Striving for Impact
Designing the Community-Academic Research Dissemination Process to Foster Equity

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Welcome
Introductions

Please share in chat:
- Your name/pronouns
- Your organization
- Focus of your research
Workshop Goals

Learn and share approaches to:

- Disseminating research results with equity in mind
- Considering power, voice, and engagement in creating an equitable dissemination process
- Using an equitable dissemination process to drive action
Core Values

Health Equity

Racial Justice

Source: The Health EquiTREE (2022), illustration by Health Resources in Action for the Massachusetts Community Health and Healthy Aging Funds. https://mahealthfunds.org/resources/
Process

Be intentional about the process
Spectrum of Engagement

Traditional Research

<table>
<thead>
<tr>
<th>Inform</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Empower</th>
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</thead>
<tbody>
<tr>
<td>Provide information</td>
<td>Obtain community perspectives</td>
<td>Work with community ensure concerns &amp; aspirations considered</td>
<td>Partner with community</td>
<td>Decision-making in community hands</td>
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CBPR

Increasing Levels of Engagement and Equity

"I felt like I was actually making a difference for my fellow dialysis patients and that my being [on the advisory board] actually made the study better. It was transformative."

Source: Adapted from International Association for Public Participation, 2014
Dissemination in Community-Engaged Research
Research Process

1. Define Research Question & Design Methodology
2. Gather Data
3. Analyze Data
4. Report Results
Using Data to Action Model

Key Questions:
• What are the best mechanisms to share research findings to inform the field?
• What are the best ways to share research findings to improve the local communities we worked with for the research?
Benefits of Dissemination through Equity Lens

• Ensures research process mutually beneficial
• Builds relationship and trust in research partnership – supports co-ownership of process
• Groundtruthing and/or vetting and contextualizing findings
• Supports action in the community
Panel Discussion

Samantha Hamilton
LiveWell Springfield
PHIWM

Kathleen Szegda
PHIWM

Ms. Sancha Rai
Bhutanese Christian Society of Western Massachusetts

Krishna Poudel
UMass Amherst

Kalpana Poudel-Tanduker
UMass Amherst

Casey Burns
Coalition for a Healthy Greater Worcester

Ms. Chantel
Coalition for a Healthy Greater Worcester

Larissa Calancie
Tufts University
Stretch Break
Dissemination Using Equity Approach
Framing Findings & Messages

- Asset based
- Frame as people
- Incorporate historical oppression and inequitable systems as context
- Be cautious about perpetuating stereotypes through data and findings
- Foster buy-in and promote action
  - Accessible to target audience
  - Connect to hope and possibility
Community Voice and Power in Disseminating Results

- Identifying how results can support community
- Build partner capacity to share findings
- Support using it for action

Source: Adapted from Health Equity Solutions (Transformational Community Engagement to Advance Health Equity (rwjf.org) and MDPH Spectrum of Engagement)
Dissemination Products/Methods

- Who is the audience?
  - Scholars, practitioners, general public?
- What products will engage them and be accessible?
- What are your key messages?
- What actions would you like them to take?
Dissemination Examples

Presenting interim findings and recommendations to decision-makers

Infographic to share findings

Data byte to engage stakeholders and send to more information
Small Group Discussion Prompts

• Introductions
• What are your interests/areas of work?
• What resonated with you from the panel? What did you want to learn more about?
• How have you thought about and tried to incorporate equity in dissemination? Whose job is it to do that?
• How might you apply equitable dissemination in your future work?
Large Group Share

What stood out to you in your small group discussions?
Wrap Up

Thank you!

What worked well?

What would you change?