Advancing Cancer Health Equity through Strategic Community-Engagement: Designing Population and Implementation Research that Matters

Tabia Henry Akintobi, PhD, MPH
Professor, Community Health and Preventive Medicine
Associate Dean, Community Engagement
Director, Prevention Research Center

We are on a mission.
Morehouse School of Medicine Mission Statement
We exist to:
• Improve the health and well-being of individuals and communities
• Increase the diversity of the health professional and scientific workforce
• Address primary health care through programs in education, research, and service

With emphasis on people of color and the underserved urban and rural populations in Georgia, the nation, and the world.

Morehouse School of Medicine Vision Statement
Leading the creation and advancement of health equity

We Need:
➢ Innovative Research
➢ Compassionate & Culturally Competent Care
➢ Service to the Underserved
➢ Primary Care Professionals
➢ THE COMMUNITY ENGAGED
Health Disparity Populations

• NIH-designated U.S. health disparity populations include:
  – Blacks/African Americans, Hispanics/Latinos, American Indians/Alaska Natives, Asian Americans, Native Hawaiians and other Pacific Islanders
  – Socioeconomically disadvantaged populations
  – Underserved rural populations
  – Sexual and gender minorities

Source: https://www.nimhd.nih.gov/about/overview/index.html
1. Education can create opportunities for better health
   - Income/resources
   - Social/psychological benefits
   - Healthy behaviors
   - Healthier neighborhoods

2. Poor health can put education at risk (reverse causality)
   - Attendance
   - Concentration
   - Learning disabilities

3. Conditions throughout people’s lives can affect both education and health

- Social policies
- Individual/family characteristics
Prevention Research Centers Program
Building Healthier Communities

Network of University Research Centers
Theme: Risk Reduction and Early Detection in African American and Other Minority Communities: Coalition for Prevention Research

Goal: To implement community-engaged, evidence-based strategies in response to obstinate and emerging health disparities/inequities thereby advancing applied public health prevention and health equity in the State of Georgia.
Mission:
1) To conduct interdisciplinary community-based applied public health prevention research with African American and other minority and health disparity populations experiencing persistent health disparities, 2) train underrepresented community-based researchers and public health practitioners and 3) demonstrate the value of community coalitions in conducting research.
MSM PRC Community Coalition Board (CCB): Local History, National and Global Reach

Demonstrate the value of community governance (vs. advisory) boards

- **Composition**
  - Community Residents (majority in #, all leadership seats, weighted votes)
  - Academic Institution Representatives
  - Agencies

- **Function**
  - Policy-making body
  - Identifies health priorities and approves projects
  - Sets policies and oversees research infrastructure & operations
  - Provides information on research activities to organizations and agencies
  - Ensures clear benefits of community-engaged research
  - Establishes or sustains trust with community
## Comparison of CBPR Principles and MSM PRC–Developed Community Values

<table>
<thead>
<tr>
<th>CBPR Principle</th>
<th>MSM PRC Community Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognizes community as a unit identity</td>
<td>The community has the right to self-determination</td>
</tr>
<tr>
<td>Facilitates collaborative partnership in all phases of the research</td>
<td>Community partners involved in analysis and interpretation of data and dissemination of results</td>
</tr>
</tbody>
</table>

Sources: Israel, B. A. et. al., 2001; Wallerstein & Duran, 2010; Blumenthal, 2006; 2010
# Comparison of CBPR Principles and MSM PRC–Developed Community Values

<table>
<thead>
<tr>
<th>CBPR Principle</th>
<th>MSM PRC Community Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrates knowledge and action for mutual benefit of all partners</td>
<td>• Research processes and outcomes benefit the community</td>
</tr>
<tr>
<td></td>
<td>• Community equal partner at every level</td>
</tr>
<tr>
<td></td>
<td>• Policies and programs based on mutual respect and justice</td>
</tr>
<tr>
<td>Promotes a co–learning and empowering process that attends to social inequalities</td>
<td>Community is empowered to initiate community–based research</td>
</tr>
</tbody>
</table>

Sources: Israel, B. A. et. al., 2001; Wallerstein & Duran, 2010; Blumenthal, 2006; 2010
# Comparison of CBPR Principles and MSM PRC–Developed Community Values

<table>
<thead>
<tr>
<th>CBPR Principle</th>
<th>MSM PRC Community Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addresses health from both positive and ecological perspectives</td>
<td>Socially, culturally, environmentally sensitive research and application</td>
</tr>
<tr>
<td>Involves a long-term commitment by all partners</td>
<td>Partnerships to last beyond funded research</td>
</tr>
</tbody>
</table>

Sources: Israel, B. A. et. al., 2001; Wallerstein & Duran, 2010; Blumenthal, 2006; 2010
Georgia CTSA Community Engagement Program

• Advance the art, science and practice of community-engaged clinical and translational (CTR) research that is broadly disseminated to and adapted in communities of residents/patients, research and practice towards improved population health.
Community Health Needs & Assets Assessment
Phases for Implementation

**Phase 1**
- Establish the assessment infrastructure.
- Define the purpose and scope of survey and process (July 2016- January 2017)

**Phase 2**
- Collect and Analyze Data
- Primary data collection from NPU T, V, X, Y, Z.
- Secondary data collection from public data bases

**Phase 3**
- Analyze and prepare assessment results.
- Present data to CCB to highlight key results

**Phase 4**
- Develop research agenda and Center plans, objectives and performance measures based on CHNA²
- Develop and Disseminate assessment report to the community
What are the causes of the health issues you care about?
Communication & Dissemination Strategies

Community Meeting Attendance

Research Development and Dissemination Group

Engagement with Local Policy Makers

Scholarly Publications

www.msm.edu/prc
Inaugural Ella H. Trammell Award for Outstanding Community Service Award
• “Research is good, but what do you do with the research after you get it?”

- Ella Heard Trammell
Retired Chair, Morehouse School of Medicine
Prevention Research Center
Community Coalition Board
LEADING THE CREATION AND ADVANCEMENT OF HEALTH EQUITY

The Education Program to Increase Colorectal Cancer Screening (EPICS)

Educational Colorectal Cancer Screening Intervention with CCB and Metro Atlanta Coalition on Cancer Awareness

MSM PRC - County Health Department Conducted Intervention in 17 Senior Centers

NCI Funded=20 sites around the country implement intervention

References
Outcomes: We Must Decide What We Care About ..and Measure It

Intermediate

- Improved Power Relations through Research/Knowledge/Communication Democracy
- Cultural Reinforcement/Revitalization
- Growth in Individual Partner & Agency Capacities
- Research Productivity: Research Outcomes, Papers, Grant Applications and Awards

Source: https://www.researchgate.net/publication/324162586_Impact_of_Participatory_Health_Research_A_Test_of_the_Community-Based_Participatory_Research_Conceptual_Model
Outcomes: We Must Decide What We Care About ..and Measure It

- Long-Term Outcomes
  - Community/Social Transformation: Policies and Conditions
  - Improved Health/Health Equity

Source: https://www.researchgate.net/publication/324162586_Impact_of_Participatory_Health_Research_A_Test_of_the_Community-Based_Participatory_Research_Conceptual_Model
CCB Perspectives

MSM PRC:

– Offers support for community priorities which are broader than a single research project
– Works with CBOs on establishing evaluation processes of community initiatives
– Trains and hires community health workers (residents living and leading in neighborhoods)
“No one should die because they can’t afford to live ...”

- Darrell Sabbs, Georgia CTSA Community Steering Board Member, Phoebe Putney Hospital, Albany, Georgia
Simply Put….Take Me Out to the Ballgame
What Questions Do You Have?
Contact Information

Morehouse School of Medicine
Prevention Research Center
720 Westview Drive, SW, Atlanta, GA 30310
Tabia Henry Akintobi, PhD, MPH
Phone: 404-752-1144
takintobi@msm.edu
www.msm.edu/prc