HEALTHIER WISCONSIN PARTNERSHIP PROGRAM
Improving health through community-academic partnerships

3rd Community Engagement in Research (CEnR) Conference
Capacity and Skill Building for Today and Tomorrow

Institute for
Health and Society
Community Engagement | Education | Health Equity | Research

Clinical & Translational Science Institute
of Southeast Wisconsin

October 7, 2011
Crowne Plaza Milwaukee Airport
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7  Sponsor: Medical College of Wisconsin

7  Sponsor: The Institute for Health and Society

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Welcome

“I alone can do so little; together we can do so much.” - Helen Keller

I am pleased and honored to welcome you to the 3rd Community Engagement in Research (CEnR) Conference: CAPACITY AND SKILL BUILDING FOR TODAY AND TOMORROW lead by the Healthier Wisconsin Partnership Program, with support from the Institute for Health and Society at the Medical College of Wisconsin and the Clinical and Translational Science Institute of Southeast Wisconsin.

With a focus on partnerships for health improvement, the conference aims to offer ample networking opportunities while sharing knowledge with all conference participants to improve future community engaged research. By using a bi-directional learning process, we hope to create cadres of researchers and community partnerships who will be well prepared to establish authentic collaborations which can add positive impact in our communities.

Conference goals include:

- Presenting dynamic and interactive workshops to share information and build skills
- Building capacity to engage in authentic partnerships
- Facilitating bi-directional learning opportunities between communities and institutions
- Providing multiple networking opportunities

Syed Ahmed, MD, MPH, DrPH
Associate Dean for Public and Community Health;
Professor, Department of Family and Community Medicine;
Professor, Institute for Health and Society;
Director, Healthier Wisconsin Partnership Program, Medical College of Wisconsin

Thank you to each of the following for their time, dedication and creative ideas that have come together for today’s conference.

Volunteers: those supporting various roles for our conference registration and workshop sessions today

Conference Planning Committee:
Ann Bria, United Neighborhood Centers of Milwaukee;
Anne Kissack, Medical College of Wisconsin; Christopher Simmenz, Marquette University;
Genyne Edwards, WOO Connections; David Nelson, Medical College of Wisconsin

Healthier Wisconsin Partnership Program Staff:
Christina Ellis – Program Manager; Tim Meister – Program Coordinator;
Michelle Smith-Beckley – Program Coordinator; Kerry Solum – Program Coordinator;
Shari Hagedorn, Program Associate
7:30 AM  Registration Opens

8:00-8:45 AM  Coffee Klatsch/Networking
Opening Remarks: Genyne Edwards
Continental Breakfast
Location: Concorde Ballroom B

8:45-8:55 AM  Welcome: Syed Ahmed

9:00 AM-12:00 PM  Morning Workshops

Social Marketing 101: Connecting with your Audience
Presenters: Lorraine Lathen & Michael Campbell
Location: Concorde Ballroom A

Systemic Capacity Building
Presenter: Lynn Miner
Location: Concorde Ballroom C

12:00-1:00 PM  Lunch
Location: Concorde Ballroom B

1:00-4:00 PM  Afternoon Workshops

Web-Based Tools and Resources for Collaborative Partnerships
Presenters: Ody Granados & Keith Murphy
Location: Concorde Ballroom A

The Research Continuum…Bench to Community and Back Again
Facilitators: Jim Bartos and David Nelson
Presenters: Michele Bria, Mary Cronin, Amy Harley, Tim Herman, Ryan Spellecy
Location: Concorde Ballroom C
The Healthier Wisconsin Partnership Program (HWPP) is a component of the endowment at the Medical College of Wisconsin entitled Advancing a Healthier Wisconsin. HWPP aims to improve the health of the people of Wisconsin by providing funding to community-MCW academic partnerships that address public and community health improvement through community engaged research. HWPP views community engaged research as a process of inclusive participation that supports mutual respect of values, strategies and actions to address issues affecting the well-being of the community of focus. Community engaged research requires academic members to become part of the community and community members to become part of the research team thereby creating a unique working and learning environment.

**HWPP funding mechanisms:**

**Development awards can include:**
- Planning activities related to the formation or development of a partnership or program;
- Evaluation activities related to the assessment of a project or program; or,
- Implementation of capacity-building strategies aimed at strengthening organizations or sectors; pilot projects aimed at testing or demonstrating the feasibility of an idea.

**Impact awards can include:**
- Implementation of a health-related project, program and/or partnership with significant impact; or,
- Implementation of capacity-building strategies that will have significant impact on a health-related organization or sector.

**Violence Prevention Initiative:**
- Decrease rates of violence in identified areas of Milwaukee and, possibly, greater Wisconsin; and,
- Strengthen community capacity to prevent future violence.

Through the Development and Impact awards, the Healthier Wisconsin Partnership Program has provided $25M through six funding cycles to 115 community-MCW academic partnerships committed to improving the health of Wisconsin residents. The funded projects represent multiple focus areas of health improvement priorities and have embraced the Community Academic Partnership Model of collaboration. Each funded partnership consists of at least one community organization partner and one academic partner from the Medical College of Wisconsin and exemplifies the Healthier Wisconsin Partnership Program's vision to improve the health of the people of Wisconsin.

**Selected outcomes:**
- 39 of Wisconsin’s 72 counties have been directly impacted by these 115 projects. In addition, 18 projects have indicated statewide impact.
- Over 200 Community Organizations and 90 MCW partners participated on these projects.
- More than 80% of Impact projects and nearly 70% of Development projects have reported leveraged funds from federal, state or local resources.
The Medical College of Wisconsin is the state’s only private medical school and health sciences graduate school. Founded in 1893, it is dedicated to leadership and excellence in education, patient care, research and service. More than 1,270 students are enrolled in the Medical College’s medical school and graduate school programs. A major national research center, it is the largest research institution in the Milwaukee metro area and second largest in Wisconsin. Annually, College faculty direct or collaborate on more than 2,000 research studies, including clinical trials. Additionally, more than 1,250 faculty physicians provide care in virtually every specialty of medicine to more than 400,000 patients annually.

The Medical College of Wisconsin’s vision is to be a premier Medical School that is a resource for the communities of Wisconsin and beyond. The Medical College of Wisconsin strives to be a national leader in the education and development of the next generation of physicians and scientists; to discover and translate new knowledge in the biomedical sciences; to provide cutting-edge, interdisciplinary and compassionate clinical care of the highest quality; and, to improve the health of the communities we serve.

Institute for Health and Society
Community Engagement | Education | Health Equity | Research

The mission of the Medical College of Wisconsin’s Institute for Health and Society is to improve health and advance health equity through community and academic partnerships. The Institute’s faculty, staff, students and community partners work to accomplish this mission through training the next generation of health professionals, researching new discoveries in population and public health, developing innovative programs for clinical care delivery, strengthening community-academic partnerships, and fostering community engagement.

The Institute program areas include:

- **Biostatistics**—Expertise in methodological research in biostatistics and builds upon a successful track record of collaborative research partnerships with academic and community partners, including the Clinical and Translational Science Institute, Marquette University, and the University of Wisconsin-Milwaukee, among others. The Program also offers a PhD in Biostatistics.

- **Center for Bioethics and Medical Humanities**—Committed to helping health professionals, students, policy makers and community members explore the challenging ethical questions that accompany scientific advances and changes in our health care system. The Center also is dedicated to serving as a resource for scholars, educators, students, and patients in the area of medical humanities; an interdisciplinary field of humanities, social science and the arts and their application to medical education and practice. The Center’s graduate education initiatives offer a MA in Bioethics, Certificate Programs in Clinical Bioethics and Research Ethics, and a joint Certificate in Physician Ethics and Professionalism offered in collaboration with the American Medical Association’s Institute for Ethics.

- **Community Engagement**—Integrates community-engagement across research, education and clinical care through community-academic partnerships, including the Violence Prevention Initiative and the Community Engagement Key Function Program of the Clinical and Translational Science Institute of Southeastern Wisconsin.

- **Public Health Education**—Builds capacity for interdisciplinary population, public and community health research through graduate education programs. Students can earn a Certificate in Public Health, an MPH or a PhD in Public and Community Health. Students conduct original research, impact policy development and become professionals and scholars with expertise to address important biomedical, public and community health issues.

- **Global Health**—Global Health Program - Acts as a catalyst to foster sustainable, faculty-driven, diverse partnerships across our campus and beyond to address global health efforts in clinical care, education, research and community/public health from neighborhoods to nations.

- **Health Equity and Urban Clinical Care Partnerships**—Advances health equity and urban partnerships through enhancing affiliations with other health systems, forging partnerships with federally qualified health centers (FQHCs) and other community health centers that serve populations that experience health disparities, and by developing models that uniquely establish a Partners in Health Model to promote the health of underserved populations. Also, key partnerships are fostered with community based groups/organizations, individuals, as well as with the private sector and policymakers to address health disparities.

- **Epidemiology and Population Health Data Management**—Using an interdisciplinary, collaborative approach, develop new research that advances the Institute’s priorities in community health improvement, community-engaged research, and reducing health disparities. Patient-physician data registries will be gathered to look at process of care and outcomes of care to produce run charts which will allow for comparative effectiveness and health economics research. This Program also features social-spatial epidemiology (geo-mapping) and the Epidemiology Data Service Center.
The Clinical and Translational Science Institute (CTSI) of Southeast Wisconsin represents a unique and transformative collaboration among the Medical College of Wisconsin, and its campus research partners:

- Froedtert Hospital,
- Children’s Hospital of Wisconsin,
- VA Medical Center,
- and the Blood Research Institute.

Along with the major academic institutions in Southeast Wisconsin:

- Marquette University,
- University of Wisconsin-Milwaukee,
- and Milwaukee School of Engineering

The CTSI vision is: To create a borderless, complementary and synergistic research environment in Southeast Wisconsin to translate discoveries into better health of our citizens while simultaneously providing comprehensive educational and training programs to develop the next generation of Clinical and Translational Researchers.

Currently, Key Initiatives of CTSI include:

- Providing Resources - the CTSI will serve as a nexus for services that support research and collaboration.
- Educational Programs - the CTSI will develop and coordinate training opportunities in clinical & translational science.
- Funding research – the CTSI will fund innovative, multidisciplinary programs that advance clinical & translational research.
- Promoting Research Collaboration – the CTSI will support and promote efforts to enhance multidisciplinary collaborations within our institution and with others.
Social Marketing 101: Connecting with your Audience

Presenters:
Lorraine Lathen, President, Jump at the Sun Consultants, LLC
Michael Campbell, Manager, Wisconsin African American Tobacco Prevention Network

Abstract:
The health communications field has been rapidly changing over the past two decades. It has evolved from a one-dimensional reliance on public service announcements to a more sophisticated approach that increasingly uses, guerilla marketing tactics and social media. This workshop is designed to introduce the basic principles of social marketing, provide strategies for effective messaging and explore ways to incorporate social media, including digital storytelling into health education and advocacy efforts. The workshop will also provide participants with an opportunity to fine tune their social determinants vocabulary in order to reach diverse audiences.

Workshop Goals:
1. Increase understanding of social marketing
2. Discuss strategies for effective messaging
3. Explore the application of digital storytelling and social media
4. Explore persuasive social determinants vocabulary

Learning Objectives:
1. Participants will have a better understanding of social marketing as a strategy to effect positive social change.
2. Participants will increase their ability to use jargon-free social determinants language to influence change.
3. Participants will have an increased understanding of effective ways to incorporate digital storytelling into their work.

Agenda:
1. Social Marketing Overview
2. Contemporary Campaigns
3. Messaging of Social Determinants of Health
4. Social Media and Digital Storytelling
5. Putting it all Together
Systemic Capacity Building

Presenter:
Dr. Lynn Miner, founder of Miner and Associates, Inc.

Workshop Goals:
1. Dissect and reassemble the components of systemic capacity building,
2. Examine ways to strengthen your financial footing, and
3. Apply approaches to successful collaboration.

Abstract:
Does your organization have a titanium inner core? Or, would you find value in strengthening your organizational capacity in all quarters of its system to better serve your mission?

“Capacity building” is not a euphemism for “more training.” In this hands-on, interactive workshop (including iClickers), you will discuss systemic capacity building and identify a pyramid of nine separate but interdependent components which form a four-tier hierarch of capacity building needs:

1) structures, systems and roles;
2) staff and facilities;
3) skills; and
4) tools.

You will identify your organizational strengths and weakness before discussing ways to strengthen your financial footing and manage collaborations successfully in order to build your systemic capacity. You will leave this workshop with take away skills, tools, handouts, and resources to use immediately.
Web-Based Tools and Resources for Collaborative Partnerships

Presenters:
Ody Granados, Director of Information Technology, Department of Family and Community Medicine, Medical College of Wisconsin
Keith Murphy, Director of Web and eMarketing Strategies; Medical College of Wisconsin

Abstract:
Collaboration in this era of multi-media technologies can be easily enhanced through many user-friendly applications. This workshop will identify and explore several web-based and other internet tools to advance collaboration within and between organizations. Keith and Ody will highlight popular, free and low cost web-based tools and resources, explain how to locate and install them, and offer their witty and erudite opinions about anything that pops into their heads.

Workshop Goals:
1. Think
2. Learn
3. Laugh

Learning Objectives:
- Participants will identify several collaborative tools by name and describe what they are used for.
- Participants will identify which popular social media applications can contribute to their collaboration efforts.
The Research Continuum...Bench to Community and Back Again

Facilitators:
Jim Bartos, Executive Director, Silver Spring Neighborhood Center
David Nelson, Assistant Professor, Family and Community Medicine, Medical College of Wisconsin

Presenters:
Michele Bria, Chief Executive Officer, Journey House
Mary Cronin, Professor of Medicine, Rheumatology, Medical College of Wisconsin
Amy Harley, Assistant Professor, School of Public Health at University of Wisconsin-Milwaukee and Scientist at Center for Urban Population Health
Tim Herman, PhD, Director of the Center for BioMolecular Modeling, Milwaukee School of Engineering
Ryan Spellecy, Associate Professor, Bioethics and Medical Humanities, and Psychiatry, Medical College of Wisconsin

Abstract:
Translational Research – what does it really mean? Join this interactive, activity-driven discussion to learn about the different types of research, ethical considerations of each type of research, how the different types of research relate to each other and how they can benefit each other. Exciting changes are occurring in the various fields of research in order to learn from research findings and expedite the results to multiple audiences.

Workshop Goals:
1. To provide conference participants with knowledge of different types of research within the continuum of translational research
2. To provide conference participants with knowledge regarding ethical considerations within each type of research
3. To facilitate bi-directional learning between researchers and conference participants regarding research, ethical considerations and community-based issues

Learning Objectives:
- Workshop participants will gain a greater knowledge of research types within the continuum of translational research.
- Workshop participants will problem-solve ways that community based issues can be examined by various types of research.

Agenda:
- Short presentation regarding each type of research
- Small group work and discussion
- Presentation of small group work
- Bi-directional learning & discussion between conference participants and researchers
Directory of Conference Participants

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Asset-Based Community Development: a process that involves the community in making an inventory of assets and capacity, building relationships, developing a vision of the future, and leveraging internal and external resources to support actions to achieve it (The Community Toolbox, Identifying Community Assets and Resources)

Bench Research: any research done in a controlled laboratory setting using nonhuman subjects. The focus is on understanding cellular and molecular mechanisms that underlie a disease or disease process. (TheFreeDictionary's Medical dictionary, http://medical-dictionary.thefreedictionary.com)

Bioethics: n: 1. a field of study concerned with the ethics and philosophical implications of certain biological and medical procedures, technologies, and treatments, such as organ transplants, genetic engineering, and care of the terminally ill; (www.dictionary.com) 2. a discipline dealing with the ethical implications of biological research and applications, especially in medicine. (www.merriam-webster.com)

Clinical Research: a branch of medical science that determines the safety and effectiveness of medications, devices, diagnostic products and treatment regimens intended for human use. These may be used for prevention, treatment, diagnosis or for relieving symptoms of a disease. (www.Wikipedia.org)

Capacity Building: an increase in a group’s abilities to define, assess, analyze and act on health and other concerns of importance to their members. (Labonte and Loverack, 2001)

Collaboration: process by which groups come together and establish a formal commitment to work together to achieve common goals and objectives through joint ownership of the work and shared risks, results, and rewards (NACCHO, Pulling Together, 2008)

Community: 1. a group of individuals organized into a unit or manifesting some unifying trait or common interest; (Institute of Medicine, 2003). 2. community need not be defined solely by geography. It can refer to a group that self-identifies by age, ethnicity, gender, sexual orientation, disability, illness, or health condition. It can refer to a common interest or cause, a sense of identification or shared emotional connection, shared values or norms, mutual influence, common interest, or commitment to meeting a shared need. (CCPH Board of Directors, 2005)

Community Assets: the full breadth of people, organizational, and institutional resources that exist in a community. (Beaulieu, 2002)

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 and has the aim of combining knowledge with action and achieving social change. (W.K. Kellogg Community Health Scholars Program, 2001)

Community Engagement in Research (CEnR): CEnR is a process of inclusive participation that supports mutual respect of values, strategies, and actions for authentic partnership of people affiliated with or self-identified by geographic proximity, special interest, or similar situations to address issues affecting the well-being of the community or focus. (Ahmed & Palermo, 2008)

Community Engaged Research (CER): CER is a core element of any research effort involving communities. It requires academic members to become part of the community and community members to become part of the research team, thereby creating a unique working and learning environment before, during, and after the research. (Ahmed & Palermo, 2008)

Community Capacity: the characteristics of communities that affect their ability to identify, mobilize, and address social and public health problems. (McLeroy,1996)

Community Health: a field of public health that concerns itself with the study and betterment of the health characteristics of communities. (Web Definition)

Community Health Improvement: a systematic effort that assesses community needs and assets, prioritizes health-related problems and issues, analyzes problems for their causative factors, develops evidence-based intervention strategies based on those analyses, links stakeholders to implementation efforts through performance monitoring, and evaluates the effect of interventions in the community. (Turnock, 2009)
**Definitions**

**Health:** 1. broadly defined as a state of complete physical, mental, and social well-being, and not merely the absence of disease (WHO, 1948); 2. a resource for everyday life, not the objective of living. Health is a positive concept emphasizing social and personal resources, as well as physical capacities. *(Ottawa Charter for Health Promotion, 1986)* 3. a personal or community condition that reflects the fullest attainment and expression of physical, mental, environmental, spiritual, and economic potential. *(Bruce & S.U. McKane)*

**Health Disparities:** 1. a significant disparity or difference in the overall rate of disease incidence, prevalence, morbidity, mortality or survival rates in a population as compared to the health status of the general population. *(Minority Health and Health Disparities Research and Education Act, 2000)*; 2. differences in health status among distinct segments of the population including differences that occur by gender, race or ethnicity, education or income, disability, or living in various geographic localities. *(Virginia Department of Health, 2009)*

**Health Equity:** 1. achieving the optimal level of health for all people. Health equity entails focused societal efforts to address avoidable inequalities by equalizing the conditions for health for all groups, especially for those who have experienced socioeconomic disadvantage or historical injustices. *(Virginia Department of Health, 2009)*; 2. “pursuing equity in health” can be defined as striving to eliminate disparities in health between more and less-advantaged social groups, i.e. groups that occupy different positions in a social hierarchy. *(Braveman, 2003)*

**Interdisciplinary Research:** research process that directly enforces team building in the service of addressing complex problems in which multicausal explanations might exist. This is compared to multidisciplinary research which acknowledges that research teams may need to represent more than one field of study, but has a division of labor; or transdisciplinary research which moves to a different level of synthesis and integration through the formulation of a new research framework for defining and addressing a problem, which integrates what may have previously been discrete or competing points of view. *(Aday, 2005)*

**Partnership:** individuals or organizations working together in a side-by-side effort to accomplish a common goal with a shared sense of purpose and a shared responsibility for the outcome. *(Ohio State University, Building Coalitions Fact Sheet.)*

**Population Health:** 1. an approach to health that aims to improve the health of an entire population and to reduce health inequities among populations. Population health seeks to step beyond the individual-level focus of medicine by addressing a broad range of factors that impact health on a population level, such as environment, social structure, resource distribution, etc. *(Minnesota Department of Health, 2008)*; 2. an approach that considers all factors that influence the health outcomes of a group of individuals, including the distribution of such outcomes within the group. *(Kindig, 2003)*

**Public Health:** 1. the fulfillment of society’s interest in assuring the conditions in which people can be healthy, which includes organized interdisciplinary efforts that address the physical, mental, and environmental health concerns of communities and populations. *(Colorado Department of Health, 2008 based on a definition by the Institute of Medicine, 1988)*

**Social Determinants of Health:** the conditions in which people are born, grow, live, work and age, including the social, economic, and political resources and structures that influence health outcomes. *(World Health Organization, 2003)*

**Social Justice:** is the equitable distribution of social, economic and political resources, opportunities, and responsibilities and their consequences. In public health, a social justice framework includes the premise that marginalization based on race, class, gender, and other social classifications underlies the inequitable distribution of social, economic and political resources and opportunities. This unequal distribution of resources and opportunities is manifested through inequitable access and exposure to social determinants of health. Through direct and indirect mechanisms, the result is health inequities. *(Virginia Department of Health)*