Community-Based Participatory Research (CBPR) / Community Engagement in Research (CER): Introduction

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Nothing in the world is so powerful as an idea whose time has come.

-Victor Hugo
Learning Objectives

- Become familiar with key definitions of CBPR / CER
- Become familiar with the rationale for conducting CBPR / CER
- Learn historical background and evolution of CBPR / CER
- Learn the current status of CBPR / CER in national context
True or False

Community Based Participatory Research (CBPR) is a research method by which research is done with communities.
True or False

To produce effective research with the community, the community needs to be defined by geography.

Ahmed, SM, Medical College of Wisconsin, 2010
True or False

For both CBPR and CER, key component is “community engagement”

Ahmed, SM, Medical College of Wisconsin, 2010
True or False

Communities do not have reasons to distrust academics.
True or False

“Bidirectional Dialogue” is a key process of CBPR / CER
We must Restore Balance to the Community Academic Partnership

Ahmed, SM, Medical College of Wisconsin, 2010
Who is the “community”?
Defining Community

What we mean by “community” is dynamic and inclusive; there is no “one” definition of community.

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.
Defining Community

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.
Defining Community

• A group of people linked by social ties who share common perspectives or interests, and may also share a geographic location (MacQueen et al)

• Communities are not homogeneous and seldom speak with a single voice.
What?

- Community Academic Partnership
- Community Based Research
- Community Based Participatory Research (CBPR)
- Action Research
- Empowerment Research
- Community Engagement in Research (CER)
- Community Engaged Scholarship
- Dialogue Research
What is CBPR / CER?

Ahmed, SM, Medical College of Wisconsin, 2010
Participatory research is seen as systematic inquiry, with the collaboration of those affected by the issue being studied, for the purpose of education and taking action or effecting societal change.

Green et al, 1995
What is 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.”

W.K. Kellogg Foundation (2001)
Community Engagement in Research (CER)

CER 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.

Community Engagement in 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.

Community Engagement is a process that requires **power sharing, maintenance of equity**, and flexibility in pursuing goals, methods, and time frames to fit the priorities, needs and capacity within the cultural context of communities. CER is often operationalized in the form of partnerships, collaboratives, and coalitions which do the following: help **mobilize resources and influence systems**; change relationships among partners; and serve as **catalysts for changing** policies, programs, and practices.

Why CBPR / CER?
Why CBPR?

- Community Demand → Can not be just guinea pig
- Failure of “Traditional” research approaches:
  - 98% of Americans receive their health care outside of academic medical centers
- Funder Demand → Need to see impact
- Demand for elimination health disparities → Potent alternative to “outside expert” driven research

Ahmed, SM, Medical College of Wisconsin, 2010
Why?

- The challenge of “Translational Research”
- Active participation of the target population
- Interest in the contextual factor (e.g. social, economical, cultural, environmental, etc.)
Why?

- Enhance the relevance and use of the research data by all partners
- Incorporation of local knowledge which overcome “community distrust” of academic research
- Provides resources (e.g. funds, training, job opportunities for communities (Israel et al, 1998)
Evolution of CBPR / CER

“Helicopter Research”

CCPH: Community-Campus Partnerships for Health
NAPCRG: North American Primary Care Research Group
AHRQ: Agency for Healthcare Research & Quality
NIH STEP: Staff Training in Extramural Programs


Tuskegee Experience 1932-1972
Kurt Lewin
Paul Friere
Latin American Asia, Africa
Fals-Borda
Canada Netherlands

CCPH NAPCRG IOM Foundations

AHRQ-2002 Meeting
AHRQ-2004 Evidence Publications
CDC-PRC NIH-COPR NIH-CTSA

NIH STEPS

Paul Friere
Latin American Asia, Africa
Fals-Borda
Canada
Netherlands

Foundations: examples Kellogg and RWJF

Syed M. Ahmed; Evolution of CBPR, June 6, 2007
Why Communities do not Participate
Why Communities do not Participate

- Irrelevance to the community
- Poor methodology (waste of resources)
- Research is not given back
- Communities feel over researched
- Communities feel coerced
- Communities feel researched upon rather than partners in the process
- Communities are lied to
- Insensitivitity to community concerns or issues
- Benefits to community are minimal
“When facing a difficult task, act as if it is impossible to fall. When going after Moby Dick, bring along the tartar sauce.”

Anon