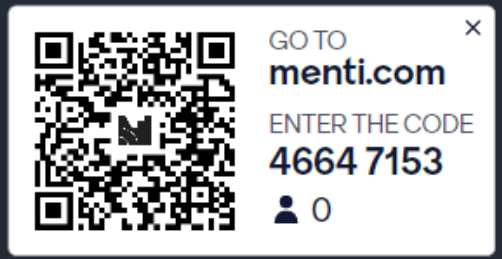
Go to www.menti.com and use the code 4664 7153

What does impactful community engagement in data/research mean to you?

As you settle in, please go here and respond to to the question in a few words…



Impactful Community Engagement

Community-based Participatory Research and Action (CBPRA) Approaches

NC Public Health Data Summit ~ May 15, 2023 ~ 2:15 - 3:15

Presented by:
Emma Olson, MPH, MSW
Associate Director

N.C. Center for Health & Wellness at UNC Asheville
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Impactful Community Engagement

Desired Results:
Invite shared learning opportunities and discussion of our approaches

Because:
Cultivate this through relationships, respect for dignity and wisdom, trust building, deep listening and responsiveness

Agenda:
- Opening remarks and invitation
- Overview of work
- Lessons learned
- Impact
- Discussion

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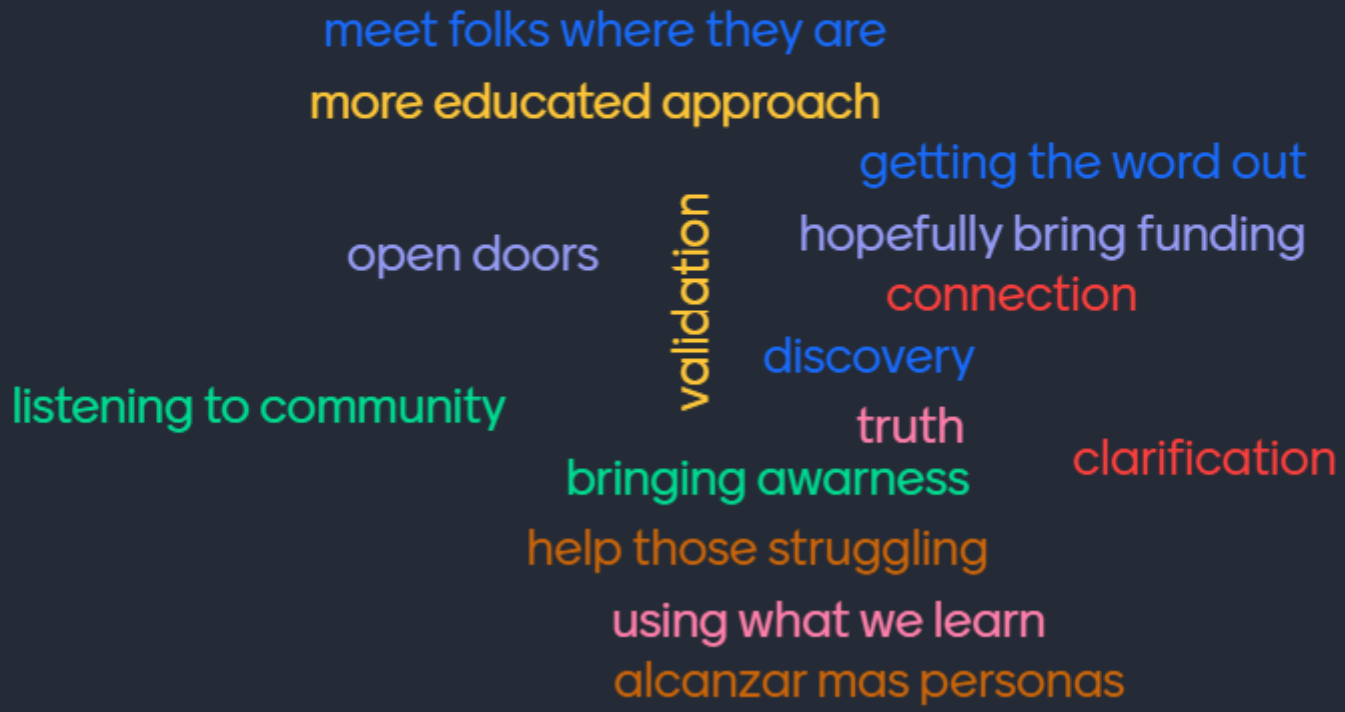
What impactful community engagement in data/research means to us...



Go to www.menti.com and use the code 4664 7153

In a few words…

How do you impactfully engage communities through your data/research?

GO TO
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…we will return to this.

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Mission

Develop equitable opportunities that lead to healthy North Carolina communities

What We Do

Build capacity of community providers, strengthen policy, and ignite community initiatives into action.

How We Work

Provide training and technical assistance to various initiatives across the state to help assess opportunities, drive strategies, measure impact, improve over time, and effectively communicate results.

https://ncchw.unca.edu/what-we-do/culture-of-results-initiative/

https://ncchw.unca.edu/what-we-do/collaborative-research/

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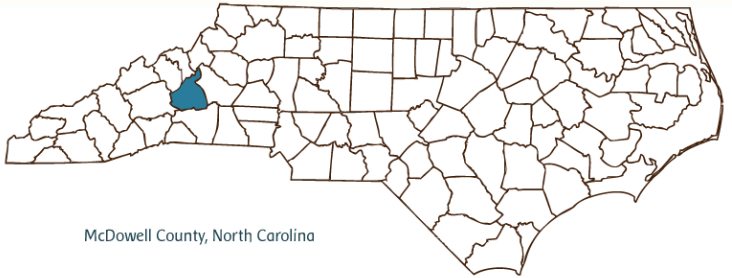
McDowell Partnership for Substance Awareness (MPSA) ~ 2019-Present



What We Do

MPSA is a collaborative and inclusive organization to apply training, expertise and lived experience to address substance use disorder.

How We Work

Provide training, coaching, planning and support to Community Researchers (CRs) to collect substance use related data through focus groups and surveys to inform programs and resources.

*In partnership with the NC Institute for Public Health and with generous support from *Kate B. Reynolds Charitable Trust (2019-now) and **Dogwood Health Trust for CR project (2022-2023)*

WNC Community Health Worker Initiative (WNC CHWs) ~ 2021-Present

How We Work:
Provide training, coaching, and help conduct a regional evaluation of CHW experiences and impact through interviews, focus groups, Smartsheet data, observations, and surveys to improve technical support and service systems of partnership and expand workforce.

Community Research Team

Reports:
“Existimos para ellos/We exist for them” (2021)
“Community Health Workers provide comprehensive care and comprehensively care” (2022)

*In partnership with MAHEC, ABIPA and with generous support from Dogwood Health Foundation***

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How we work to impactfully engage communities through our data/research...

Key Aspects of our Approach

Experiences, Lessons Learned, Promising Practices

Cultivate common understanding.
Acknowledge historical harm.
Meet folks where they are.
Know “who is in the room.”
Build capacity, then get out of the way.
Expect a different kind of rigor.
Let go of neutrality.
Make data accessible and give it back.

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Cultivate common understanding…
with customized trainings for community partners.

What is Research?

Research is the **systematic collection** and/or **analysis** of **information**, often with the purpose of answering a **question**.

Research often assumes that we can be “objective”- that there is a “truth” that we can “discover.”

Image Courtesy of Center for Reducing Health Disparities

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Acknowledge historical harm of people like us and work to reduce it.

What is the History of Research?

The fields of scientific and social research are rooted in imperialism.

Imperialism refers to the **extension of power** or **influence** of one country **over** another and is characterized by mostly European countries establishing power and **extracting resources** in countries in the Global South.

Image courtesy of studentsofhistory.com

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Meet folks where they are, including your team, and know who is in the room.

Images from Slidesgo template

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Build capacity then get out of the way.

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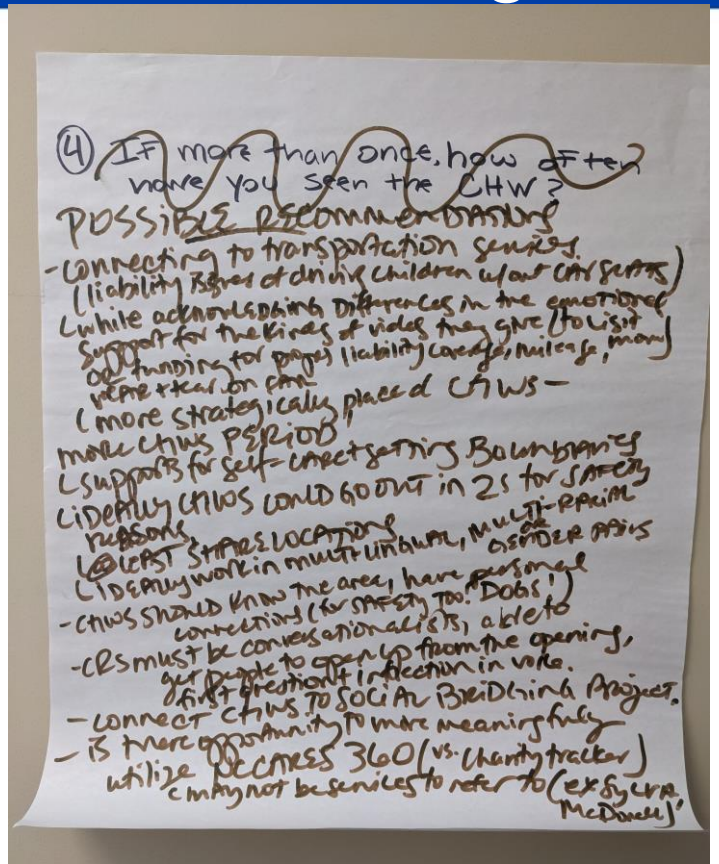
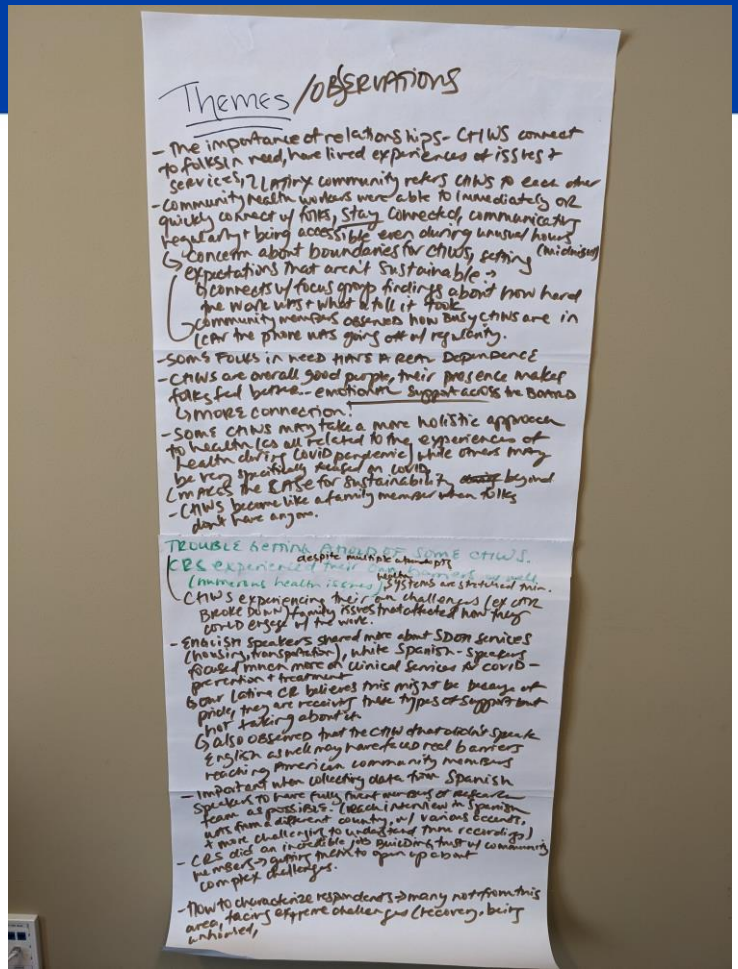
Expect a different kind of rigor than you've been taught.





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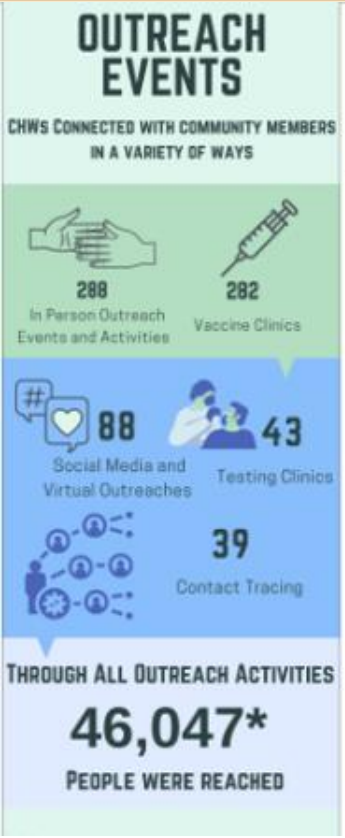
Lose your neutrality. Introduce partner bias intentionally.

If you believe in something show it and say it.



WNC Community Health Workers

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Make data accessible.

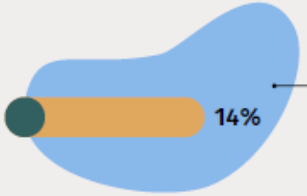
Give it back and send it forward.

BeLoVEd ASHEVILLE

COMMUNITY HEALTH WORKERS

2022 EVALUATION

A **community health worker** is a frontline public health worker who is a trusted member of and/or has an unusually close understanding of the community served. This trusting relationship enables the worker to serve as a liaison/link/intermediary between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery. A community health worker also builds individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities, such as outreach, community education, informal counseling, social support, and advocacy.



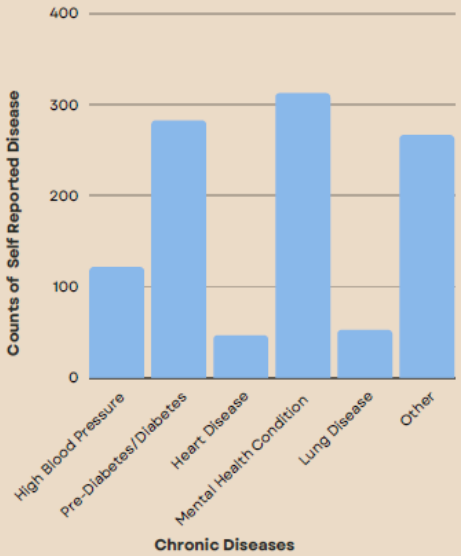
Chronic Disease

Of community members who were served by CHW's, **14%** reported living with a chronic condition. These include high blood pressure, pre-diabetes/diabetes, heart disease, mental health condition, lung disease, and others.

Population Demographics

There were **9,871** people served by the program. Income characteristics are as follows:

- **99%** at or below 200% poverty line
- **<1%** above 200% poverty line
- **<1%** did not disclose income



2022 Event Details

24,807

Community members attended events hosted by BeLoved Asheville's Community Health Workers.

178

Events were hosted by BeLoved Asheville's Community Health Workers.

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“MPSA researchers are collecting very personal perceptions and experiences, not just facts. We are making connections through dialogue following established protocols, which give us credibility.”

- Director of McDowell Partnership for Substance Awareness

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Is anyone better off?
Evaluating our impact

Give voice to those “hidden” or “abandoned.”

Validate experiences.

Promote and celebrate this work.

Improve job abilities and service and support systems.

Sustain people’s livelihoods and grow workforce.

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Validate experiences.

Promote and celebrate this work!

NCPHA

EASTERN AHEC
Area Health Education Center

WNC COMMUNITY HEALTH WORKER COALITION

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Improve job abilities and service and support systems.

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Sustain people's livelihoods and grow the workforce.

Shifting from Covid-Focused to Chronic Disease Focused Community Health Work: A WNC Pilot

JéWana Grier-McEachin, Executive Director, Asheville-Buncombe Institute for Parity Achievement
Channah VanRegenmorter, Impact Officer, Dogwood Health Trust
Nelle Gregory, Program Director, MAHEC; Emma Olson, PhD; UNCA

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And you never know…

Sample Recommendations for Improvement

(From Survey and Focus Group with CHWs 2021)

Safety: Providing mental health resources for CHWs

Training: Providing antiracism training for organizations that host CHWs and providing continuing education opportunities through trainings

Resources: Better coordinating across agencies in the region to provide resources and CHW services

Impact: Giving CHWs a public platform to speak about their experiences and the impact they have had during the pandemic to advocate for change

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“We’re bringing awareness to the county officials and the community of the seriousness of substance use disorder (SUD) and hopefully bringing more funding to McDowell County with our research in efforts to help those that are struggling with SUD. Also, to help others understand this disease and educate people so the stigma is taken away and it’s talked about without the shame and condemnation that comes with it, so people can receive the help they need and have a sustainable recovery.”

- *Coordinator of Partnership for Substance Awareness Research Team*

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Emma Olson ~ eolson1@unca.edu

https://ncchw.unca.edu/what-we-do/culture-of-results-initiative/

A warm thank you from the Culture of Results Team.

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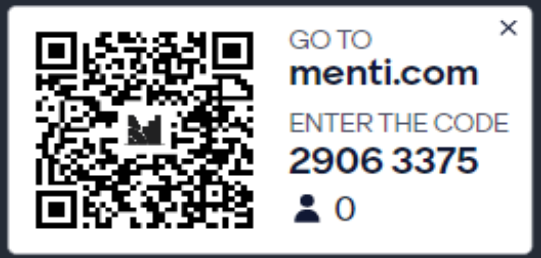
Go to www.menti.com and use the code 2906 3375

Pull up and open discussion…

How do you impactfully engage communities through your data/research efforts?