



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.

# It Must Be Our 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:

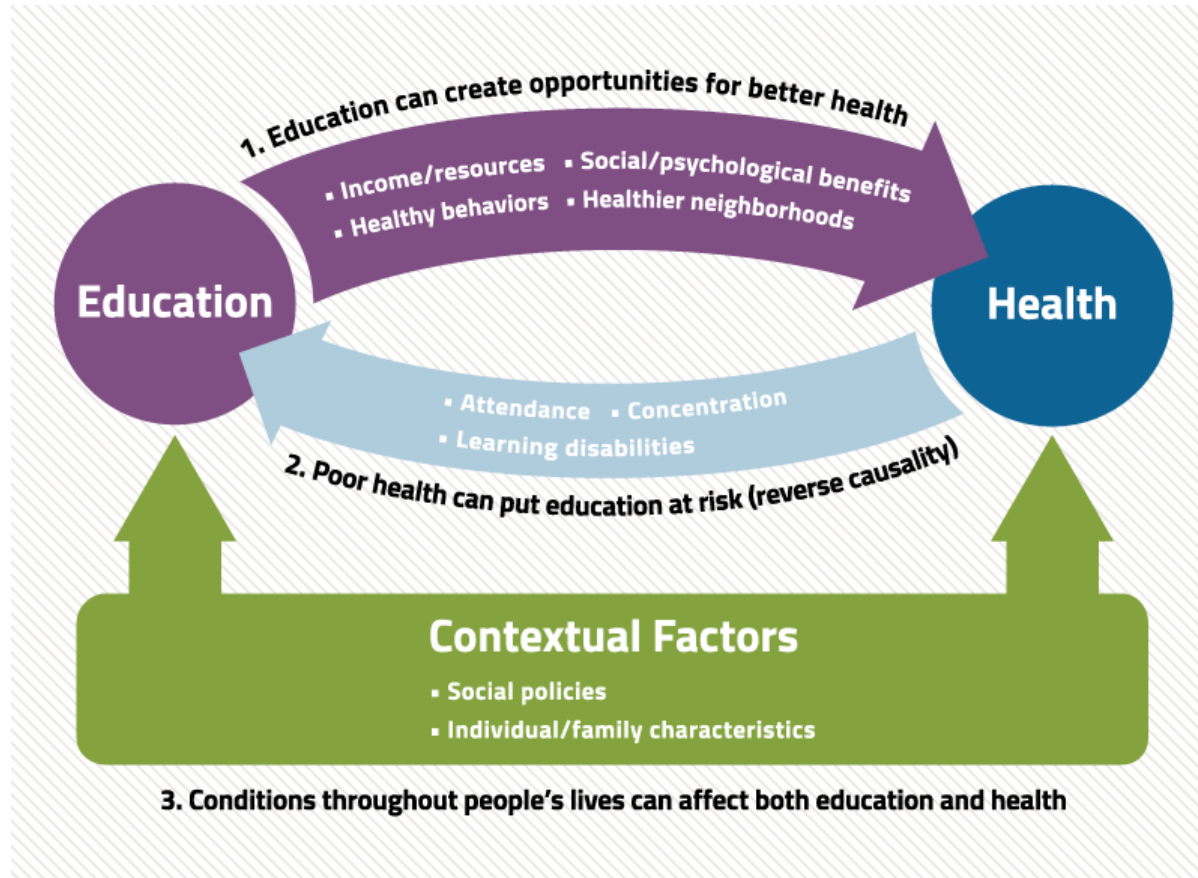
- Innovative Research
- Compassionate & Culturally Competent Care
- Service to the Underserved
- Primary Care Professionals
- **THE COMMUNITY ENGAGED**



# 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>



# PREVENTION RESEARCH CENTERS PROGRAM

*Building Healthier Communities*



**Network of University Research Centers**

# Morehouse School of Medicine Prevention Research Center

**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.



# Morehouse School of Medicine

## Prevention Research Center

### *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.

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# MSM PRC Community Coalition Board (CCB): Local History, National and Global Reach

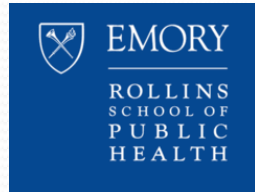
## Demonstrate the value of community governance (vs. advisory) boards

- **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

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

Sources: Israel, B. A. et. al., 2001; Wallerstein & Duran, 2010; Blumenthal, 2006; 2010

# Comparison of CBPR Principles and MSM PRC-Developed Community Values

CBPR Principle	MSM PRC Community Value
Integrates knowledge and action for mutual benefit of all partners	<ul style="list-style-type: none"><li>•Research processes and outcomes benefit the community</li><li>•Community equal partner at every level</li><li>•Policies and programs based on mutual respect and justice</li></ul>
Promotes a co-learning and empowering process that attends to social inequalities	Community is empowered to initiate community-based research

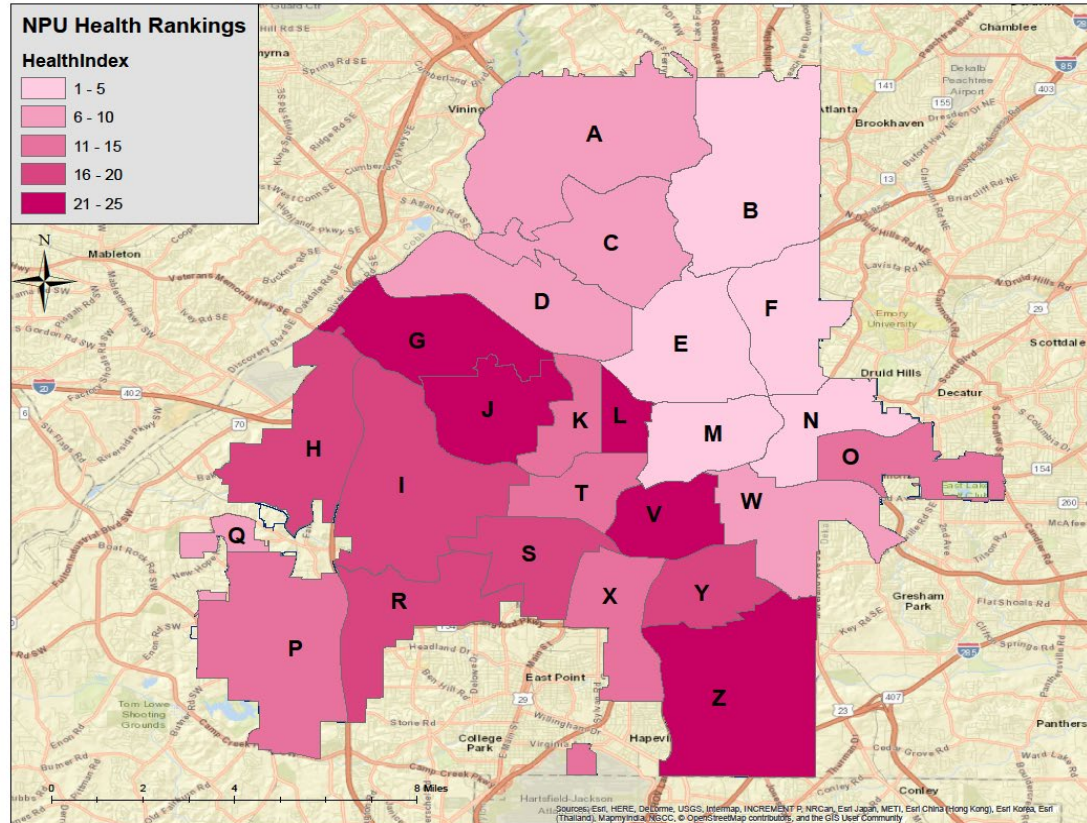
Sources: Israel, B. A. et. al., 2001; Wallerstein & Duran, 2010; Blumenthal, 2006; 2010

# Comparison of CBPR Principles and MSM PRC–Developed Community Values

CBPR Principle	MSM PRC Community Value
Addresses health from both positive and ecological perspectives	Socially, culturally, environmental sensitive research and application
Involves a long-term commitment by all partners	Partnerships to last beyond funded research

Sources: Israel, B. A. et. al., 2001; Wallerstein & Duran, 2010; Blumenthal, 2006; 2010

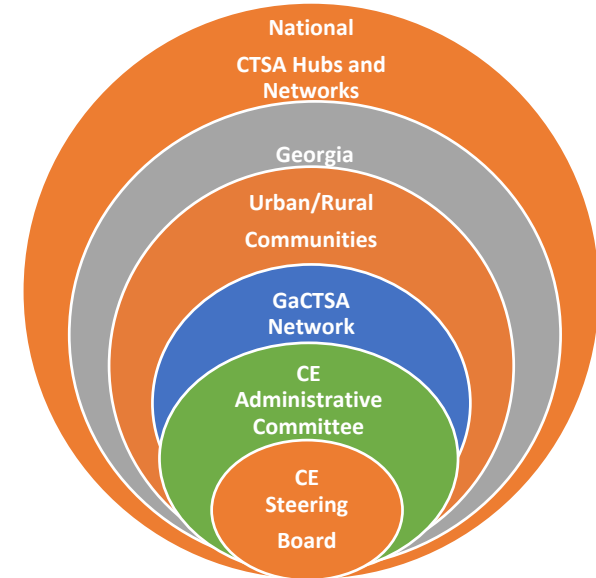
## Health Index Map



Georgia Institute of Technology. (2015). Atlanta's Neighborhood Quality of Life & Health Project. Retrieved from [http://cspav.gatech.edu/NQOLH/NH\\_Index/](http://cspav.gatech.edu/NQOLH/NH_Index/)

# 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**

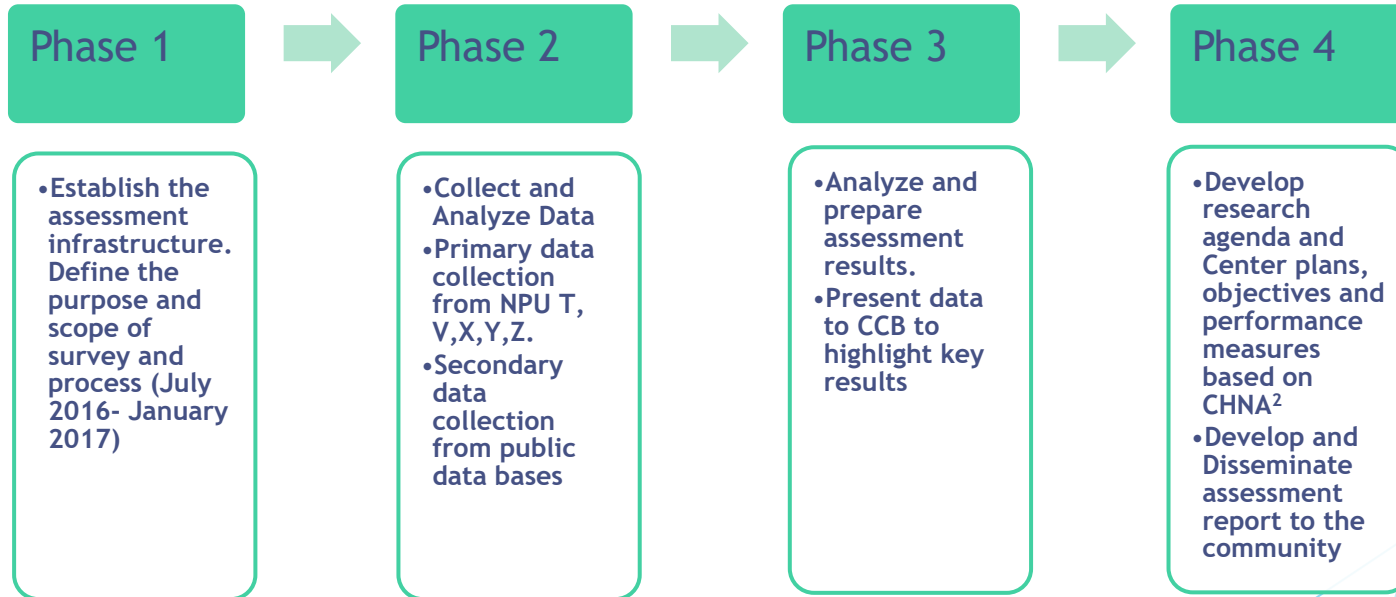


2018 MSM PRC

## Community Health Needs & Assets Assessment



# Phases for Implementation

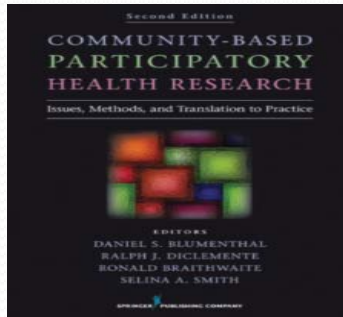


# What are the causes of the health issues you care about?





# MSM PRC National Recognitions, Contributions and Partnerships



THE ANNIE E. CASEY FOUNDATION



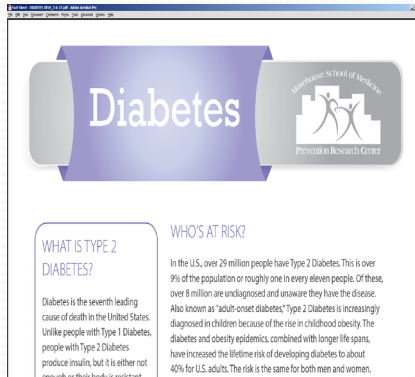
Community-Campus  
Partnerships for Health  
Promoting Health Equity & Social Justice



Centers for Disease Control and Prevention  
CDC 2017 Symbols Use: Attribution Required



# Communication & Dissemination Strategies



## Community Meeting Attendance



## Research Development and Dissemination Group



## Engagement with Local Policy Makers

## Scholarly Publications

[www.msm.edu/prc](http://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





## 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

- Blumenthal, D. S., S. A. Smith, C. D. Majett, and E. Alema-Mensah. 2010. "A Trial of Three Interventions to Promote Colorectal Cancer Screening in African Americans." *Cancer* 116 (4): 922-29.
- Smith, S. A., L. Johnson, D. Wesley, K. B. Turner, G. McCray, J. Sheats, and D. Blumenthal. 2012. "Translation to Practice of an Intervention to Promote Colorectal Cancer Screening among African Americans." *Clinical and Translational Science* 5 (5): 412-15.
- Smith, S. A., and D. S. Blumenthal. 2013. "Efficacy to Effectiveness Transition of an Educational Program to Increase Colorectal Cancer Screening (EPICS): Study Protocol of a Cluster Randomized Controlled Trial." *Implementation Science* 8:86.

# 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](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](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)

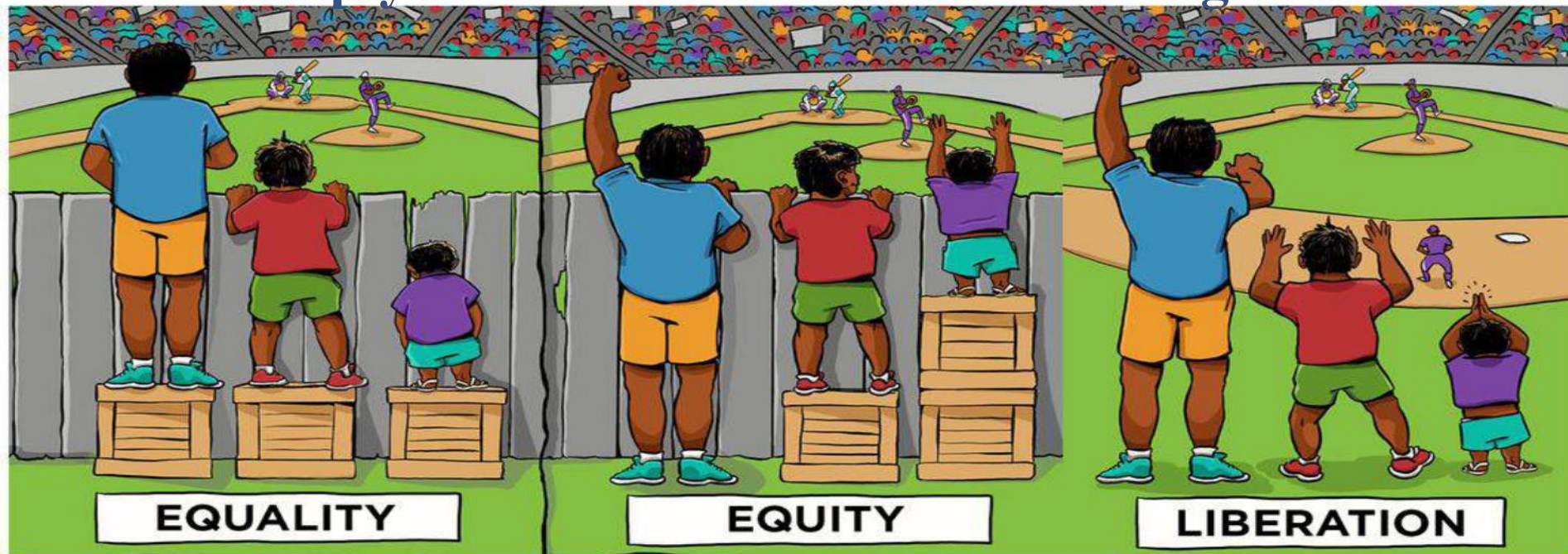




- “No one should die because they can’t afford to live ...”
  - Darrell Sabbs, Georgia CTSA Community Steering Board Member, Phoebe Putney Hospital, Albany, Georgia



# Simply Put....Take Me Out to the Ballgame







# 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](mailto:takintobi@msm.edu)

[www.msm.edu/prc](http://www.msm.edu/prc)