

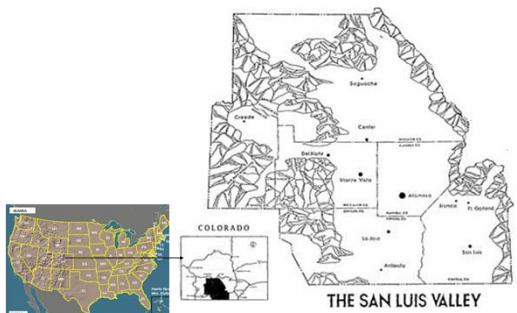
Ethnography, Graphic Facilitation, and Community Based Participatory Research in the San Luis Valley, Colorado

John Brett, Ph.D.
Jamie C. Torres, MA
Cathy Morin, Ph.D.
Terry Uyeki, M.S.
Julie Marshall, Ph.D.

Project Focus

- Diabetes prevention
 - CDC funding (RMPRC)
- Diabetes management
 - NIH funding (SLVRMC)

Where is the San Luis Valley?



Demographics of SLV

Rural & isolated

- 7,500 ft Valley floor
- 45,000 people in 8,000 sq. mi. area
- Half "Anglo", half Hispanic
- Agricultural & government, 2 colleges
- 20% of individual below poverty level, compared to 9% in Colorado
- Medically underserved
- Twice the rate of diabetes in Hispanic vs. non-Hispanic whites

Community Based Participatory Research

- What is it
 - Research with vs. research on...
 - Based on partnership between university and community
- Why do it
 - Generally more intensive and focused engagement
 - Outcomes focused
 - More relevant outcomes
 - ~~Priorities largely established by community~~

Ethnography

- What is it
 - Science of discovery/theory building ("inductive")
 - Multi-method
 - Intensive, long term engagement with community
- Why do it
 - Discovery of underlying rationale and processes
 - Understand the peoples' perspective
 - Flexibility/serendipity

Socio-Ecological Models

- A powerful way to display complex data
- Based in systems theory
 - Set of underlying assumptions
- Are assumptions shared/known by all in a participatory framework?

Graphic Facilitation

- Is a picture worth a 1000 words?
- The majority of the population are visual learners
- Visual and oral channels reinforce one another
- Accessible to a broader range of the population
- Process creates shared (graphic) vision

Why combine them?

- Although each part is important, no one procedure is sufficient
- In a CBPR framework getting to action often difficult and complex
- Ethnography provides baseline data
- Socio-ecological are easily comprehended visual displays of findings
- Graphic facilitation is an intuitive, engaging process

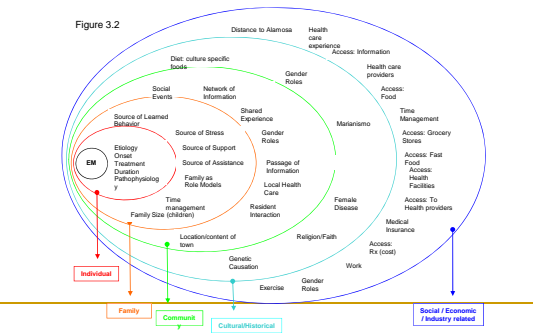
Process

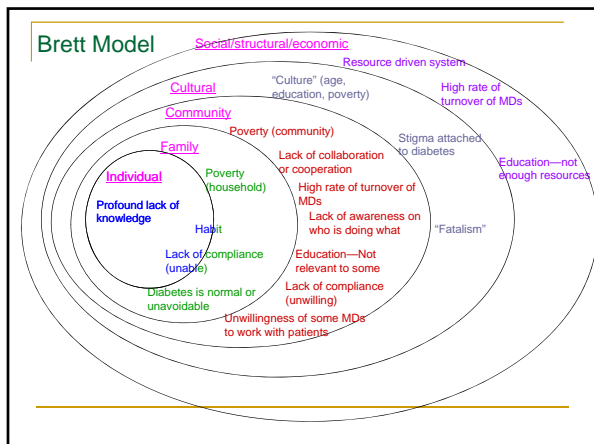
- Research design based in CBPR →
- Ethnography component to understand community perspective/perceptions →
- Socio-ecological models to display ethnographic (and other) data →
- Models “translated” through graphic facilitation process
 - “member check” and critique
 - Community input

Ethnography

- Torres' study
 - Sought to understand barriers to diabetes care
- Brett study
 - Perceptions health and diabetes

Torres Model





Graphic Facilitation: Why is it useful?

People often think & speak in pictures

Feeling overwhelmed by numerous barriers, expressed as hit by a ton of bricks

Graphic Facilitation

- Developed as a visual method to assist learning and communication between groups and individuals
- has been widely applied in business settings

How to Start?

- Begin with a template
- Fill in with "issues"

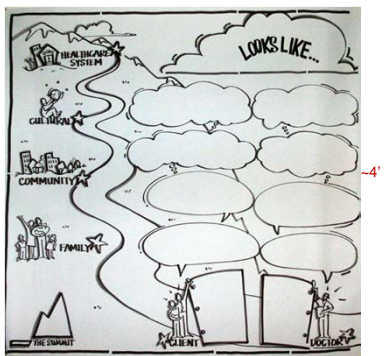
Community Prioritization of Issues

- Repeated “present” and “vision of future” process with groups in 3 communities
- Invited all participants (+ others) to a final meeting to prioritize issues & things to change.

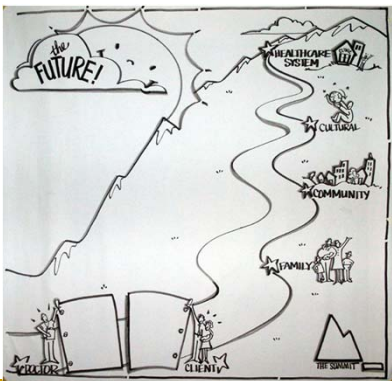
Role of the health care system

Role of the community

Role of the family in supporting habits

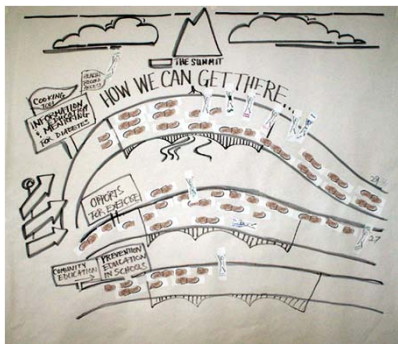


Patient-provider interaction



“Bridge Building Kit”

- Interactive process: participants grouped ideas together & named categories
- Categories became candidate “bridges”
- Each person (45) got 2 “Post-its” for 2 ideas for “how to get from the present to the future”
- People “voted” on priority bridges, with “stones” (Post its)
- Commit by putting self on bridge with Post it



Community Prioritization for Community Initiatives



Outcomes

- Theory-based intervention
- Specific actions emerging from the process
- Targeted funding efforts
- New partnerships within community
