

Engagement Strategies: Approaches for Initiating Partnerships

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Whether it be Community-Based Participatory Research, Community-Engaged Research, or other forms of participatory engagement, community-engaged scholarship typically describes common engagement characteristics or principles, including encouraging diversity of participants, resource sharing and shared decision making. While these are important endpoints for a successful collaboration/partnership, strategies for initiating academic researcher engagement with community groups and individuals is less frequently discussed. This Learning Laboratory will focus on the importance of initiating engagement with community and look at engagement during different stages of research. Through 12-minute presentations, we will examine strategies for initiating engagement in terms of partnership development; dissemination and bi-directional communication; a pilot grant and public health program.

Initiating Engagement through Deliberative Democracy: Deliberative democracy brings diverse viewpoints into conversation so that differences can be examined, understandings shared, and expectations developed. In this instance, deliberative democracy was used to address issues of power inherent in a partnership established to develop a research agenda.

Our Community Our Health: OCOH is an approach to sharing priorities and ideas between researchers and community. In the trust study (5 CTSA sites) stakeholders said they want frequent communication; OCOH is one engagement model for communicating with partners, safety net, physicians, community members and others. While the monthly program can be understood as a dissemination strategy, it is equally important to multiple stakeholders for the opportunity it makes available to support bi-directional communication.

Beyond the Carnegie Classification: The Medical College of Wisconsin (MCW) achieved Carnegie Foundation Community Engagement (CE) recognition in 2015. MCW continues to develop a CE core that enables institutional response to Wisconsin community needs as a responsible and respected academic partner. This presentation will examine strategies for growing the community engaged experts at MCW and within communities through seed grants and infrastructure to support active grants and public health projects.

Engaging Learning Lab Attendees

Small groups of both community and academic attendees will convene for 30 minutes to discuss the relevance of each strategy. Groups will ideally identify a few measures it would use to identify engagement successes. Each group will then share key themes from their discussion.