

## MCW Office of the Associate Provost and Senior Associate Dean for Community Engagement

### DEFINITIONS & EXAMPLES

See below for definitions and examples of community engagement (CE) terms listed in **blue type** within the MCW Faculty Community Engagement Survey.

#### **Community Engagement**

**Definition:** the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people. It is a powerful vehicle for bringing about environmental and behavioral changes that will improve the health of the community and its members. It often involves partnerships and coalitions that help mobilize resources and influence systems, change relationships among partners, and serve as catalysts for changing policies, programs, and practices. (Principles of Community Engagement, 1<sup>st</sup> ed. Center for Disease Control. 1997. p. 9)

#### **Community Outreach**

**Definition:** the ways staff, Faculty, and students collaborate with external groups in mutually beneficial partnerships that are grounded in scholarship and consistent with the role and mission of their professional appointment. (Adapted from CU-Boulder Council of Deans, February 16, 2010; <http://outreach.colorado.edu/about/outreach-definition>)

Reciprocity is a defining attribute of Community Outreach Activities. Activities are usually (but not always) outside of the scope of faculty primary job duties. It is not of consequence whether the activity was done during or outside of work hours, or the activity was done at the direction of a supervisor or by individual faculty initiative.

**Examples:** speaking on specialty areas at association/society meetings, volunteering as a medical resource for school sports teams, serving on local and regional government committees/boards as a medical professional representative, participating in promoting health in communities via events, tables, editorials, or media appearances, and volunteer medical missions abroad.

#### **Community Service**

**Definition:** is co-curricular or extra-curricular—it's something you do apart from or in addition to your academic or professional duties. You may enjoy helping others and want to volunteer in the local community on your own. (Adapted from <http://www.eiu.edu/volunteer/defs-service.php>)

**Examples:** volunteer work for children's sports teams; church service; etc.

#### **Service-Learning**

**Definition:** a structured learning experience combining community service with preparation & reflection. Students provide community service addressing community-identified concerns & learn about the connection between their service & coursework, & their roles as citizens & professionals.

**Examples:** Urban & Community Health & Global Health Pathways, MPH Field Placement, Community Health Improvement III, VI, & VII, Family Medicine Clerkship

#### **Community Engaged Courses**

**Definition:** courses that include learning objectives and instruction in community engagement principles for the application of Community Engagement in your professional work.

**Examples:** CTSI Community Engaged Research (CEnR) Course

## Community Based Participatory Research (CBPR)/ Community Engaged Research (CEnR)

**CBPR Definition:** a collaborative approach to research that equitably involves all partners in the research process and recognizes each partner's unique strengths; begins with a research topic of importance to the community & has the aim to combine knowledge with action and achieve social change.

**CEnR Definition:** 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)

**Examples:** AHW's Community Based Chronic Disease Management Project promotes low-cost medicine, nutrition, and education by screening for/managing hypertension, diabetes, and obesity at churches and food pantries in Milwaukee.

## Community Engaged Clinical Care

**Definition:** To foster and support the integration of patient care with patients and community groups in sustainable long-term relationships; to encourage the development and diffusion of research advances to applications, through patient care for the individual in context of family and community, via principles of sustainability, collaboration and sharing of data & analysis, aligned leadership, and processes and incentives compatible with collaboration.

**Examples:** working in a free clinic; evidence of change in approach or decision-making due to collaborator input; processes and implementation of sharing of patient information

## Community Engaged Policy

**Definition:** Effective engagement efforts provide policymakers and other state officials, like health department staff, more insight into identifying the values, ideas and recommendations of the communities that they serve. It also presents an opportunity for residents to better understand an issue and its impact, leading to greater community ownership for the initiative.

**Examples:** serving on a government advisory board for healthcare policy

(A Path to Policy: A Blueprint for Community Engagement and Advocacy. National Alliance of State & Territorial Aids Directors. Sept. 2014. <https://www.nastad.org/sites/default/files/Policy-Advocacy-Toolkit-September-2014.pdf>)

## Advocacy

**Definition:** Effective engagement efforts provide policymakers and other state officials, like health department staff, more insight into identifying the values, ideas and recommendations of the communities that they serve. It also presents an opportunity for residents to better understand an issue and its impact, leading to greater community ownership for the initiative. <https://www.nastad.org/sites/default/files/Policy-Advocacy-Toolkit-September-2014.pdf>)

**Examples:** providing policymakers with the background information they need to write legislation or proclamations; submitting a letter to the editor on an issue area and the impact that it has; writing a policy statement