

JUST RESEARCH SEMINAR

February 15, 2023

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TODAY'S TOPIC



BUILDING A SUCCESSFUL RESEARCH PARTNERSHIP WITH COMMUNITY:

Important Lessons from a Decade
of Experience

Learning Objectives

- About UCC and its research experiences as a community partner
- Engaging the Community---Relationship dynamics similarities to meeting our family and marriage
- What the Community Expects from Research
- Effective Community Engaged work
- Micro-aggressions and macro-aggressions
- Discussion

United Community Center (UCC)

- Community-based nonprofit 501(c)(3) Latino organization
- Founded in 1970
- Serves >18,000 individuals annually: 95% Hispanic
- In heart of Latino community (Milwaukee south side)
- Programs for children, youth, adults, elders, community
- Over 500 employees
- Budget: \$41 million (2021-2022)





Health Research Ambassador

- UW contractual services to support 1.0 FTE Research Ambassador
 - (2009 to current)
- Imbedded at UCC- in heart of Milwaukee Latino community
- Enhance research capacity, community engagement and opportunities of mutual benefits to UW faculty/researchers and the Latino community.
- Community engaged research activities with various academic universities
 - UW-Madison
 - UW-Milwaukee
 - Medical College of Wisconsin
 - Marquette University
 - Carroll University



So you want to meet my family?





Community Engagement ... building relationships with “the family”

- Community engagement involves similar characteristics as a “traditional marriage” for a successful partnership.
- Trying to connect with the family in seeking marriage/union with a member of the family (questions to start considering)





Breakout Discussion

1. What are the typical stages of a relationship that leads to marriage/unions? (*think of yours, or your parents*)
2. What are typical stages in union/marriage as it develops and in spending a life together?

REPORT OUT

Similarities

Personal relationships – CE relationships

- Introduction Stage →
- Dating Stage →
- Engagement/Commitment Stage →
- Marriage Stage →



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- Marriage Stage →  We got funded! Now what? (Now the work really starts!)—implementing the project.

“Marriage Stages” of CE Work- implementing the project

Marriage	CE Work
We got married!	Project funded: Now the work starts!
Living together stages	Planning and work group meetings
Mutual Support	Spending time together
Sharing Responsibilities and Power	Negotiating work plan responsibilities Sharing the start-up work
Sharing Budget and Expenses	Sharing resources/funding/ staff
Having and Raising Children	Creating the program and Delivering the program
Disagreements	Negotiating/reconciling differences
Celebrate milestones	Celebrating results/Sharing the Dissemination
Aging together	What else is next?

Effective CE Work: Get to know about the Community's:

- Cultural Norms
- Economic Conditions
- Demographics/geography
- History
- Social and health support networks
- Leadership groups (expectations)
- Past or current experiences with outside groups involved in change efforts in the community



Effective CE Work

- **Be present!** –Go into the community; show yourself.
- **Barriers:** Identify and address limitations for participation
- **Culture and the Health issues:** learn or be aware
- **Stage of development** –of the community partner/site
- **Sustainability:** Help establish community partnerships to create change and improve health beyond the life of the project
- **Long term commitment:** for true community engagement



What Community Expects from CE Research

- **To be involved:** To not just be “test subjects” or guinea pigs.
- **Assets and experiences:** Co-Learning
- **Time and effort:** Social Exchange Theory*
- **Observable and sustainable change** for the better
- **Empower** the community to build capacity (Health issues)
- **Respect** and ethical behaviors: micro-aggressions/ macro-aggressions



* *Give/ Take Ratio- The perspective in how one feels about a relationship with another person in light of: the balance of what we put into the relationship and what we get out of it; and the type of relationship we believe we deserve; and the chances of having a better relationship with someone else (G. Homans, 1961) (P. Blau, 1964), (J. Thibaut, 1959).*



Micro-Aggressions vs. Macro-Aggressions

- Brief, commonplace daily verbal, behavioral, or environmental indignities toward minorities.
- Communicates negative slights and insults, or derogatory or hostile messages
- Intentional or Unintentional

- Big, systemic forms of oppression
- Affect whole classes of groups of populations and reside in the structures, programs, policies of institutions, society, and our customs.



Micro-Aggressions vs. Macro-Aggressions





Racial Micro-Aggressions

- “Aliens” message
- “Intelligence” message
- “Color blindness” message
- Denial of “individual racism”
- Myth of meritocracy
- Pathologizing values/communication
- Second-class citizen





Macro aggressions

- Company not complying with disability rights laws
- Fast food chains denying their workers fair wages
- College or university with buildings that are all named after White heterosexual upper-class males.
- Individuals spreading misinformation about COVID-19 and placing blame on Asia.





Breakout Discussion

Why is all this so important?

Because....

*You have only one chance to make a **first** impression!*



Summary

- United Community Center
- Community engagement may involve relationship as a meeting the family and a “traditional marriage” for a successful partnership.
- Awareness and appreciation of the community culture, lived experiences, and assets are keys to connecting with the community
- Mutual respect and equity for the researchers and community partners throughout the process
- Bi-directional learning and sharing of knowledge/resources
- Think beyond the project (sustainability) and future possibilities.



So now....
“¡Bienvenido a mi familia!”
Let’s get started!



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- References:
- (Principles of Community Engagement, 2nd Ed., USDHHS) (NIH publication No. 11-7782)
- Progress in Community Health Partnerships: Research, Education, and Action, Volume 15, Issue 4, Winter 2021, pp. 553-560 (Article)