

A Community Organization Assessment for Identifying Barriers to Data Dissemination for Community-Based Participatory Research (CBPR) Findings in a Faith-Based Community: The Washington D.C. Cardiovascular Health and Needs Assessment

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Background

Early data dissemination correlates to sustained health improvements in CBPR. However, little is known about the utility of assessing barriers to data dissemination in CBPR study implementation. This project assesses community organization (CO) for planning data dissemination within at-risk neighborhoods for cardiovascular health advancement.

Purpose

We assessed CO constructs (empowerment, community capacity, social capital) as communication barriers for data dissemination from a cardiovascular health and needs assessment among faith-based organizations in at-risk Washington, D.C. neighborhoods (NCT 01927783). This CO evaluation was a first step to develop iterative CBPR project data dissemination plans.

Methods

Community members from partnering Washington, DC churches (n=24) attended one of three meetings to 1) receive dissemination of early findings from the health and needs assessment; 2) complete a survey measuring CO constructs using validated scales (higher score=greater CO); and 3) provide focus group data on CO topics and preferred data dissemination methods. Mean scores were determined for each CO scale. Qualitative data were analyzed for proposed dissemination barriers and solutions.

Results

Participants were 96% African-American and 79% women (ages=39-79 years). Scores for empowerment, community capacity, and social capital were mean[standard deviation (SD)] 34.5(3.5)(max=48), 20(3.4)(max=30), and 7(1.9)(max=10) respectively. During the group-based discussion, participants described difficult resource mobilization as a data dissemination barrier.

Conclusions

Qualitative and quantitative findings suggest community capacity as a barrier to CBPR data dissemination in a predominantly African-American, faith-based Washington D.C. community. Data dissemination efforts using methods proposed by community members, including written materials, web-based platforms, and in-person forums, may enhance community capacity for future CBPR success.