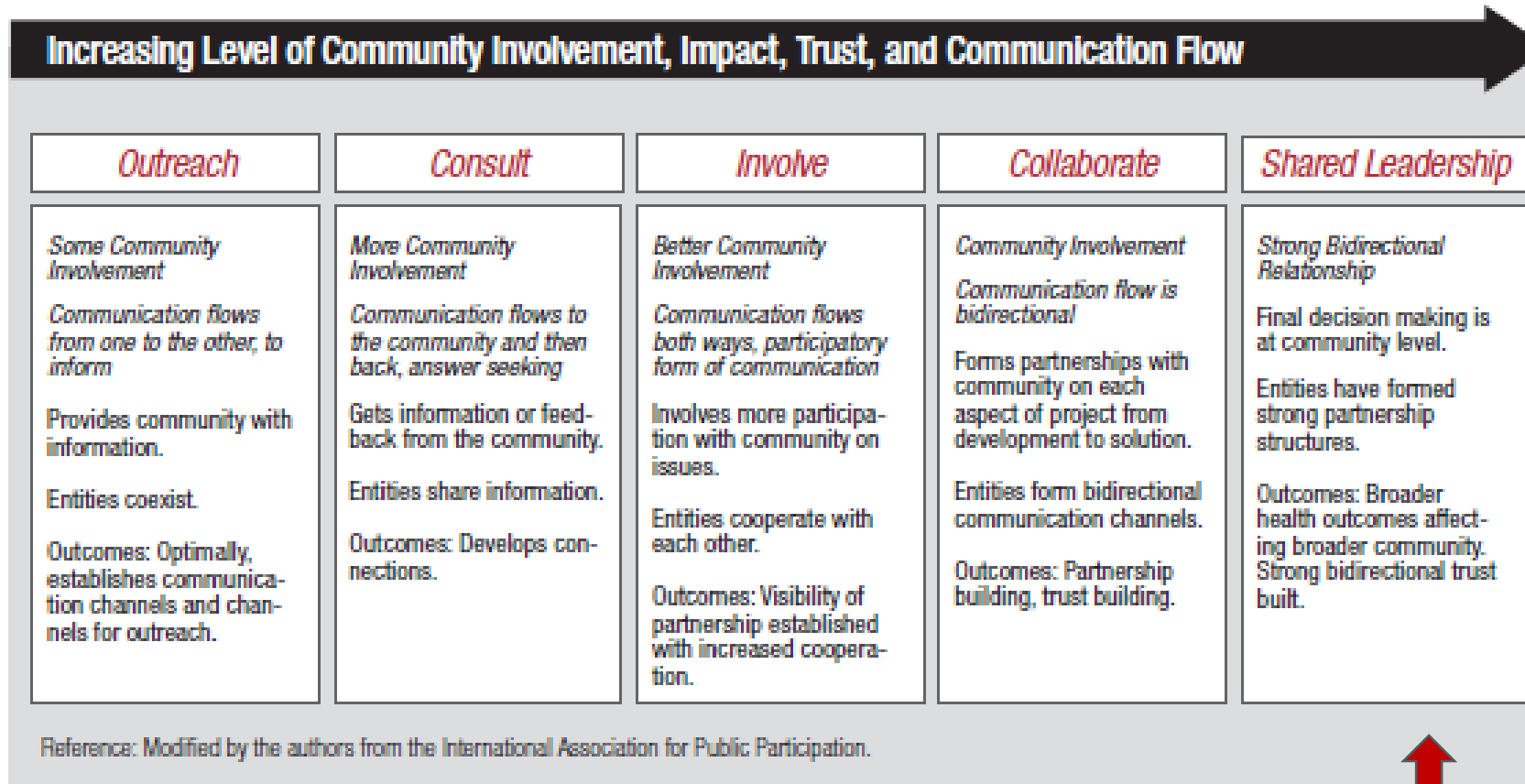


Figure 1.1. Community Engagement Continuum

CBPR

Clinical and Translational Science Awards Consortium (CTSA), & Community Engagement Key Function Committee Task Force on the Principles of Community Engagement. (2011). Principals of community engagement. NIH Publication No. 11-7782 (2 ed.). Bethesda, Maryland: National Institute of Health.



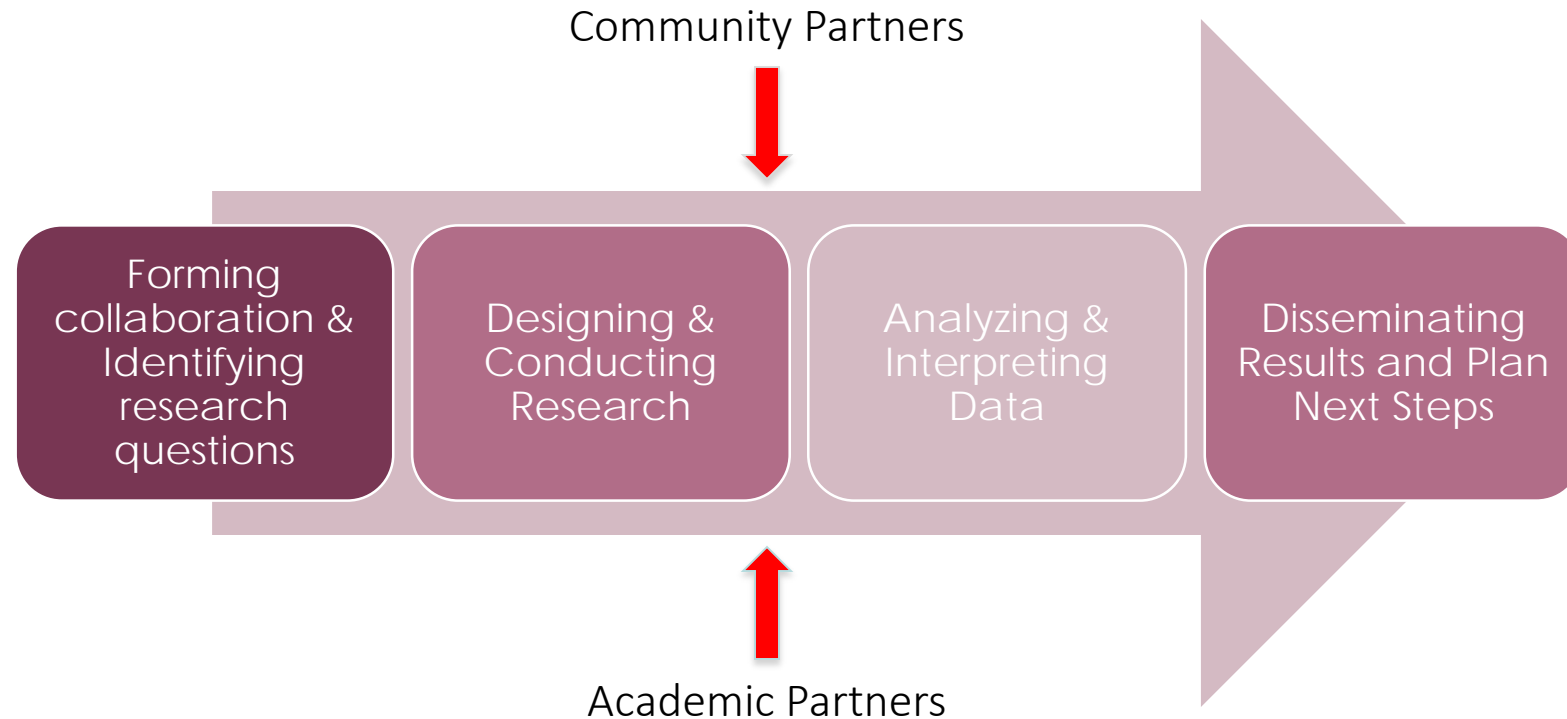
Community-Based Participatory Research (CBPR)

“a **collaborative** approach to research that **equitably** involves all partners in the research process and recognizes the unique strengths that each brings. CBPR begins with a research **topic of importance to the community** with the aim of combining knowledge and action for **social change** to improve community health and eliminate health disparities.”

-The W. K. Kellogg Foundation, 2001



The CBPR Research Process



Based on Phases of Research described in *Methods in CBPR for Health*; Israel, Eng, Schulz & Parker (2005)



Co-Researchers/ Community Resident Research Teams

- Community members who have not been academically trained in research but conduct research alongside academic researchers
- Example of CBPR methodology that relies on shared leadership and decision-making between community & academic partners
- Also known as
 - Lay researchers
 - Citizen scientists
 - Peer researchers
 - Research *promotores*





**Latino
Community
Research Team**



How does the co-researcher model improve Rigor, Relevance, and Reach?

From Balazs, C. L., & Morello-Frosch, R. (2013). The three Rs: How community-based participatory research strengthens the rigor, relevance, and reach of science. *Environmental Justice*, 6(1), 9-16.

