Striving for Impact

Designing the Community-Academic Research Dissemination Process to Foster Equity

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Project ACCCES

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Introductions

Please share in chat:

- Your name/pronouns
- Your organization
- Focus of your research

Workshop Goals

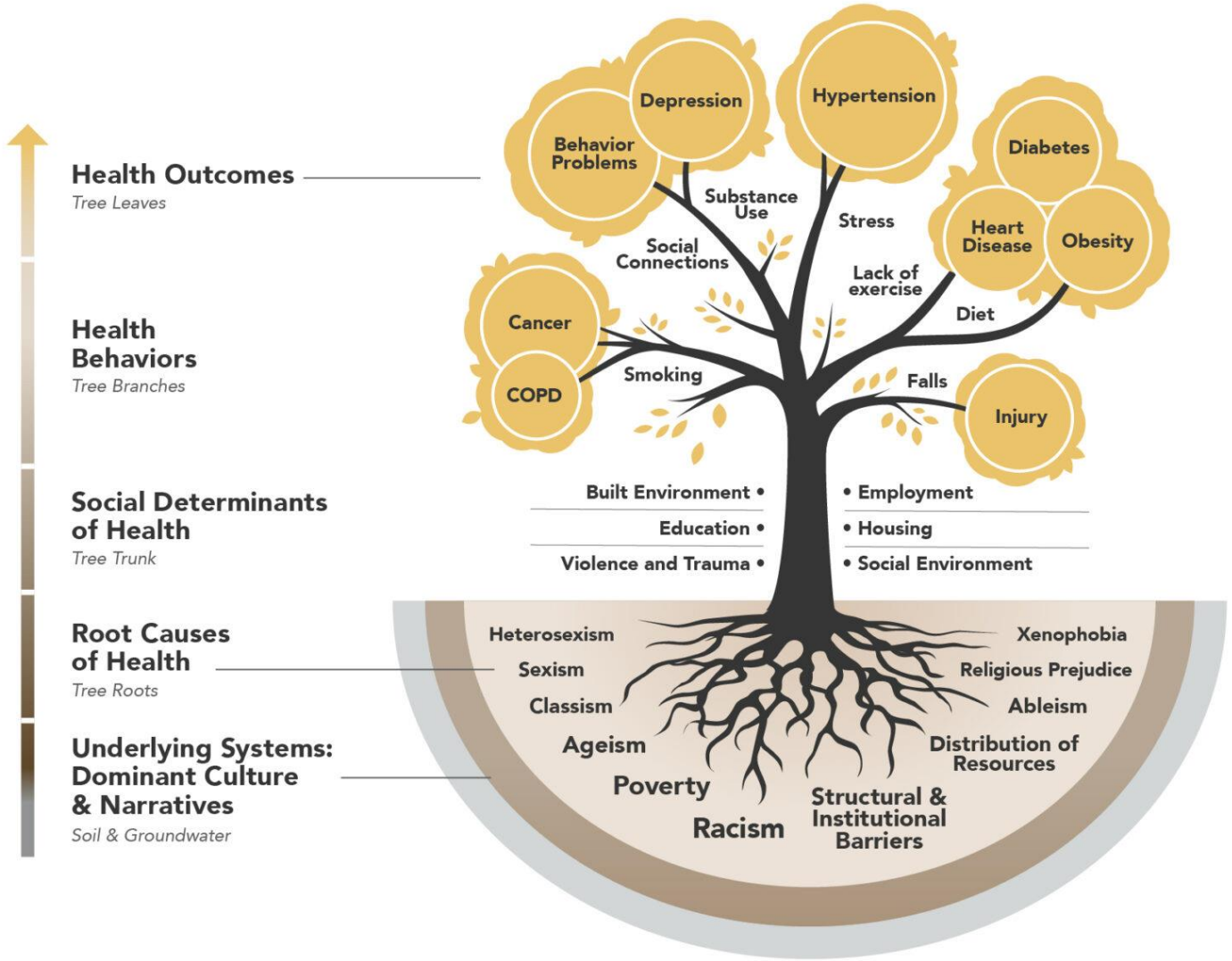
Learn and share approaches to:

- 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/

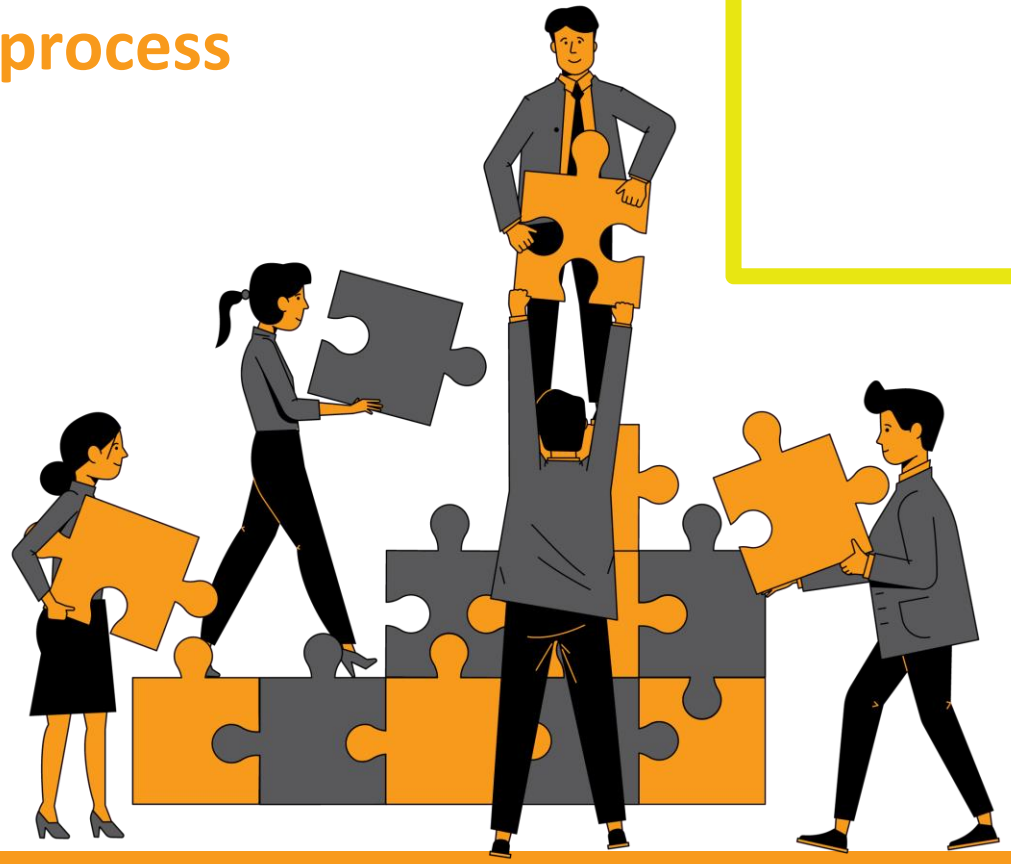
Process

Be intentional about the process

Engagement

Power

Voice



Equity

Spectrum of Engagement

"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."

Traditional Research

Increasing Levels of Engagement and Equity

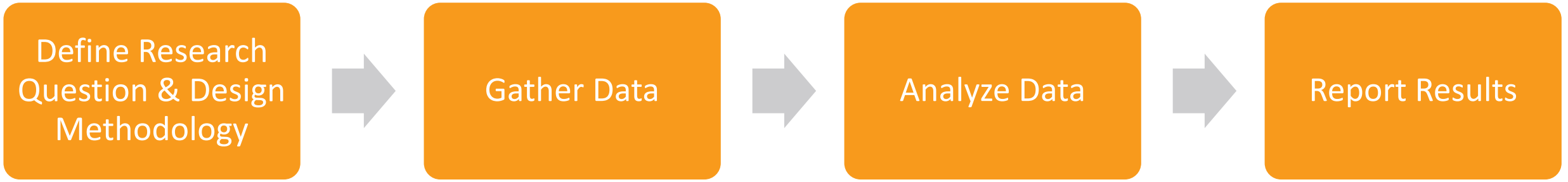
CBPR

Inform	Consult	Involve	Collaborate	Empower	Community Driven / Led
Provide information	Obtain community perspectives	Work with community ensure concerns & aspirations considered	Partner with community	Decision-making in community hands	Support community led projects

Source: Adapted from International Association for Public Participation, 2014

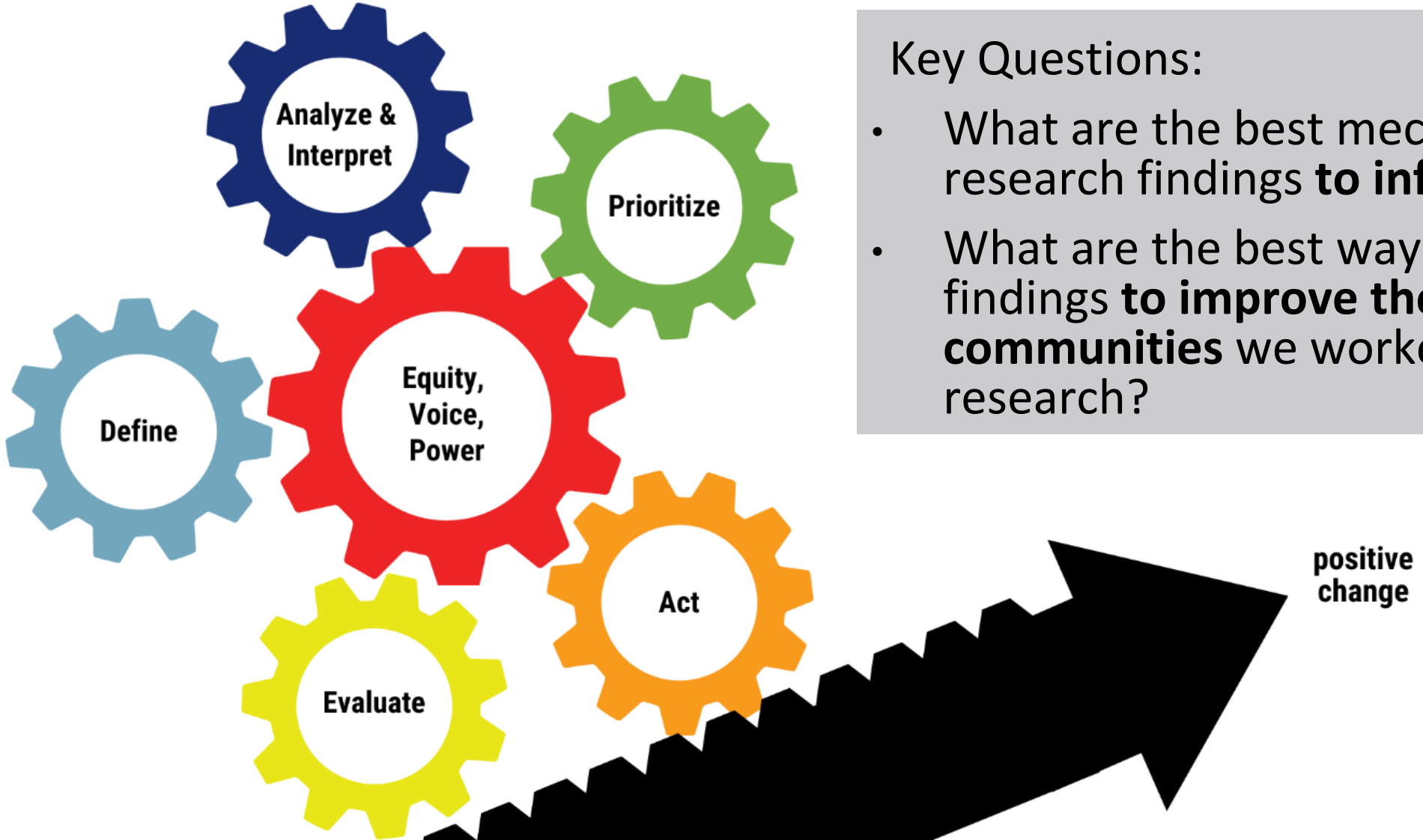
Dissemination in Community-Engaged Research

Research Process



Expand Perspective

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

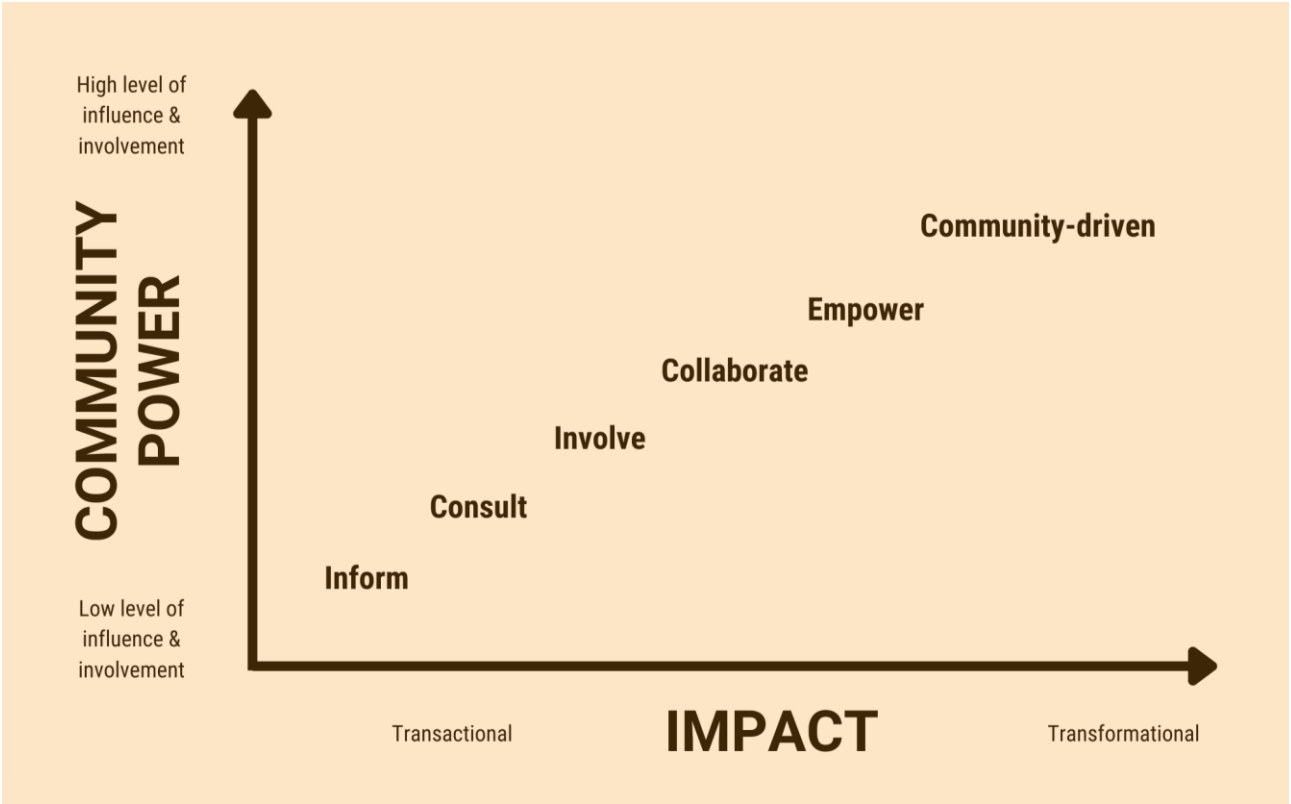
Framing Findings & Messages

- 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

Framing Matters!

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

markfenton.com

Six Corners Community Feedback
Research On Active Design Springfield (ROADS)

ACTIVE PEOPLE, HEALTHY NATION

ROADS team members: Kathleen Szegda, Keleigh Waldner, Erin Hennessy, Samantha Hamilton, Margarite Whitten

Mark Fenton
Tufts University
rmfenton777@gmail.com

Presenting interim findings and recommendations to decision-makers

Cochrane Neonatal

Interventions to prevent hypothermia at birth in preterm and or low birth weight infants.

Find out more:
http://cochranelibrary-wiley.com/doi/10.1002/14651858.CD004210.pub5/abstract

Problem:
World-wide, preventing hypothermia (abnormally low body temperature) at birth remains a challenge.

Solution:
Immediate intervention at birth
Barriers to heat loss (18 studies): plastic wraps or bags, caps of various materials.
External heat sources (3 studies): thermal mattress, skin-to-skin care.
Combinations (4 studies): plastic bag +/- thermal mattress; thermal mattress vs plastic wrap.

How confident are we in our findings?

⊕⊕⊕⊖ Moderate-quality evidence (GRADE) showed that low cost plastic wraps or bags (compared to routine care) keep preterm babies warmer and lead to higher temperatures on admission to NICU with less hypothermia and fewer temperatures outside the range of normothermia. Extremely preterm babies appear to benefit the most.

Key Stats:

0.58°C Higher mean core body temperature [13 studies; 1633 babies]

For every 100 babies treated with plastic wrap or bag:

50 will experience hypothermia compared to **74** if not treated… [10 studies; 1417 babies]

… but, approximately **5** will be overly warm compared to **1** if not treated [12 studies; 1523 babies]

Results across all studies show no reduction in deaths and only limited improvement in short-term complications or illnesses normally associated with being too cold.

Care must be taken, particularly when combining interventions, to avoid the unintended effect of making babies too warm, which may be harmful.

Trusted evidence.
Informed decisions.
Better health.

NPEU

Infographic to share findings

MA COVID Community Impact Survey

YOUTH MENTAL HEALTH
Inequity Alert

78% of LGBQA & trans youth

75% of youth w/ a disability

reported feeling **sad or hopeless almost every day** for 2 or more weeks in a row

WHAT DOES THIS LOOK LIKE WHERE YOU LIVE?
LEARN MORE HERE!

Data byte to engage stakeholders and send to more information

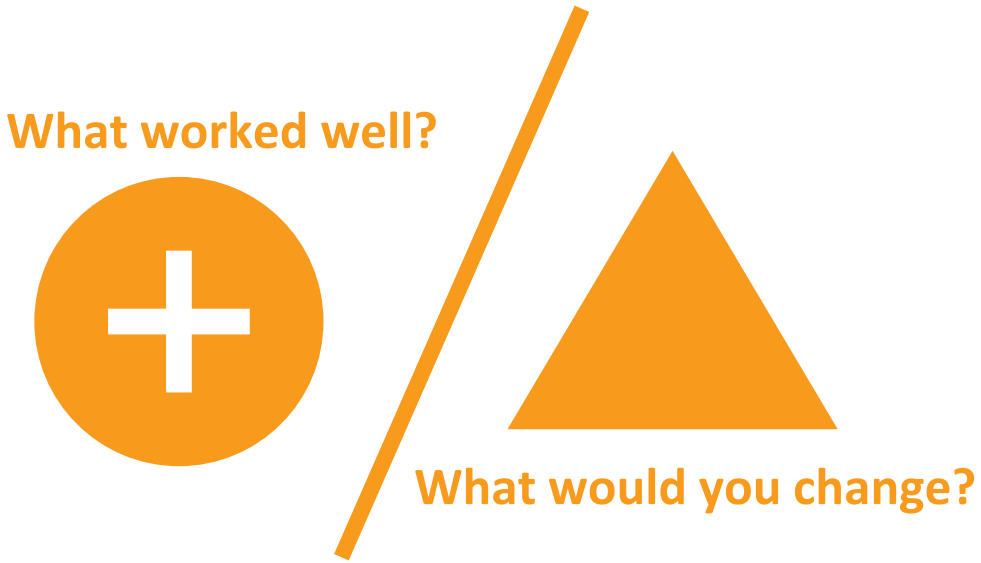
Small Group Discussion Prompts

- 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!

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