Community Advisory Boards: Redefining Success

Helen Jackson Lockett-El, MDH
Danushka Wanduragala, MDH
David Wilson, ACER
Agenda

- Welcome
- Background
- Forming a CAB
- Maintaining and Strengthening
- Case Study: Malaria CAB
- Questions
Background

Definition of Community Advisory Board:

- Representatives of the community being served that brings unique knowledge, wisdom and skills to be shared in partnership with an organization to effectively address the issue at hand
What is Community Engagement?

The Centers for Disease Control and Prevention (CDC) defines community engagement as “the process of working collaboratively with groups of people who are affiliated by geographic proximity, special interests of similar situations with respect to issues affecting their well-being” (Engagement, 2011).

The Public Health Accreditation Board (PHAB) standards and measures state that “community engagement also has benefits of strengthening social engagement, building social capital, establishing trust, ensuring accountability, and building community resilience.”
Using the CDC Model

<table>
<thead>
<tr>
<th>Outreach</th>
<th>Consult</th>
<th>Involve</th>
<th>Collaborate</th>
<th>Shared Leadership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some Community Involvement</td>
<td>More Community Involvement</td>
<td>Better Community Involvement</td>
<td>Community Involvement</td>
<td>Strong Bidirectional</td>
</tr>
<tr>
<td>Communication flows from one to the other, to inform</td>
<td>Communication flows to the community and then back, answer seeking</td>
<td>Communication flows both ways, participatory form of communication</td>
<td>Communication flow is bidirectional</td>
<td>Relationship</td>
</tr>
<tr>
<td>Provides community with information.</td>
<td>Gets information or feedback from the community.</td>
<td>Involves more participation with community on issues.</td>
<td>Forms partnerships with community on each aspect of project from development to solution.</td>
<td>Final decision making is at community level.</td>
</tr>
<tr>
<td>Entities coexist.</td>
<td>Entities share information.</td>
<td>Entities cooperate with each other.</td>
<td>Entities form bidirectional communication channels.</td>
<td>Entities have formed strong partnership structures.</td>
</tr>
</tbody>
</table>

Reference: Modified by the authors from the International Association for Public Participation.
Setting the Table

- Relationships
- Personnel
- Passion for the work
- Strategic planning
Logistics

- Recruitment
- Meeting time and place
- Background materials
- Hosting
Board Expectations & Ground Rules

- Creating framework for Board operations
- Ground Rules
  - Fostering:
    - Collaboration
    - Inclusion
    - Respect
    - Ideas
Discussion

- Have you been involved with a CAB in your work?
- What worked and what were your challenges?
Forming an Effective CAB

- Ensure open access to information
- Accessible participation
- Chair/Co-Chair?
- Progress reports to CAB
Overcoming Challenges

- Strong personalities
- Conflicts within group
- Continuing momentum
Strengthening the CAB

Ways for individuals and the group to grow

- Capacity building
- Continuous engagement
- Supporting members AND their work
Case Study: Malaria CAB

- Minnesota and New York
- Invitation: West African leaders with healthcare or immigrant health focus
- Representing self; can solicit feedback from community groups
- Attempts to balance gender, country of origin
- Monthly meetings; occasional review of items via email
- Minimum commitment: 1 year
Expectations for CAB members

- Respect ground rules set by CAB
- Provide input on communications with community (consent forms, educational materials, preferred ways to disseminate information)
- Educate study team on historical challenges, politics, and community-specific nuances as project progresses
- On topics where feedback requested, share with networks to gather additional input
- Help publicize community events and opportunities
CAB member expectations of study team

- Prompt communication of schedule, events, and upcoming opportunities
- Regular updates on study progress and challenges
- When CAB feedback requested, report back how input was used or why a change was not feasible
- Increase their awareness of malaria and related resources
- Conduct socially responsible research
Expanding community involvement

- Recognizing power difference
- Continuing long-term work with partner orgs (surveys, interventions)
  - African Career, Education, and Resource (ACER), Kofa Foundation, Minnesota Task Force Against Ebola (MATFAE), and West African Collaborative
- Capacity building
  - Workshop held on creating focus group guide, hosting, facilitating
  - Community-based moderators for FGDs
    - trainings held with each partner
  - Additional capacity building scheduled for all involved:
    - Evaluation: questionnaire development, grant-writing (June 2017)
  - GIS mapping: Offering day-long intro course to CAB members
Questions?

Thank you!

- Helen Jackson Lockett-El
  - Helen.Jackson.Lockett-El@state.mn.us

- Danushka Wanduragala
  - Danushka.Wanduragala@state.mn.us

- David Wilson
  - deewils@yahoo.com