CBPR Through Engaged Community and University Partners: 
*The Lawrence Experience*

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What’s the Mayor’s Health Task Force?

- Founded in 2002 to develop effective public health policies and activities that accommodate the changing conditions of the entire community and which promote improvement in the quality of life for Lawrence citizens.

- Broad-based coalition of nearly 80 member organizations from various sectors of community that serves as advisory board to the Mayor and has been highly effective in assuring that public health issues remain paramount on the political agenda of the City while establishing new partnerships that build community capacity to address health disparities.

- Collaborates with city government—Community Development Dept., Board of Health, Lawrence Council on Aging.

- Guided by Executive Committee appointed by the Mayor in 2007.

- Composed by 8 Working Groups that address various health areas impacting our community.

- Mass. Dept. of Public Health’s CHNA (Community Health Network Area) 11—Serving Gr. Lawrence area.
Lawrence is a Great Place to do Research!!
The Mayor’s Health Task Force perceived that the Lawrence community is at risk of... *RESEARCH FATIGUE!*

...being sick and tired of researchers as “miners”

... or “helicopters”

... or people “on safari.”

The Hole in the Ground
To avoid The Hole in the Ground, the Task Force promotes community-participatory and community-responsive research.
The **Research Initiative Working Group (RIWG)** was established in the fall of 2006 to develop guidance for researchers and community organizations working together in Lawrence.

**Representation from:**
- Community Residents
- City government
- Department of Public health (state and local)
- Community organizations
- Researchers
Guiding Documents
(Tools for Research Partnerships in Lawrence)

The Research Initiative Working Group developed a set of **Guiding Documents**

- Core Principles
- Questions for Research Partnership Agreements
- Steps to Building Successful Research Partnerships in Lawrence
- Glossary of Research Terms

**The Core Principles of a Partnership Approach to Research in Lawrence:**

- Research is helpful to community development
- Working with community members makes better science
- Researchers and members of the Lawrence community can and should create good partnerships based on fairness and positive exchanges
The MHTF has participated in various CBPR projects with DFCI & HSPH—following principles of RI Guiding Documents—that have enhanced our public health work and greatly benefited our city!!
Concrete Benefits of CBPR Partnerships

- MHTF has engaged in additional Research Partnership Opportunities with DFCI & HSPH beyond the Initial “parent” MassCONECT project, which has lead to successful and useful dissemination and implementation efforts:
  - Planet MassCONECT
  - Breathe Free for Kids
  - Project IMPACT (*Influencing Media & Public Agenda on Cancer and Tobacco Disparities*)
  - Lawrence Mammography Van Qualitative Research Project
  - Cancer Survivorship Project
  - Project CLEAR

- University of Massachusetts
  - Lawrence Latino Diabetes Prevention Project
  - Latino Health & Wellbeing
  - *Protección en Construcción*: the Lawrence Latino Safety Partnership
Concrete Benefits of CBPR Partnerships (Cont…)

- **Capacity-Building**

  - Training on Evidence-Based program planning & implementation using Planet MassCONECT Web Portal
  - Training, Knowledge & Experience on CBPR Practices
    - Community Principal Investigator—Lawrence Mammography Qualitative Research Project
    - Facilitated Participation in other CBPR/Community Research Projects
    - Participation at Harvard Lung Cancer Disparities External Advisory Board
  - Needs Assessment & Data Collection Support
    - Cancer Resource Guide—Lawrence, Boston, Worcester
    - Project IMPACT Community Survey & Media Workshops

- Screenings of “Unnatural Causes”

- Social Network Analysis (SNA) & Workshops
Concrete Benefits of CBPR Partnerships (Cont…)

- Opportunities to Co-Author Articles for Medical Journals/Manuscripts; Collaborate in the Development of Posters for Presentations & Workshops

- **Media Workshop (2007)**

  “Working Together for a Healthier Lawrence: A Conversation with Local Media and Community Organizations”
Concrete Benefits of CBPR Partnerships (Cont…)

- **Financial Support**
  - Employment Opportunities
  - Support of Coalition Infrastructure
  - Funding opportunities through Planet MassCONECT & Harvard Catalyst grants for MHTF memberships/partners

- **Support Goal of Influencing Systemic & Policy Changes, Particularly Related to Second Hand Smoking & Mammography Services.**
 Networks /Partnerships Expansions Beyond Lawrence Area
Example: Lawrence Mammography Services Working Group

• Established in September 2009

• Stemmed from the Successful MassCONECT Lawrence Mammography Van Pilot Project, which conducted 5 Mammography screening Days (May 2007—May 2008)

• Evolved into a Care Coordination Network
  o Call to Action (Nov. 2011)—Combined WGs meeting
  o Cancer Survivorship Resource Booklet
  o Unified Media Message (Oct. 2013)

• Partnering/Collaborations:
  ❑ LGH/YWCA Latina Breast Health Outreach Project
  ❑ GLFHC/YWCA Breast Health Collaboration
Concrete Benefits of CBPR Partnerships (Cont…)

• **Technical Support & Assistance by Academia**
  – Program Evaluation
  – Grant Proposal Reviews
  – Program Marketing Efforts
  – Media Communications
  – Search of Potential Research Studies/Grant Opportunities

• **Volunteers Support**
  – Community Events

• **Community’s Centric Role in Designing, Implementing, and Participating in Project Dissemination Strategies.**
Examples of Successful Dissemination/Implementation Projects

**Planet MassCONECT**
- 60 people trained in Lawrence
- CBOs benefit from acquired knowledge on localizing implementation of grant applications focusing on EBPs.
- Technical support/assistance through iCHPP, MHTF general membership meetings and through RIWG.

**Breathe Free for Kids**
- Staff trained on Motivational Coaching, Data Collection and other skills, which are transferable to other programs/projects.
- 138 parents/caregivers educated and provided resources on effects of SHS, and awareness was raised among early childhood networks in Lawrence, Boston and Worcester, contributing to community readiness for ongoing smoke-free efforts.
- HSPH hired to work with Legacy/ABCD Project in Boston to train staff/home visitors on how to engage clients on issues related to SHS, based on motivational coaching component.
- Creation of comprehensive dissemination plan guided by community partners.
Examples of Successful Dissemination/Implementation Projects

- **Project IMPACT (Influencing Media & Public Agenda on Cancer and Tobacco Disparities)**
  - Capacity-building through enhanced media workshops
  - Door-to-Door survey captured primary data beyond tobacco related health disparities, to include physical activity and nutrition.
  - Survey results used for local community health needs assessment to support establishing priorities for the MHTF and supported successful grant applications for programs and systems, environmental and policy strategies/changes.
  - Trained over 60 health professionals in Strategic Media Communications.

- **Cancer Survivorship Research Project**
  - Critical information learned on barriers to accessing cancer survivorship resources and in identifying top concerns for people dealing with the disease (financial support & lack of awareness about resources available).
  - Led to increased marketing efforts by local medical sites and YWCA and to the creation of a guide in English and Spanish with local, regional, statewide and national resources to be disseminated through various outlets.
Examples of Successful Dissemination/Implementation Projects

- **Lawrence Mammography Van Qualitative Research Project**
  - Results presented to the imaging centers and ACS at MHTF Lawrence Mammography Services Working Group, Call to Action event and to the general MHTF membership.
  - Findings used to highlight key role of YWCA’s grassroots efforts that contributed to success of mammography van and strategies to increase mammography screenings, particularly importance of cross-sector collaborations.
    - LGH/YWCA Latina Breast Health Outreach Project
    - GLFHC/YWCA Breast Health Collaboration
Barriers

**Individual**
- Cost
- Lack of knowledge
- Lack of health insurance
- Lack of transportation
- Fear and discomfort

**Relationships**
- Collective experiences
- Childcare
- Lack of support

**Community**
- Language barrier
- Accessibility
- Familiarity

**Society**
- Health insurance policies
Lessons Learned...

- Academia and community have different cultures, work styles, missions, needs and expectations.
- Recognize trust-building is an essential process in creating successful CBPR partnerships.
- Listen, value and respect knowledge of community.
- Ensure both partners are EQUALS at the table
- Foster open, honest and ongoing communication at ALL stages of research
- Understand and value diversity.
- Recognize flexibility must be allowed within research protocols
- Balance needs of both parties
- Properly compensate community partners for their work and investment
- Support plans for implementation/integration and sustainability of study findings
“Coming together is a beginning.  
Keeping together is progress.  
Working together is success.”  

Henry Ford

THANK YOU!!
Contact Information

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eliminating racism
empowering women
ywca

Peace, justice, freedom and dignity for all people

City of Lawrence