“a more democratic and ecological approach to scientific study is necessary”

Wing, 1998, p. 250
Defining the CBPR Elements

Section 1. Definitions
Major Terms

- **Research:** “the systematic process of collecting and analyzing information (data) in order to increase our understanding of the phenomenon with which we are concerned or interested” (Leedy, 1996, p. 3)

- **Evaluation:** “the use of social research methods to systematically investigate the effectiveness of social intervention programs…” [emphasis mine] (Rossi, Freeman & Lipsey, 1999, p. 20)
Major Terms

- **Community-based research & evaluation**: research and evaluation done in communities, with minimal participation of community members.

- **Community-based participatory research & evaluation**: research and evaluation done with communities, involving community members in the research process.
Tribal Participatory Research

- Collaborative research designed to meet the needs of tribal communities and avoid or minimize issues of exploitation and power disparities.

- Emphasis is on social change and community empowerment using psychosocial interventions designed to reduce behavioral health disparities and to support healthy development.
Mechanisms of TPR

- Tribal oversight
- Use of a facilitator
- Training of community members as project staff
- Use of culturally specific assessment and intervention methods
Activity 1

CBPR Research POLL:

Have you participated in CBPR research before?

- Yes, as a community partner
- Yes, as a research partner
- No
- Not sure
Community-based Participatory Research

- From researchers acting upon a community to answer a research question to researchers working side by side with community members to define the questions and methods, implement the research, disseminate the findings and apply them

- An approach, not a method!

(The Examining Community-Institutional Partnerships for Prevention Research Group, 2006)
Understanding “Participatory” in CBPR

“Participatory research is fundamentally about who has the right to speak, to analyze and to act”    (Hall, 1992 p. 22)

“the attitudes of researchers, which in turn determine how, by and for whom research is conceptualized and conducted”    (Cornwall and Jewkes, 1995, p. 1667)
Key Principles of CBPR

1. Recognizes community as a unit of identity
2. Builds on strengths and resources within the community
3. Facilitates collaborative partnerships in all phases of the research
4. Integrates Knowledge and action for mutual benefit of all partners
5. Promotes co-learning and empowering process that attends to social inequalities
6. Involves a cyclical and iterative process
7. Disseminates findings and knowledge gained to all partners
A collaborative inquiry approach with roots in both the northern and southern traditions

SECTION 2. COMMUNITY-BASED PARTICIPATORY RESEARCH
Reasons for CBPR: Ethical Considerations

- Community members are asking for research to address their locally identified needs
  - “drive-by data collection”

- Promotes co-learning: Findings can be used by the community to develop its own solutions to its problems

- Collaborative research promotes trust between researchers and communities (changes in power relationships)

Source: The Examining Community-Institutional Partnerships for...
Reasons for CBPR: Research Quality

- Social, political, and economic systems play a role in the development of complex social problems

- Community involvement can enhance the quality of research

Source: The Examining Community-Institutional Partnerships for
Guiding Principles: Community

- Recognizes community as a unit of identity with shared fate
  - May be based on geographic communities, virtual communities, communities of circumstance

- Builds on strengths and resources within the community
  - Strengths and resources: knowledge, skills, and assets of individuals, social capital, and mediating structures

Source: Minkler & Wallerstein, 2001
Guiding Principles: Collegiate

- Facilitates collaborative, equitable partnership in **all** phases of the research
  - Collaborative: all parties participate and share control over the process
  - Equitable: acknowledges and attends to inequalities between researchers and community members while creating an empowering process that involves shared power and resources
Guiding Principles: Addressing Inequities

- The participatory approach facilitates an understanding of:
  - Each individual’s position, unique needs, and contributions
  - Local knowledge
  - Equity of community partners, community partners & researchers, researchers
  - Understanding of cultural differences and experiences of inequities

- Mutual benefit to all partners
Guiding Principles: Systemic

- Focus on the “big picture”:
  - Cyclical and iterative process
  - Addressing multiple domains
  - Involving multiple sectors/disciplines
Key Issues In Participatory Research Projects

- Identifying collaborators
- Levels of participation
- Competing priorities
Key Issues in CBPR: “Community Collaborators”

- Who is the “community” in CBPR partnerships?

- Communities in CBPR partnerships are often “represented” by the leaders of local community-based organizations

  - So, whose interests are represented? The organization’s or the community’s?

  - How well can leaders of local CBOs, who are often better educated and (relatively) more affluent than the average community resident, represent local residents?
Collaborators

- Potential community collaborators
  - Professional staff employed by local agencies/organizations who provide services
  - Managers or supervisors of local agencies/organizations
  - Clients of local agencies/organizations
  - Citizens of the community

- Potential researcher collaborators
  - Tribal research administrators
  - Faculty
  - Research staff
  - Graduate students
  - Undergraduate students
Key issues in CBPR: Competing Priorities

- Academic priorities
- Community priorities
Key issues in CBPR: Levels of Participation

- Three dimensions of participation in collaborative inquiry:
  - Selection for participation
  - Control of decision making
  - Depth of participation

Source: Cousin’s and Whitmore’s (1998)
Basic Methods of Participation

- **Contractual:** Researchers contract for services (e.g., interviewing, data collection) or resources (e.g., time or property) from community members.

- **Consultative:** Community members are asked for their opinions and advice before the intervention is designed.

- **Collaborative:** Researchers and community members work together on a study that is designed, initiative and managed by researchers.

- **Collegiate:** Researchers and community members work together as colleagues, each with skills to offer for mutual learning.
Challenges of CBPR

- Allocation of time & funding: involves long-term commitment
- Building and maintaining trust
- Defining community
- Understanding and addressing differences between community and academic perspectives and needs
Distinct Phases Mark the Process of Conducting CBPR

SECTION 3. CONDUCTING CBPR
CBPR Phases

- Phase I: Partnership Development
- Phase II: Project Development
- Phase III: Project Implementation
- Phase IV: Data Analysis & Interpretation
- Phase V: Product Generation
PHASE I: Partnership Development

- Step 1: Establish a community advisory group
- Step 2: Define roles
- Step 3: Develop contract or MOU
PHASE II: Project Development

- Step 4: Get to know the issues
- Step 5: Develop the methodology
- Step 6: Review the MOU and the Research Plan
Step 7: Implement the project (deliver intervention and collect data)
PHASE IV: Data Analysis and Interpretation

- Step 8: Analyze the data
- Step 9: Meet with partners to review findings
PHASE V: Product Generation

- Step 10: Prepare written reports
- Step 11: Conduct presentations of the findings
- Step 12: Prepare scholarly reports
Degree of Collaborative Processes in Engaged Research

Activity

Poll

- In your experience, who had more control in the research process?
  - Research partners were in greater control
  - Community partners were in more control
  - There were equal amounts of control
  - I have never been involved in a research partnership between community and university
University Outreach and Engagement
Michigan State University
Kellogg Center, Garden Level
East Lansing, MI 48824-1022
Phone: (517) 353-8977
Fax: (517) 432-9541
E-mail: outreach@msu.edu
Web site: outreach.msu.edu

CONTACT INFORMATION