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
Similarities

Personal relationships  –  CE relationships

• Introduction Stage
  Introduced through a colleague or directly

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  Preliminary meetings; Orienting to each other’s mission/purposes; informal time together; explore common interest in the issue.

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  - Negotiating a project/program concept; Mutual Benefit; Agreement to collaborate; Commitment to jointly apply for grant proposal

- **Engagement/Commitment Stage**

- **Marriage Stage**
Similarities

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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

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

Sue, D. W. 2007 Racial Microaggressions in everyday Life: Implications for Clinical Practice. @American Psychologist
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)