

MEETING THE CHALLENGES OF STAKEHOLDER ENGAGEMENT IN COMMUNITY-BASED D&I RESEARCH



Shiriki Kumanyika, PhD, MPH
kumanyika@drexel.edu



Resources

- Minkler M, Salvatore AL. Participatory Approaches for Study Design and Analysis in Dissemination and Implementation Research. Chapter 10 in *Dissemination and Implementation Research in health*
- Proctor EK and Brownson RC. Measurement issues in Dissemination and Implementation Research. Chapter 13 in *Dissemination and Implementation Research in health*

A. Challenges: Research Process

- Identifying stakeholders
- Positioning yourself
- Determining the appropriate level/type of engagement
- Grant related issues

B. Challenges: Intervention Content

- Intervention salience
- Intervention alignment
- Intervention characteristics
- Disparity

Who are key stakeholders?

- Community members at large
- Community based organizations or institutions
- Community leaders
- Community service organizations
- Local businesses
- Trade unions
- Academic researchers

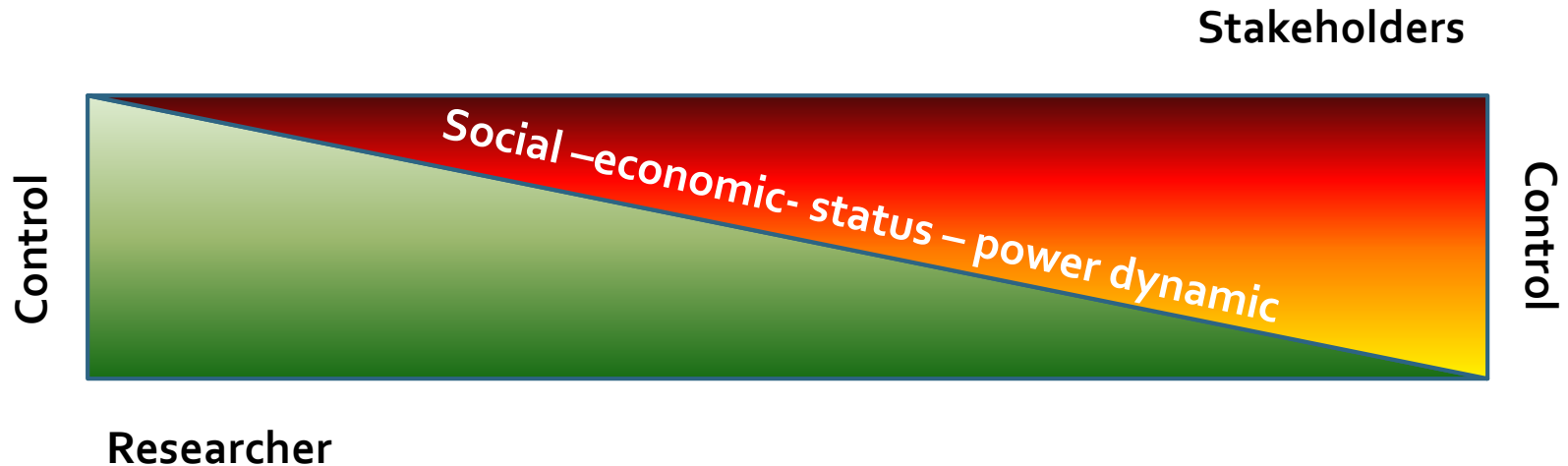
Who might be helped, harmed, threatened? Who will be (or feel) left out?
Who might invest?

Positioning Yourself

- Outsider?
- Insider?
- Both?
- Individual?
- Stereotype?
- Mixed?

i.e., who are you? how do you view yourself in this context? how are you viewed by others?

Type/Level of Engagement



Control over what?

When is an advisory committee enough?

When is CBPR indicated?

Grant-related issues

- Project specific or umbrella partnership
- Engagement at the application stage
- What if the grant is not funded the first time?
- What if the grant is funded?

Who gets what money?

What is or should be sustainable?

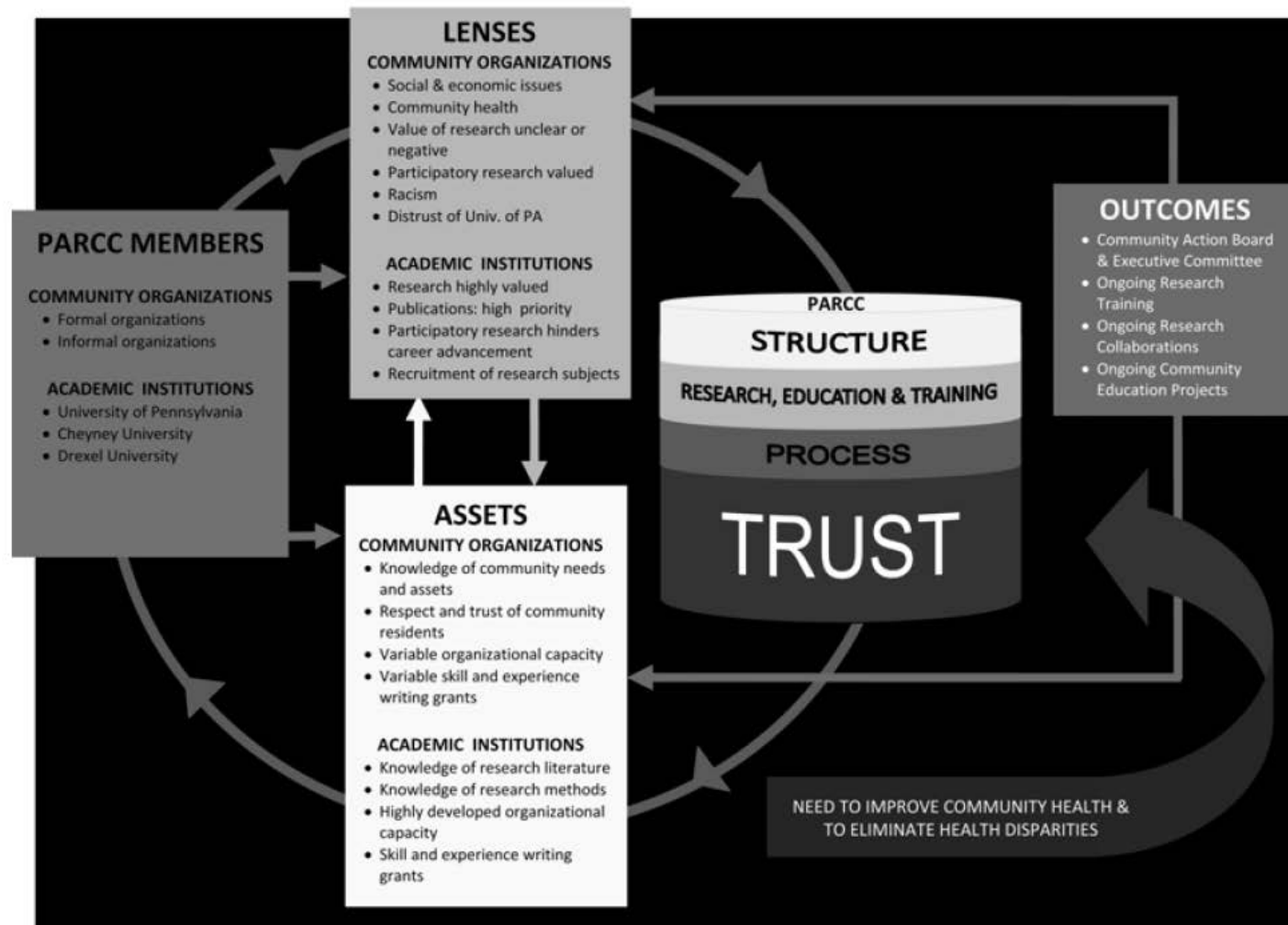


Figure 1. Philadelphia Area Research Community Coalition (PARCC) Conceptual Framework

Johnson JC, Hayden UT, Thomas N, Groce-Martin J, Henry T, Guerra T, Walker A, West W, Barnett M, Kumanyika S. Building community participatory research coalitions from the ground up: the Philadelphia area research community coalition. *Prog Community Health Partnersh.* 2009 Spring;3(1):61-72.

Challenges: Intervention Content

“The success of efforts to implement evidence-based interventions may rest on their congruence with the preferences and priorities of those who shape, deliver, and participate in care. D & I outcomes may be differentially salient to various stakeholders, just as the salience of clinical outcomes varies across stakeholders”

(Proctor and Brownson, p. 270)

Salience

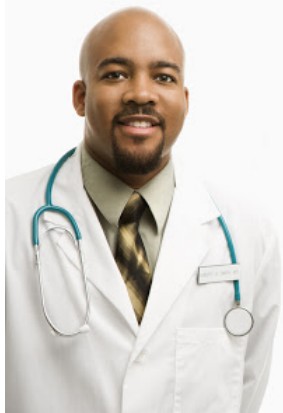
Alignment

Characteristics

Disparity

Conundrum:

Engaging stakeholders is different when interventions or outcomes relate to behaviors that are fundamental to ways of life





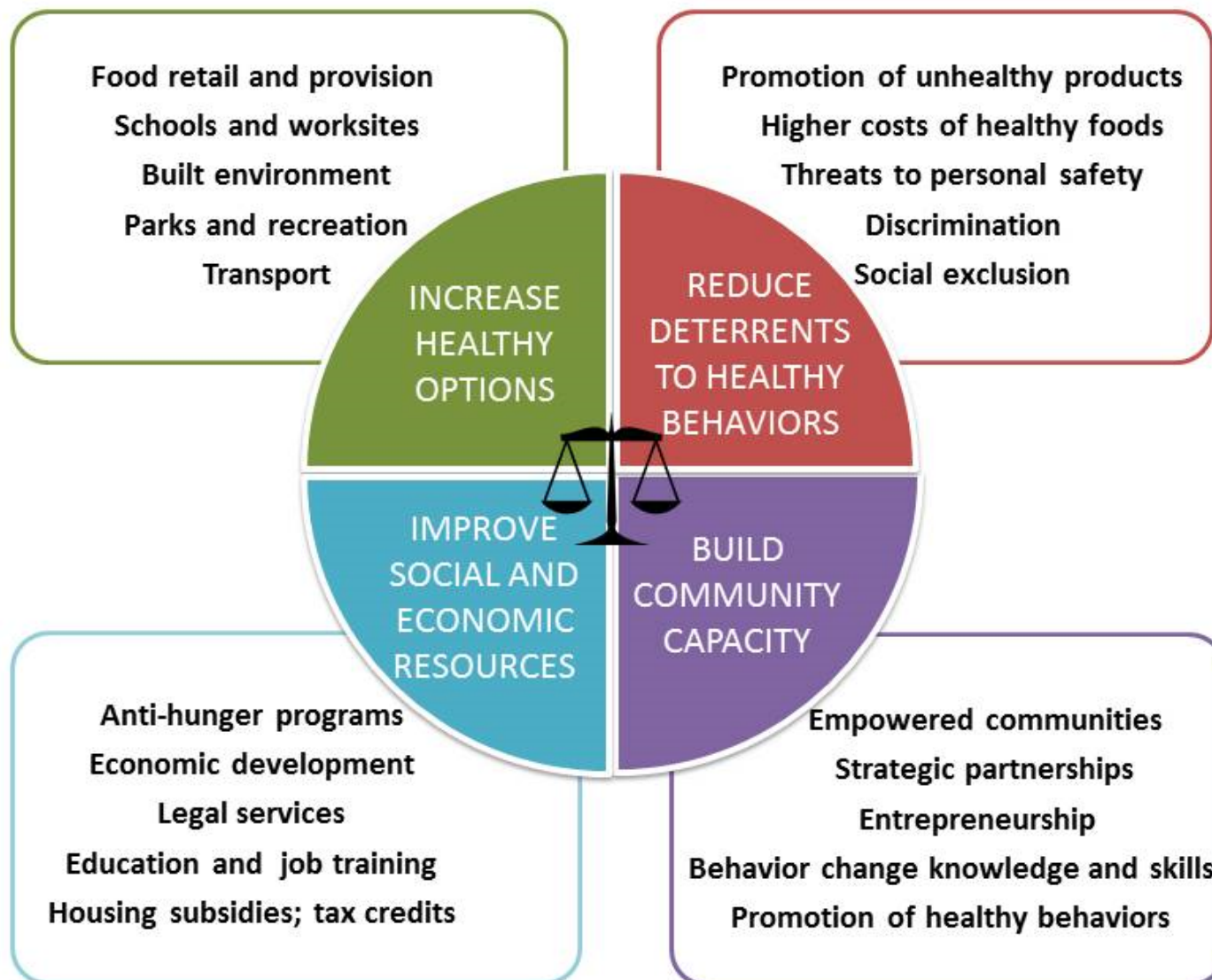
Eating and Physical Activity

- Universal and fundamental
- Socially and economically embedded
- Historically-culturally grounded
- Instinctive, involuntary, emotional component
- Functional
- Connected to other aspects of way of life, including personal identity and relationships

Dissemination and implementation of a new way of life?

- Efficacy studies, especially of food-related behaviors are usually isolated from, or in spite of ways of life and therefore can be expected to have limited sustainability in the unnatural settings in which we find ourselves
- The relatively few individuals that sustain these behaviors may be those with very supportive environments and high choice latitude
- To avoid widening gaps, D & I research in areas where disparities exist must therefore address, together with stakeholders, the structural influences and resource and capacity issues related to the targeted behaviors.

Equity-focused obesity prevention framework



<https://nam.edu/getting-to-equity-in-obesity-prevention-a-new-framework/>

Guidance

- Use frameworks that start with the people rather than the problem, i.e., designed to highlight specific population contexts, to guide quantitative and qualitative assessments
 - people-oriented
 - structure and agency
- For sustainability (CBPR or otherwise), use process that aims for stakeholder ownership and control
 - experiential engagement – assessments and benchmarking
 - coalitions
 - integration into existing organizations