



*Cancer Control Program, Health Disparities Committee, Education & Training Work Group Session
Saturday, May 13, 2017*

“Catchment Areas: Engaging our Communities for Improved Outcomes”

How to Identify Community Partners & Develop Linkages to Enhance Recruitment

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Objectives

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

Considerations for Community Partners... *

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

* Dependent & Relevant to YOUR catchment area...

Considerations for ...Community Partners... *

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

* Dependent & Relevant to YOUR catchment area...

Considerations for Community Partners... *

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



* Dependent & Relevant to YOUR catchment area...

Criteria of Effective Community Partners

Examples that work....

- o **Niagara Falls Advisory Board – Role:** [Recruitment to behavioral intervention](#)
 - o Diverse
 - o Interested
 - o Focused on topic
 - o Able to make connections & deliver us to the neighborhoods
 - o Credibility!!

NIH R03 HD059556

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



NIH/NCI R01 CA171935

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
 - Politicized, polarized & developed “their own agenda” (e.g., internal politics)
 - HR-focused rather than research-focused
 - Role/Mission – too diffuse

NIH/NCI U54 CA153598

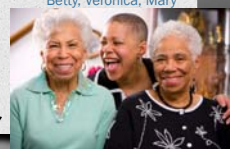
Criteria of Effective Community Partners

Examples that **did not** work as well....

- Prostate Cancer Advocates- Roles: Community education & recruitment
 - Mix of patients & advocates
 - Focused on screening... (not NIH focus)
 - Meeting/support-focused v. action-focused
 - Role/Mission – mismatched

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”



Susan G. Komen for the Cure, K090937

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?



The National Witness Project

FLOW- Buffalo, NY

