

Community Advisory Boards: Redefining Success

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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

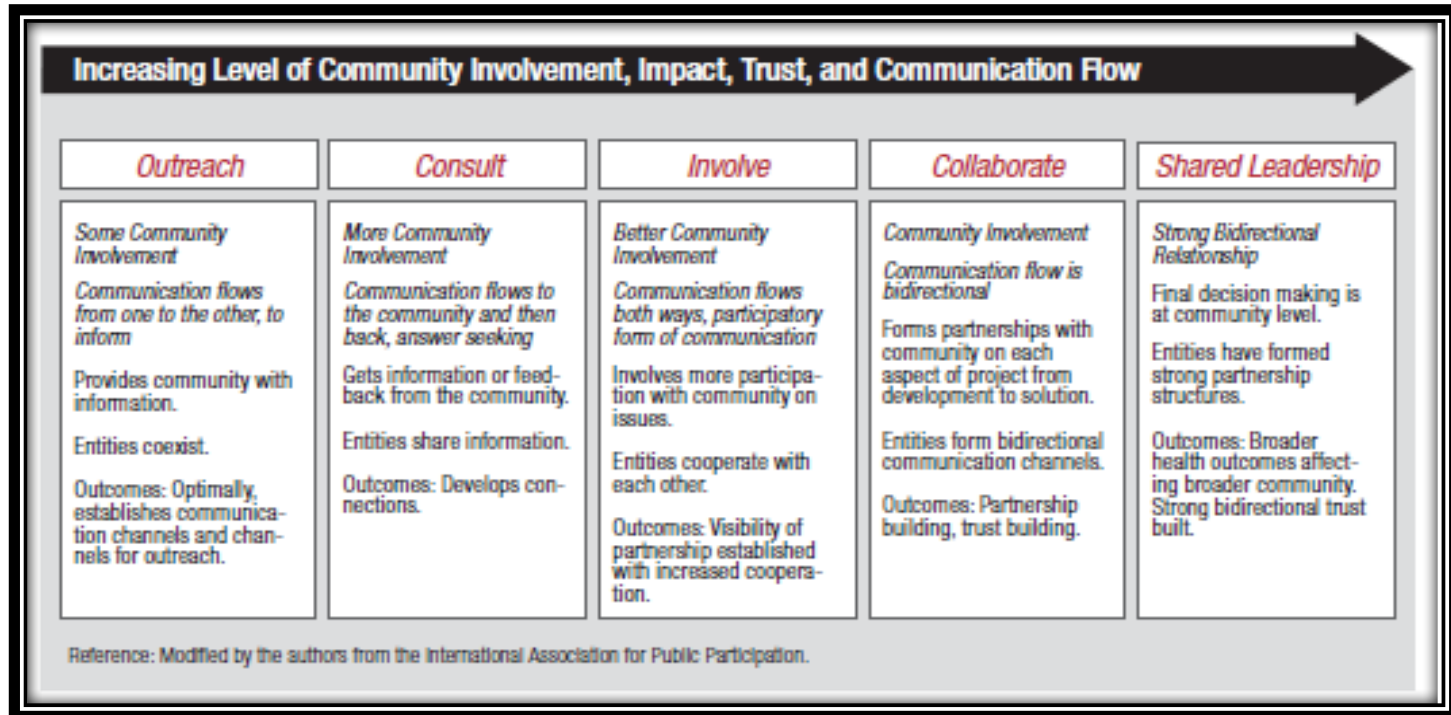


What is Community Engagement?

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



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!

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