

CBPR: An innovative approach for practice based research networks

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May 10, 2006



MetroHealth

Saving lives is only the beginning.



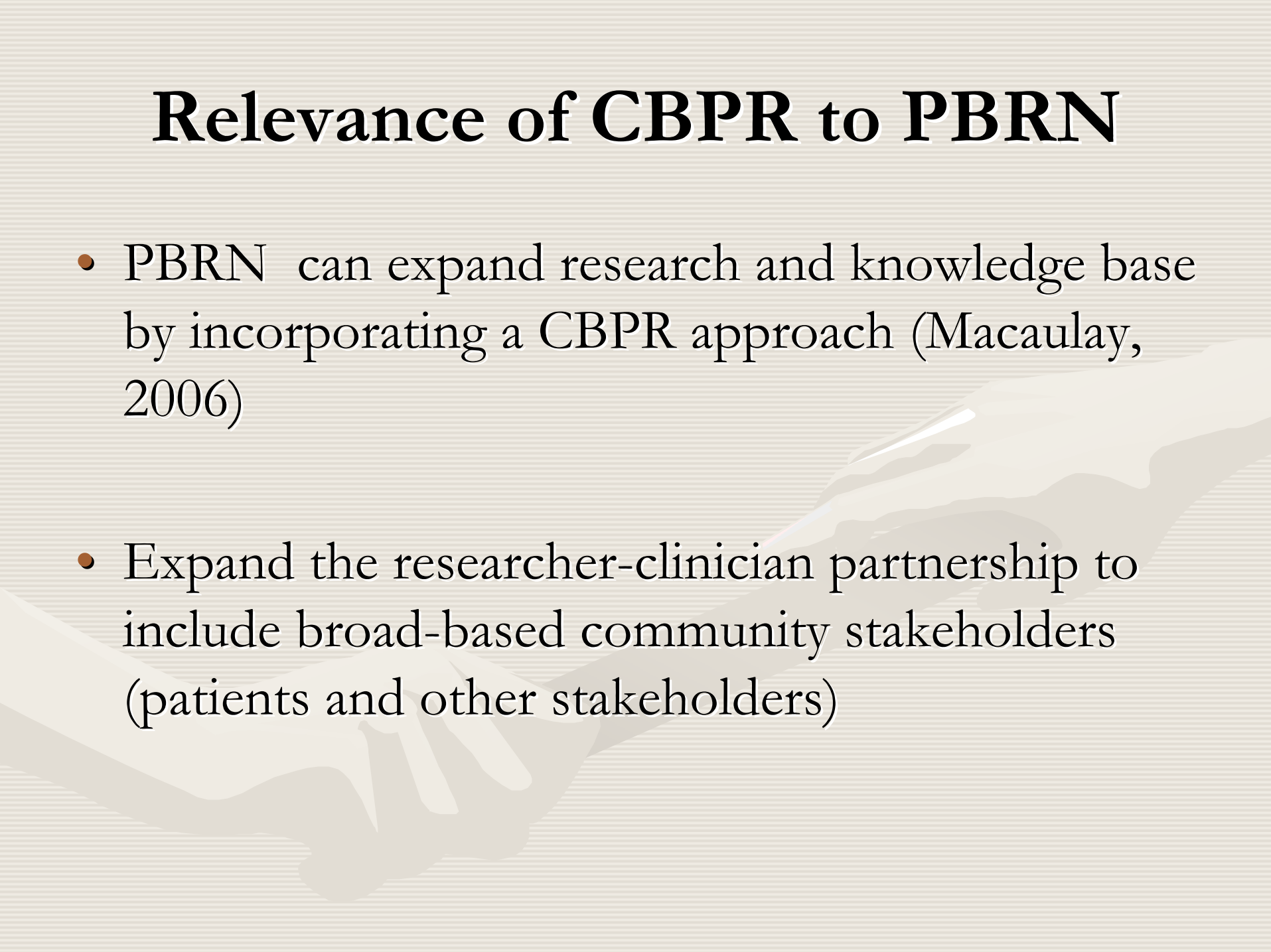
Center
for Reducing
Health Disparities

Outline

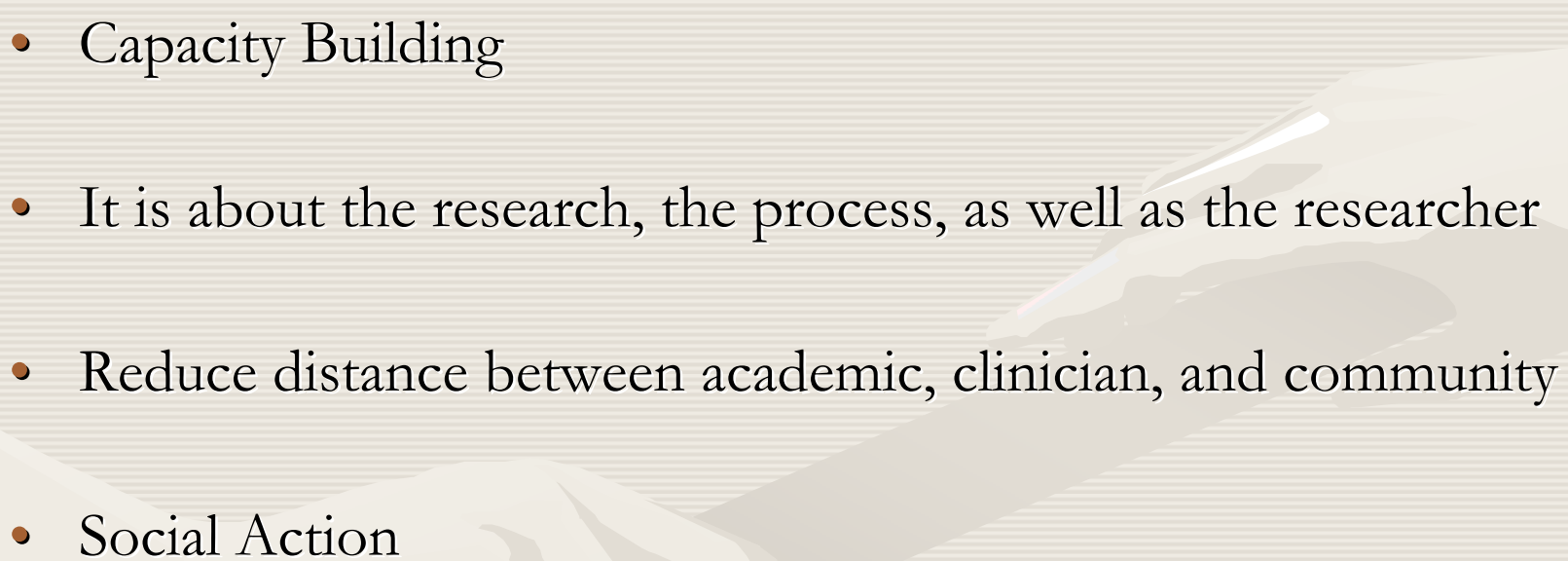
- Key principles of CBPR
- CBPR in South Africa
- CBPR in Cleveland
- PBRN and CBPR
- Challenges



Relevance of CBPR to PBRN

- PBRN can expand research and knowledge base by incorporating a CBPR approach (Macaulay, 2006)
 - Expand the researcher-clinician partnership to include broad-based community stakeholders (patients and other stakeholders)
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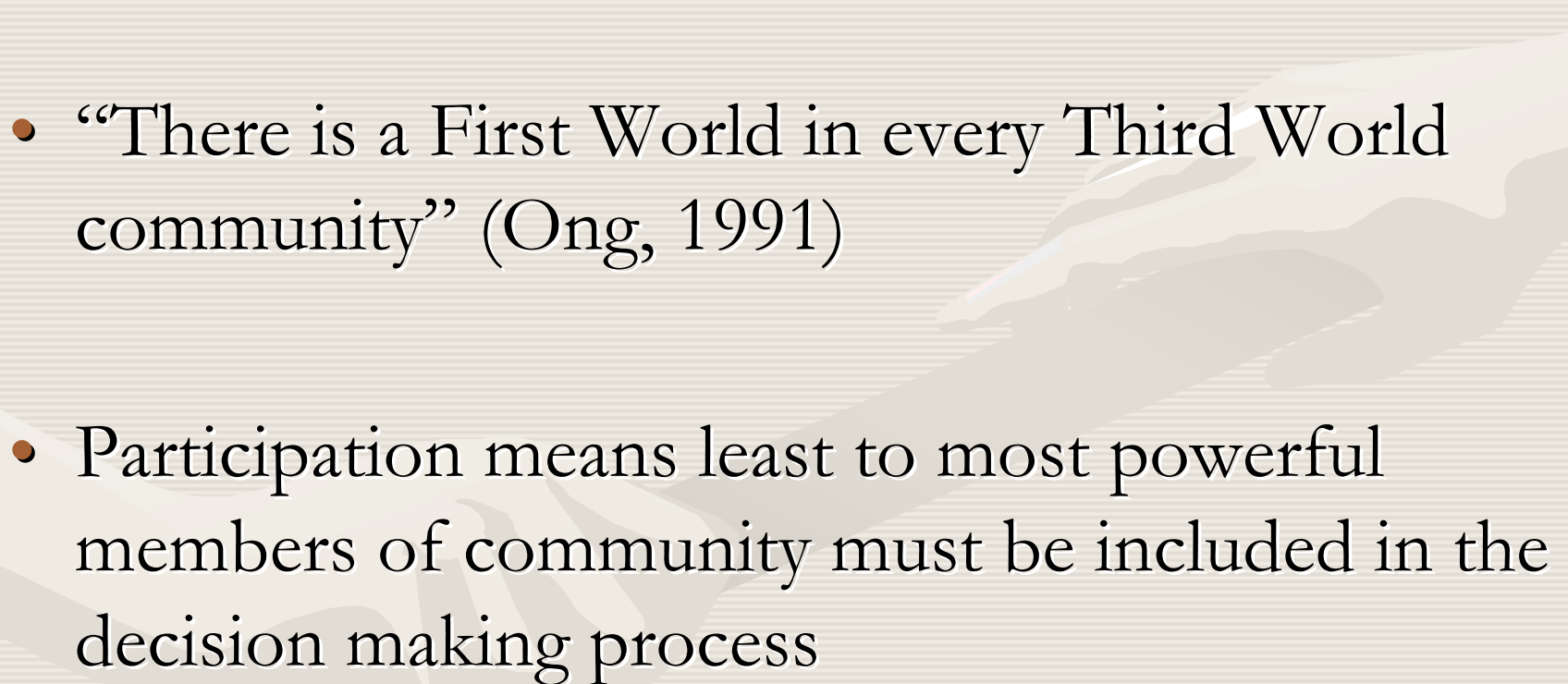
Key principles of CBPR

- Collaboration
 - Capacity Building
 - It is about the research, the process, as well as the researcher
 - Reduce distance between academic, clinician, and community
 - Social Action
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Context of “traditional” research

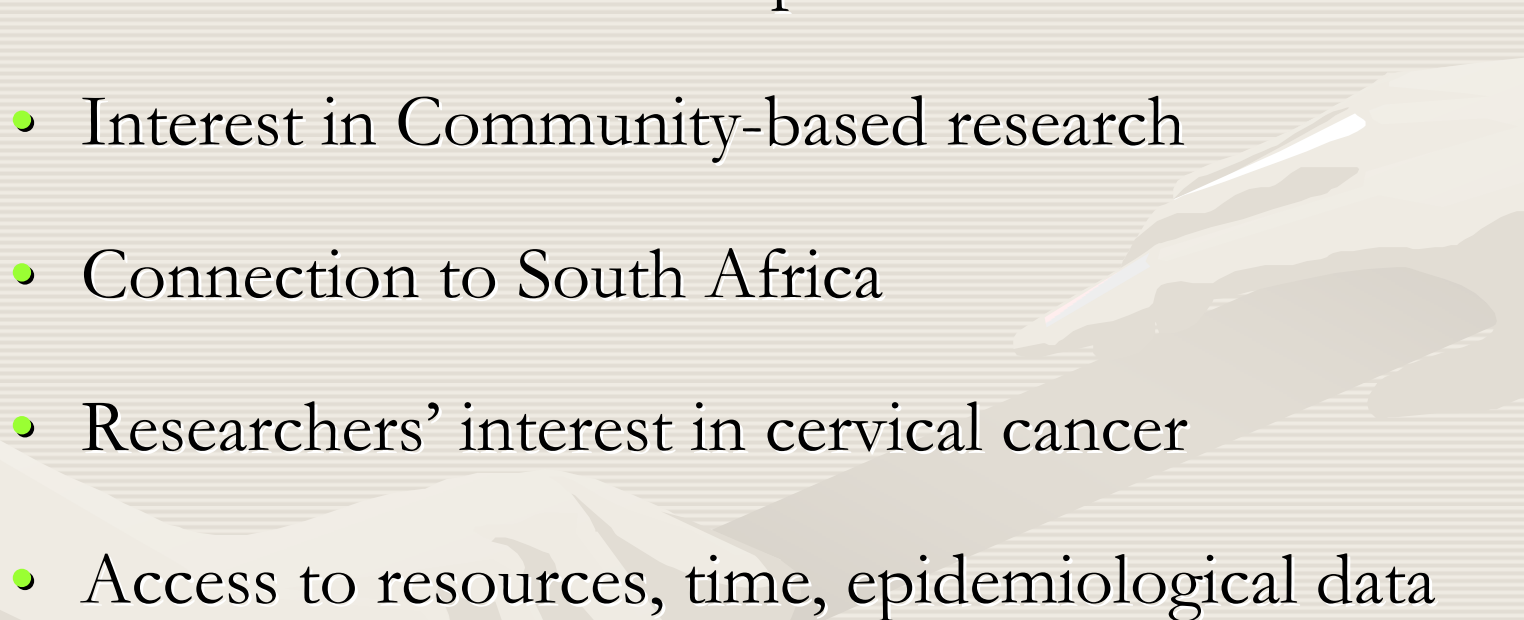
- Communities have often been colonized by researchers (Wallerstein & Duran, 2003)
- “helicopter research” (Deloria, 1992) or “hello-goodbye approach” (Huberman, 1991)
- CBPR researchers must take into account the historical context of how research has been conducted in marginalized communities

Participation

- Who represents the community?
 - “There is a First World in every Third World community” (Ong, 1991)
 - Participation means least to most powerful members of community must be included in the decision making process
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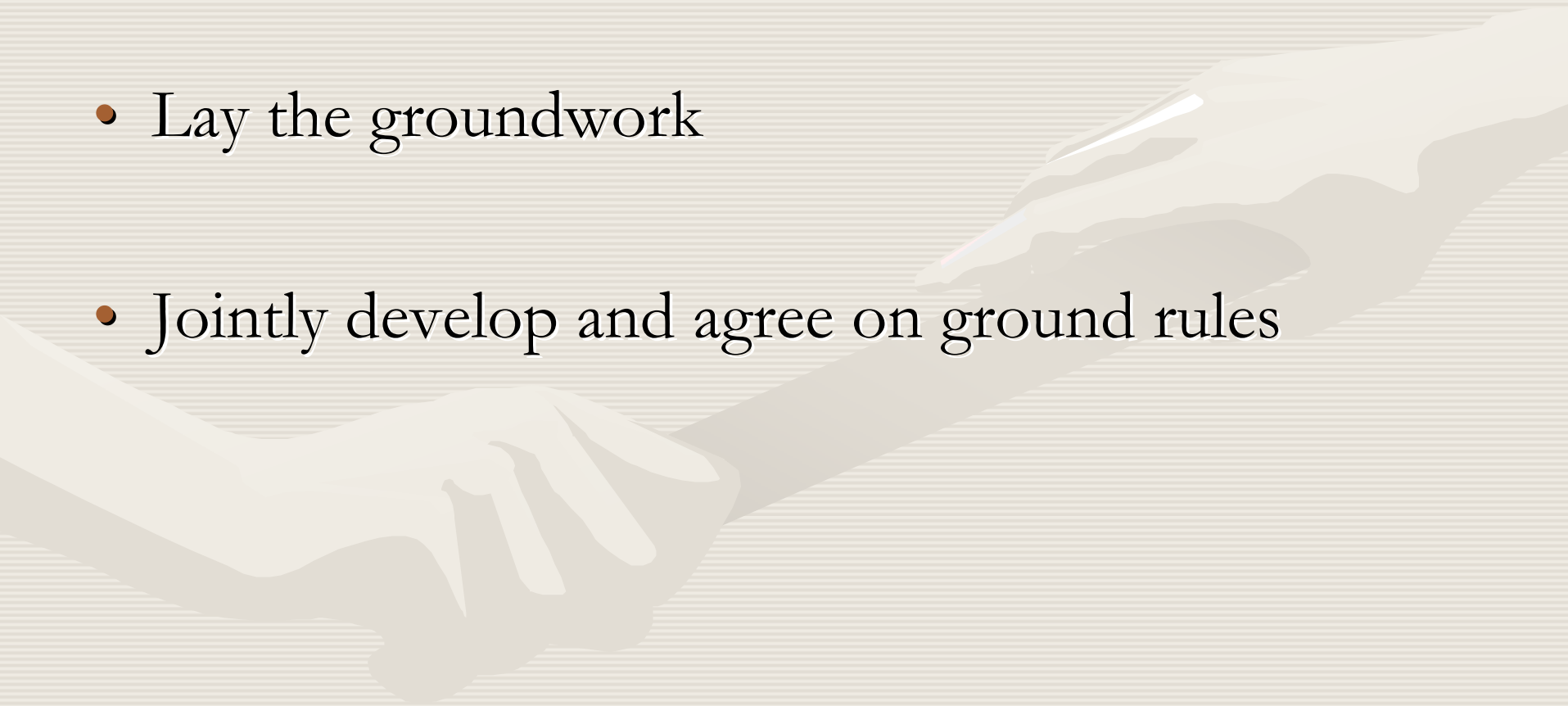
CBPR in South Africa

Background

- Placement in Case Comprehensive Cancer Center
 - Interest in Community-based research
 - Connection to South Africa
 - Researchers' interest in cervical cancer
 - Access to resources, time, epidemiological data
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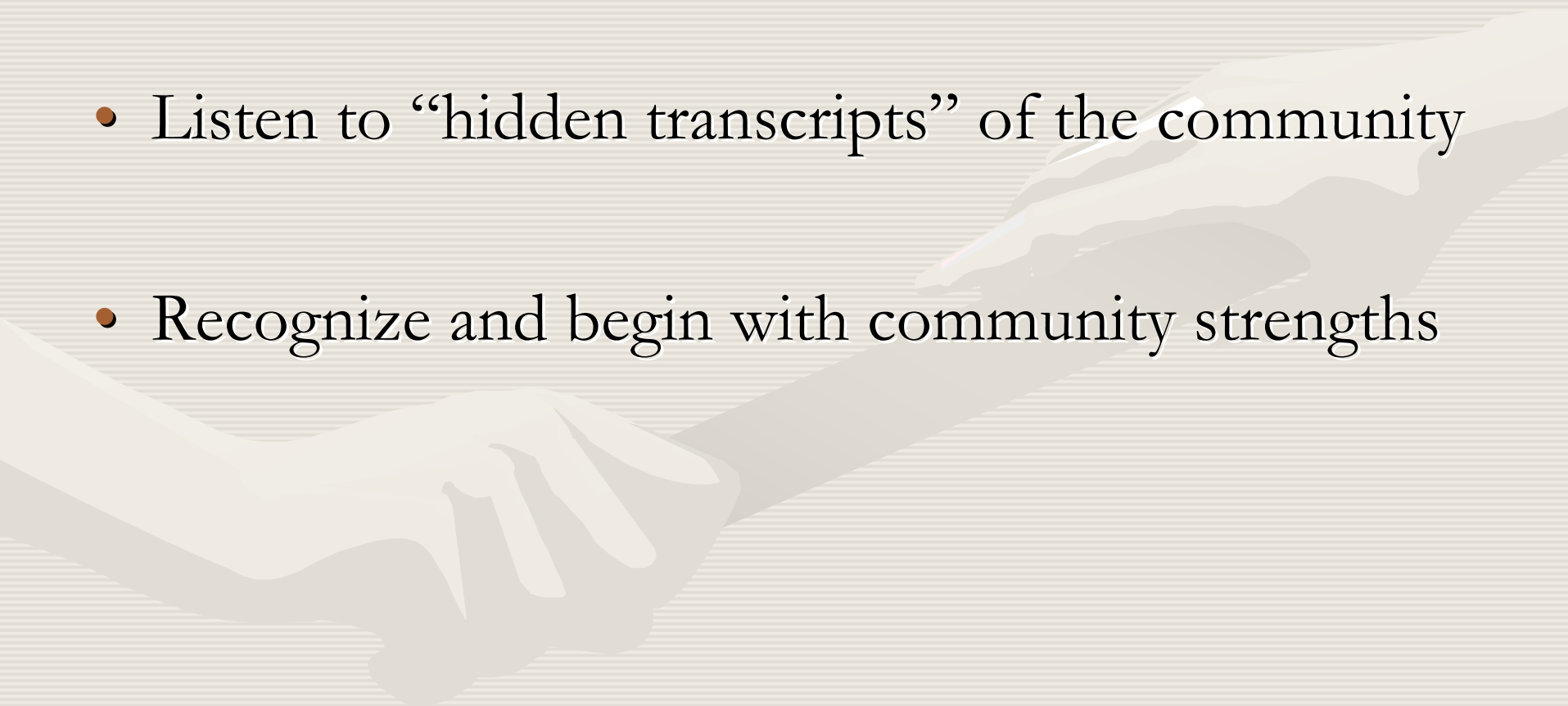
Defining the research question

- A chance to use power for good
- Lay the groundwork
- Jointly develop and agree on ground rules

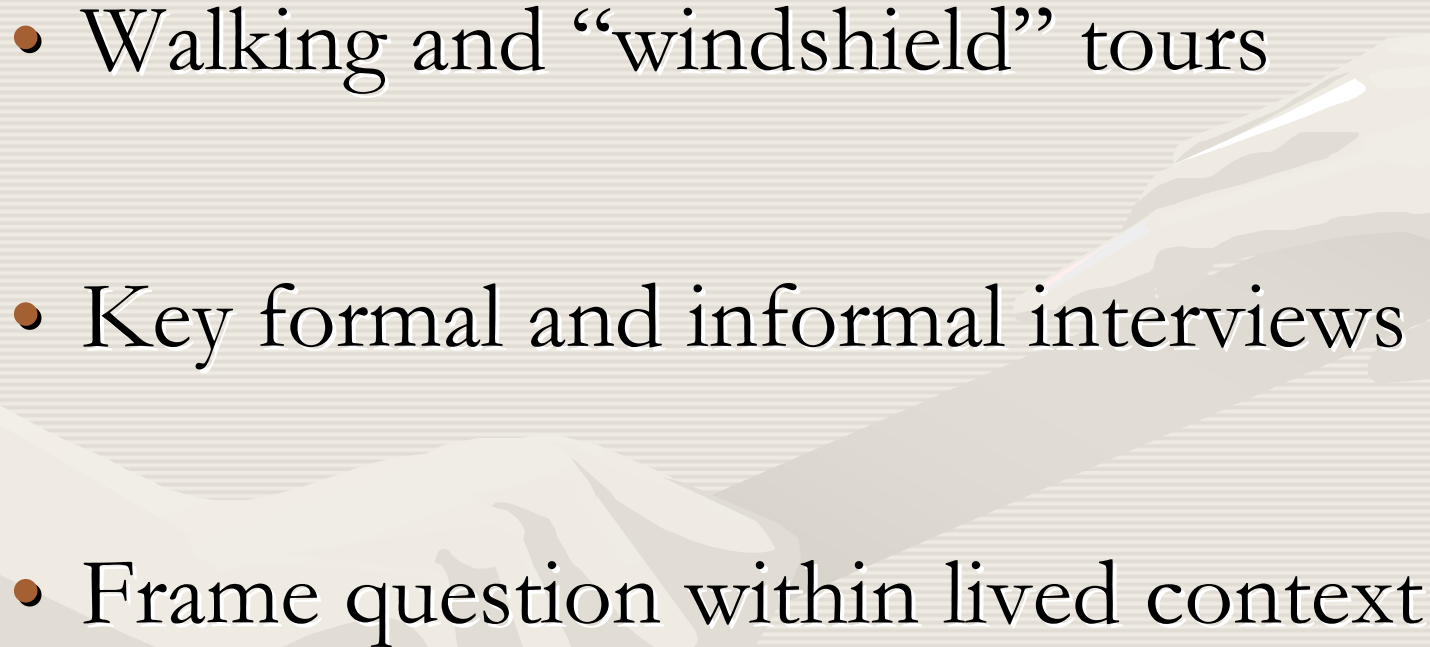


Working backwards

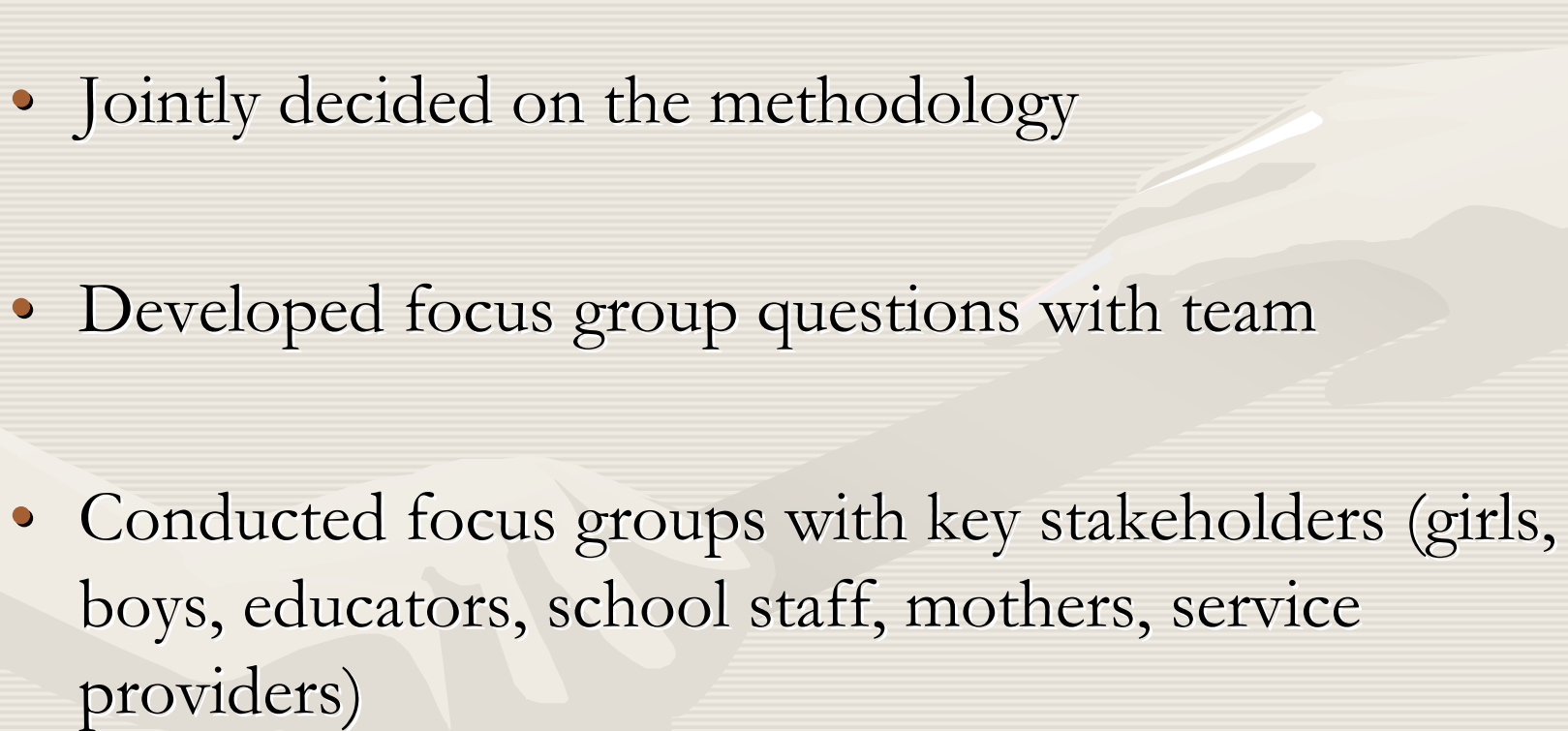
- “Start where the people are” (Nyswander, 1956)
- Listen to “hidden transcripts” of the community
- Recognize and begin with community strengths



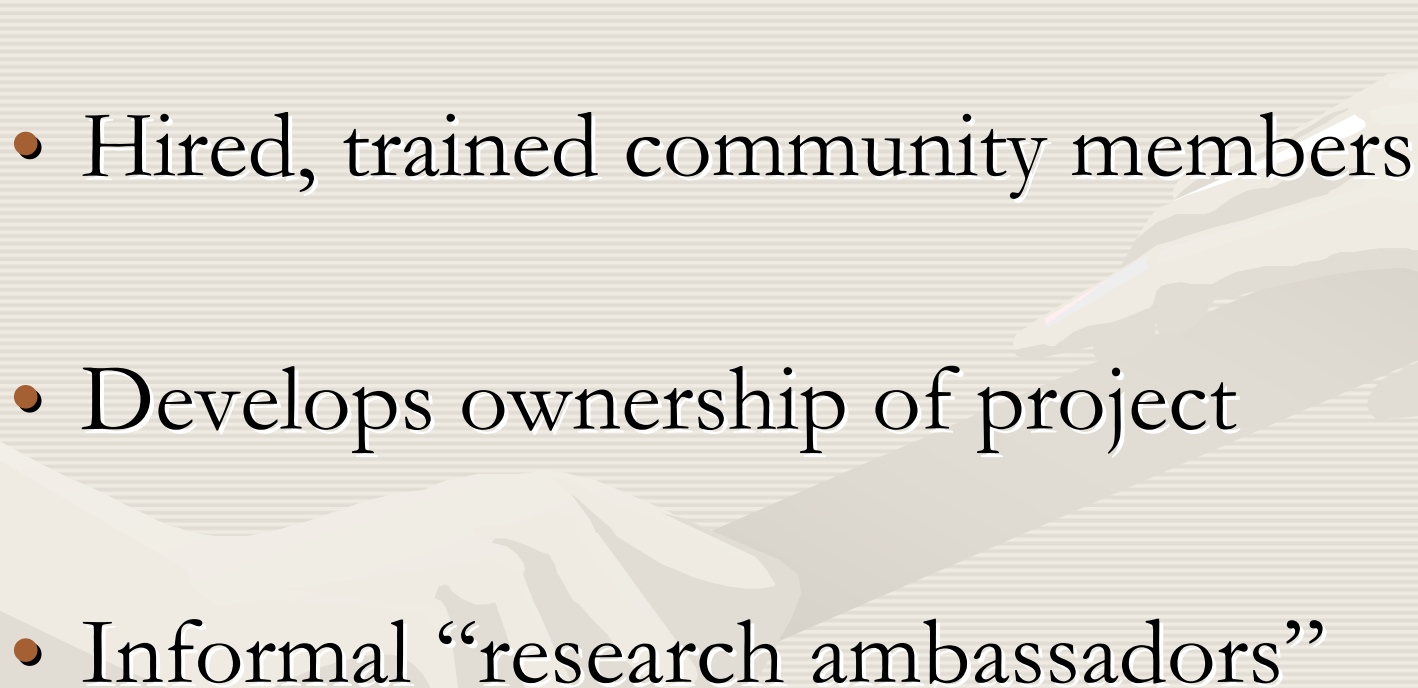
The journey from cervical cancer to cervical health

- Walking and “windshield” tours
 - Key formal and informal interviews
 - Frame question within lived context
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Designing the research

- Community Advisory Board
 - Jointly decided on the methodology
 - Developed focus group questions with team
 - Conducted focus groups with key stakeholders (girls, boys, educators, school staff, mothers, service providers)
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Implementing the research design

- Focused on capacity building
 - Hired, trained community members
 - Develops ownership of project
 - Informal “research ambassadors”
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Analyzing the research data

- Trained researchers in South Africa to analyze data
 - Trained researchers in US to analyze data
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Reporting the research results

- Data dissemination
- Returned to stakeholders
- Workshops
- Reports/Co-authorship



Acting on the research results

- Action that benefits the community
- Policy implications
- Sustainability



CPBR in Cleveland

- The research question
- Research Design
- Data Collection



Data Analysis

- Research Assistants
- Community Research Team



Research in Action

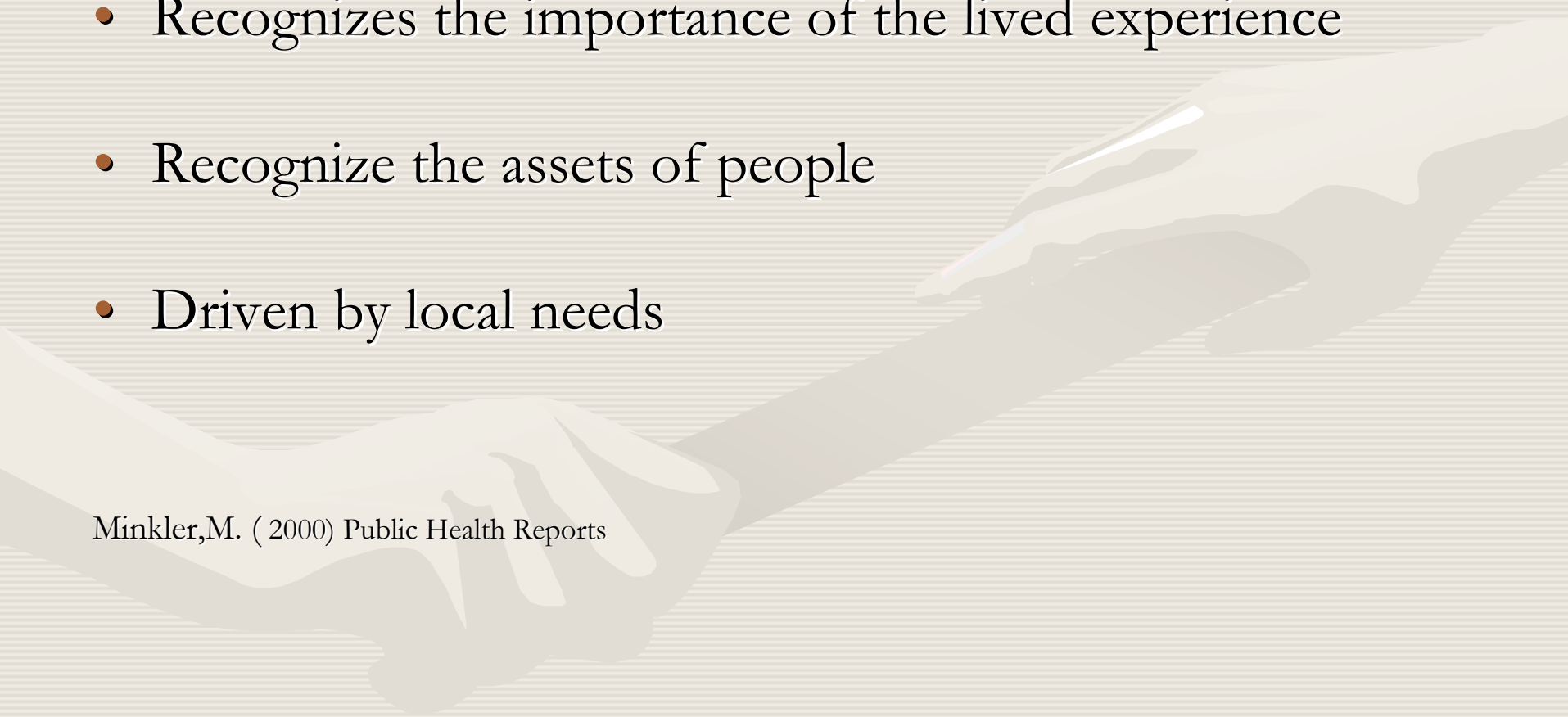
- Data Dissemination
- Mother-daughter health communication day



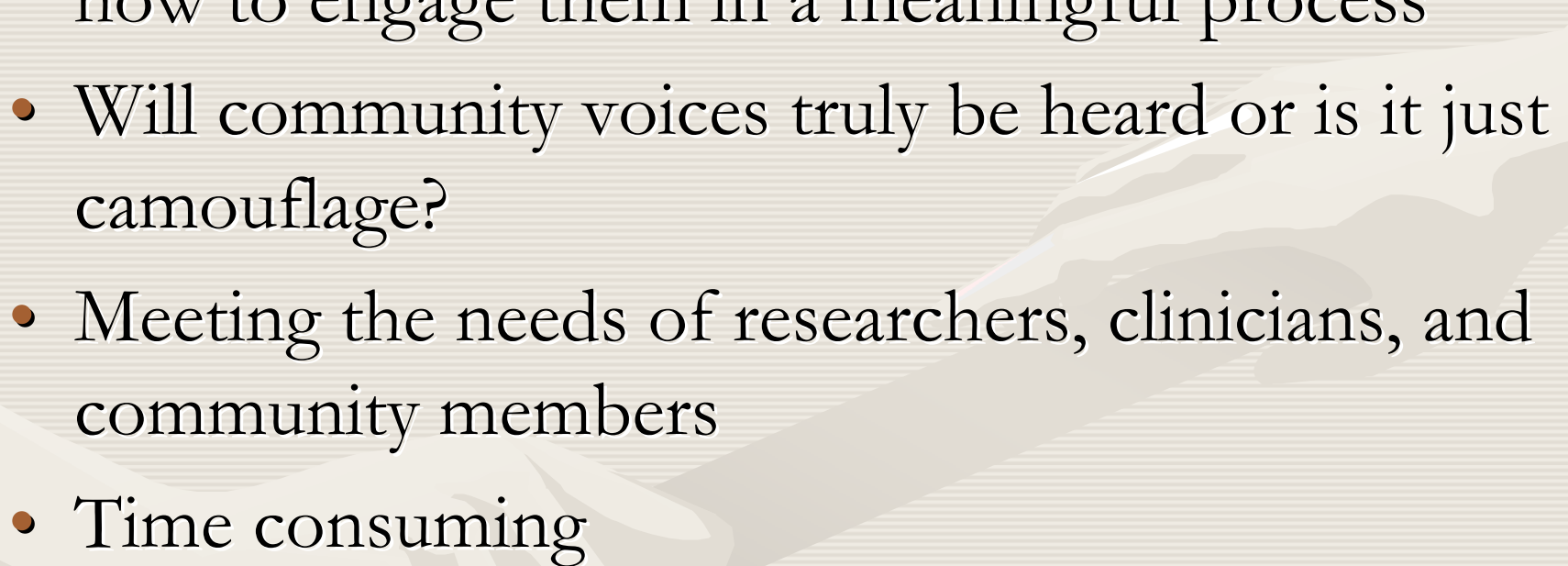
PBRN and CBPR¹

- Bottom-up not top-down
- Recognizes the importance of the lived experience
- Recognize the assets of people
- Driven by local needs

Minkler, M. (2000) Public Health Reports



Challenges

- Deciding who the relevant stakeholders are and how to engage them in a meaningful process
 - Will community voices truly be heard or is it just camouflage?
 - Meeting the needs of researchers, clinicians, and community members
 - Time consuming
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The background features a stylized illustration of two hands shaking in a firm grip. A pen is held in the right hand, pointing towards the center. The overall color palette is light and professional, with a focus on the handshake and pen imagery.

Questions?
Comments
Discussion

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