

Improving Communication To Assist Implementation Of Best Practice

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Community-Based Participatory Research

“More than a set of research methods, CBPR is an orientation to research that focuses on relationships between academic and community partners, with principles of co-learning, mutual benefit, and long term commitment and incorporates community theories, participation, and practices into the research efforts.”

(emphasis added)

Wallerstein and Duran, Health Promotion Practice 7:312, 2006.

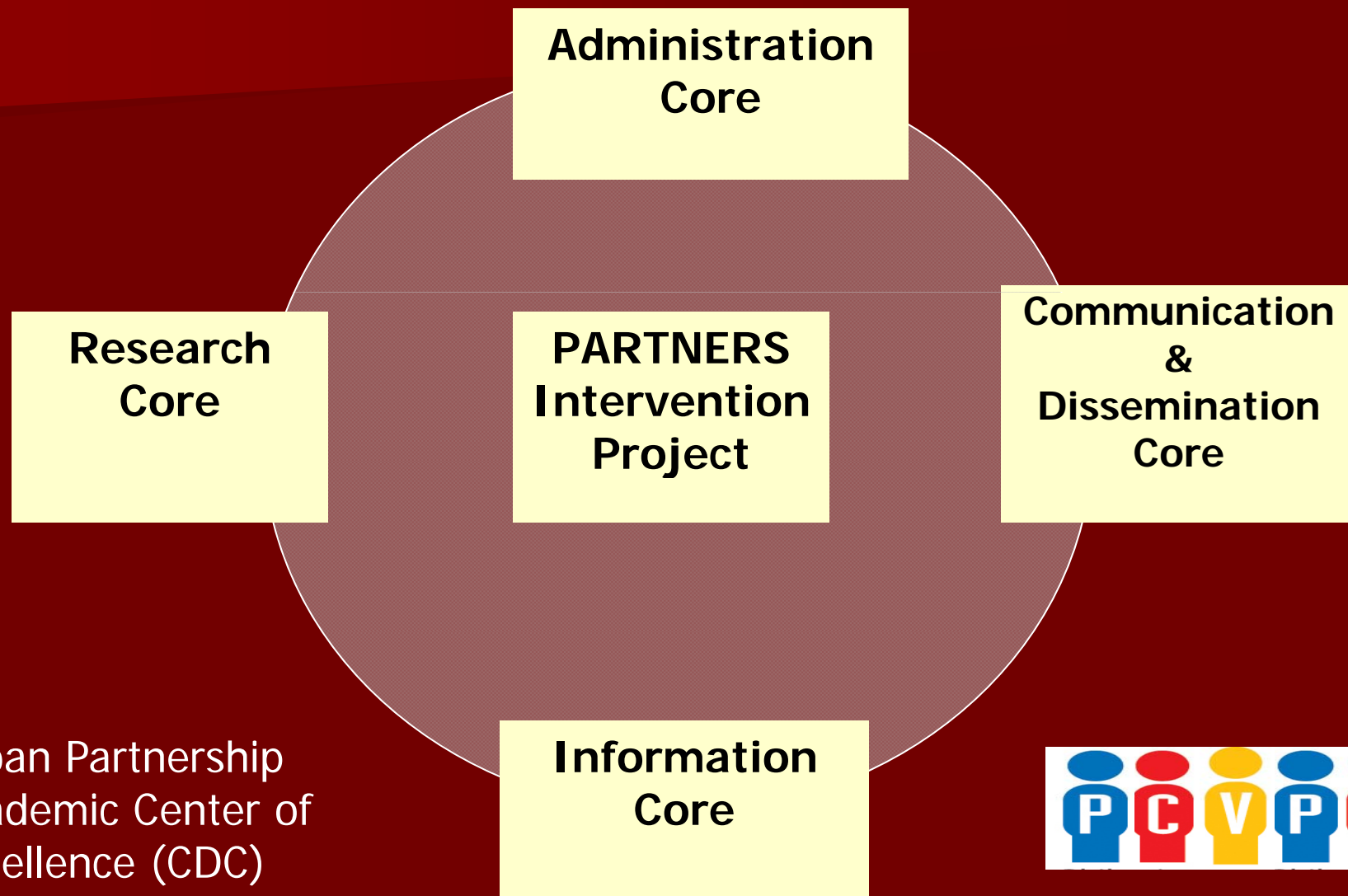
Objectives of the Research

- Identify dimensions of youth violence prevention program success that are relevant to community participants
- Create reliable and valid measures for these indicators
- Create a replicable process for other community partnered programs to follow

Impact of Research

- Increase capacity for program evaluations to demonstrate value to community partners in their terms
- Increase program support through improved communication of effect
- Increase effectiveness of interventions through increased participation and sustainability

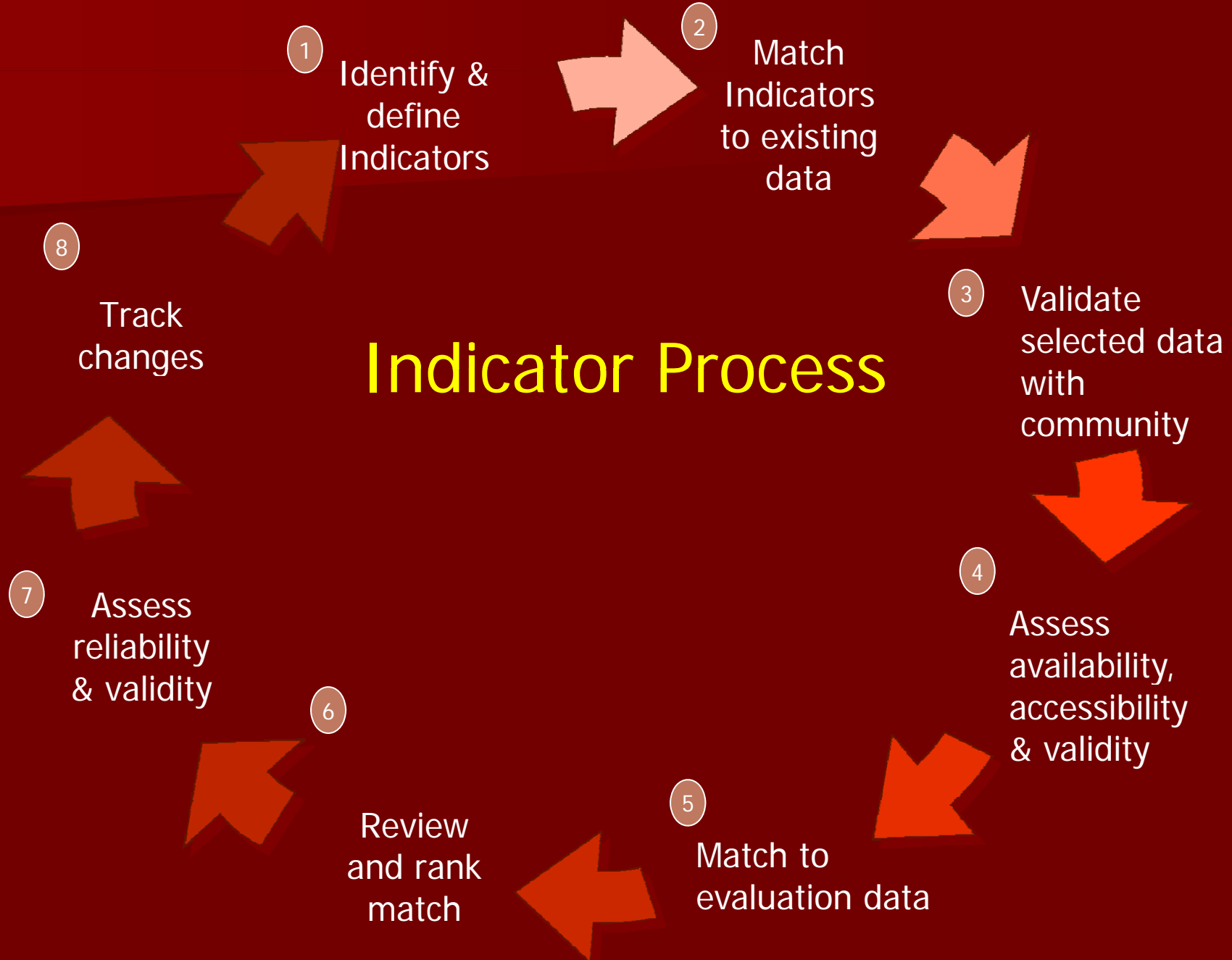
Philadelphia Collaborative Violence Prevention Center



Urban Partnership
Academic Center of
Excellence (CDC)



Indicator Process



Step 1

Identify &
define
Indicators

43 Indicators
identified

"Showing Kids Love"

Youth need to know that they are loved

Adults within their family and the community, especially in the absence of the parent, demonstrate a commitment to youth and show them that they are loved

"Helping Others"

When an individual becomes more independent and makes a change wherein they are willing to help somebody else:

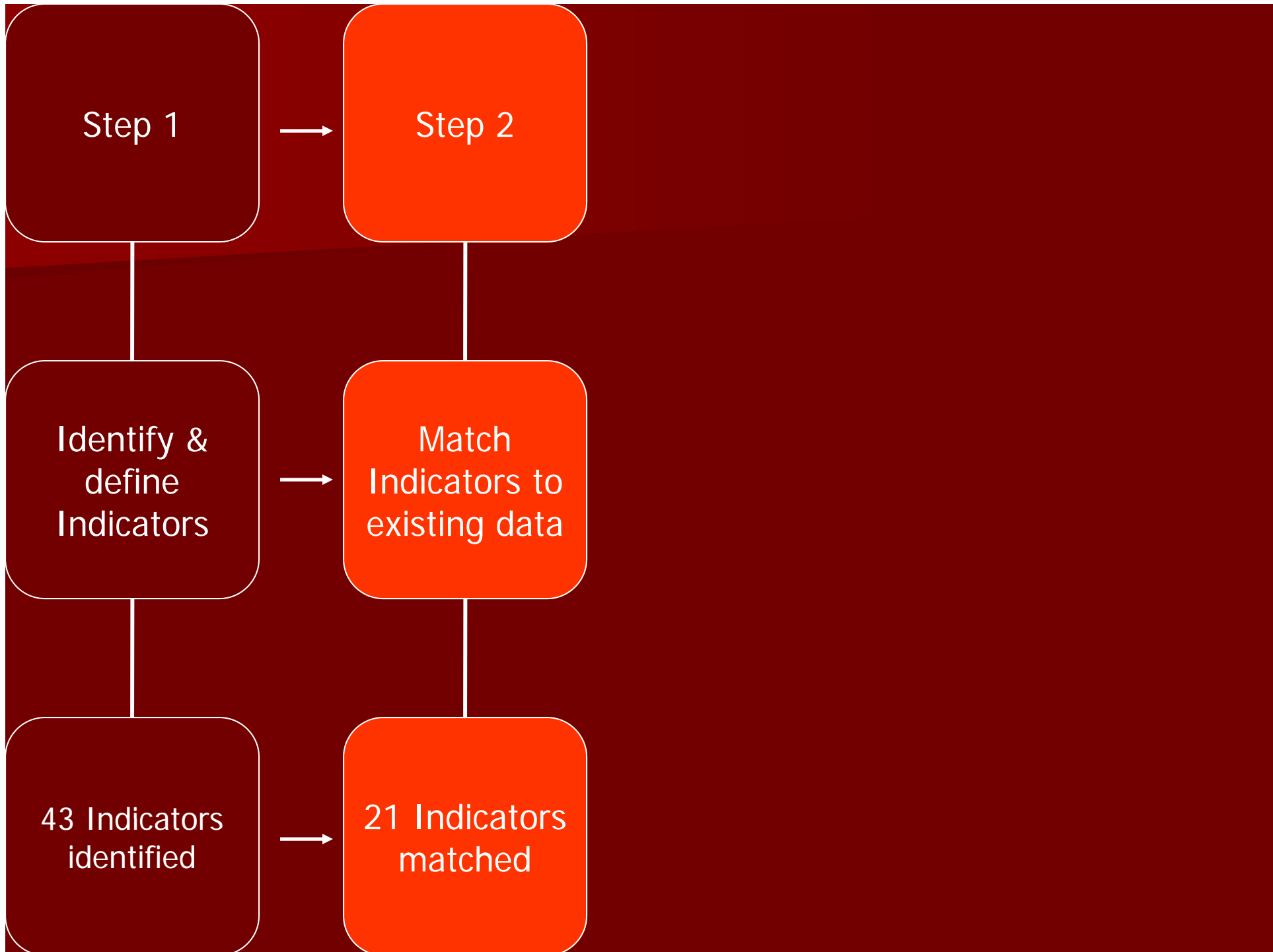
"...community has got to come together and we got to start networking with one another, talking to one another and helping one another, and in that point, we see a child going wrong, we have the right to say something to them."

“Cleaner, Healthier Neighborhoods”

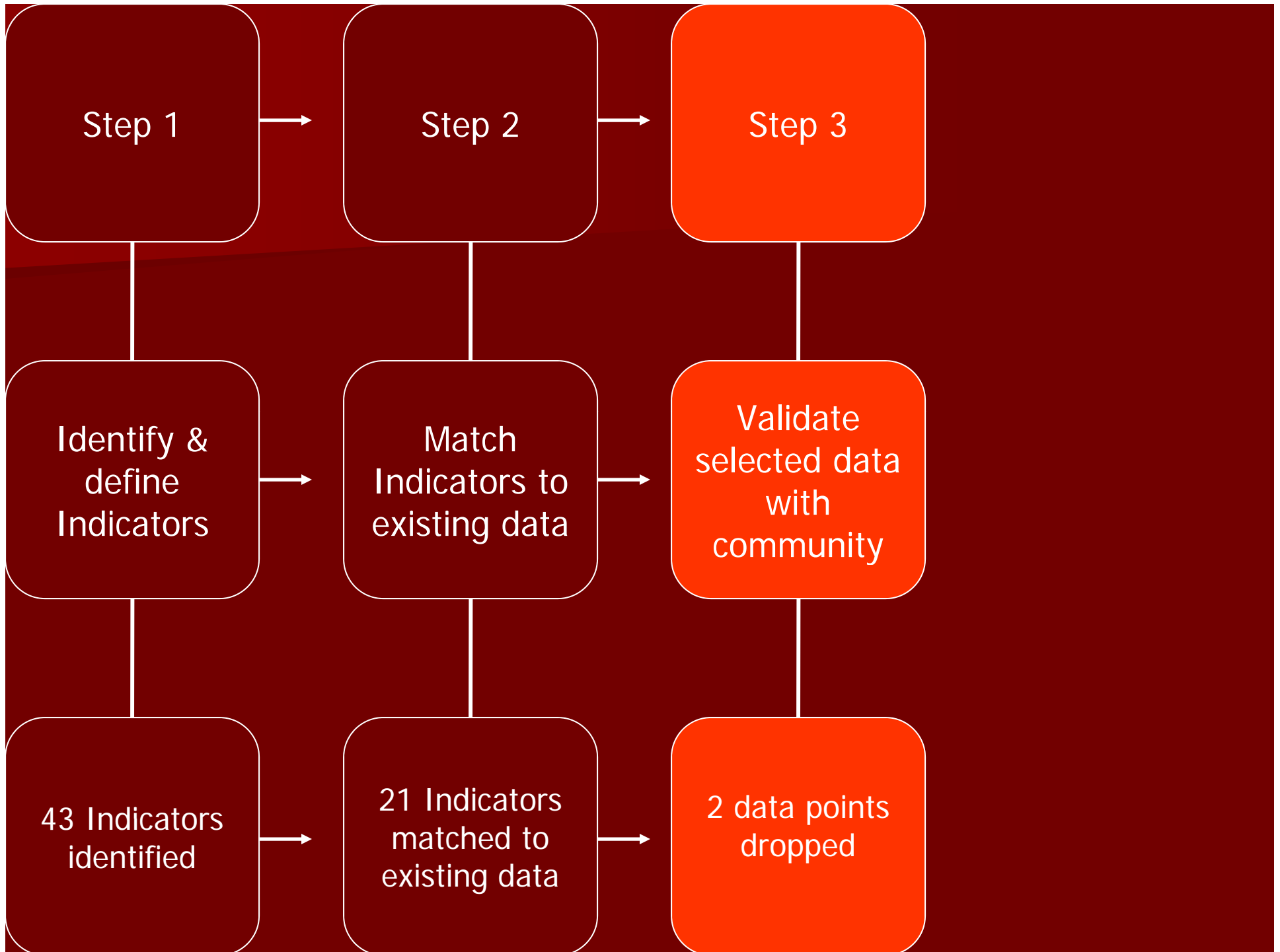
The neighborhood looks happier, brighter,
new:

“...pruning trees that make it look nice when
you see your neighborhood and you’re
happy to come home...”

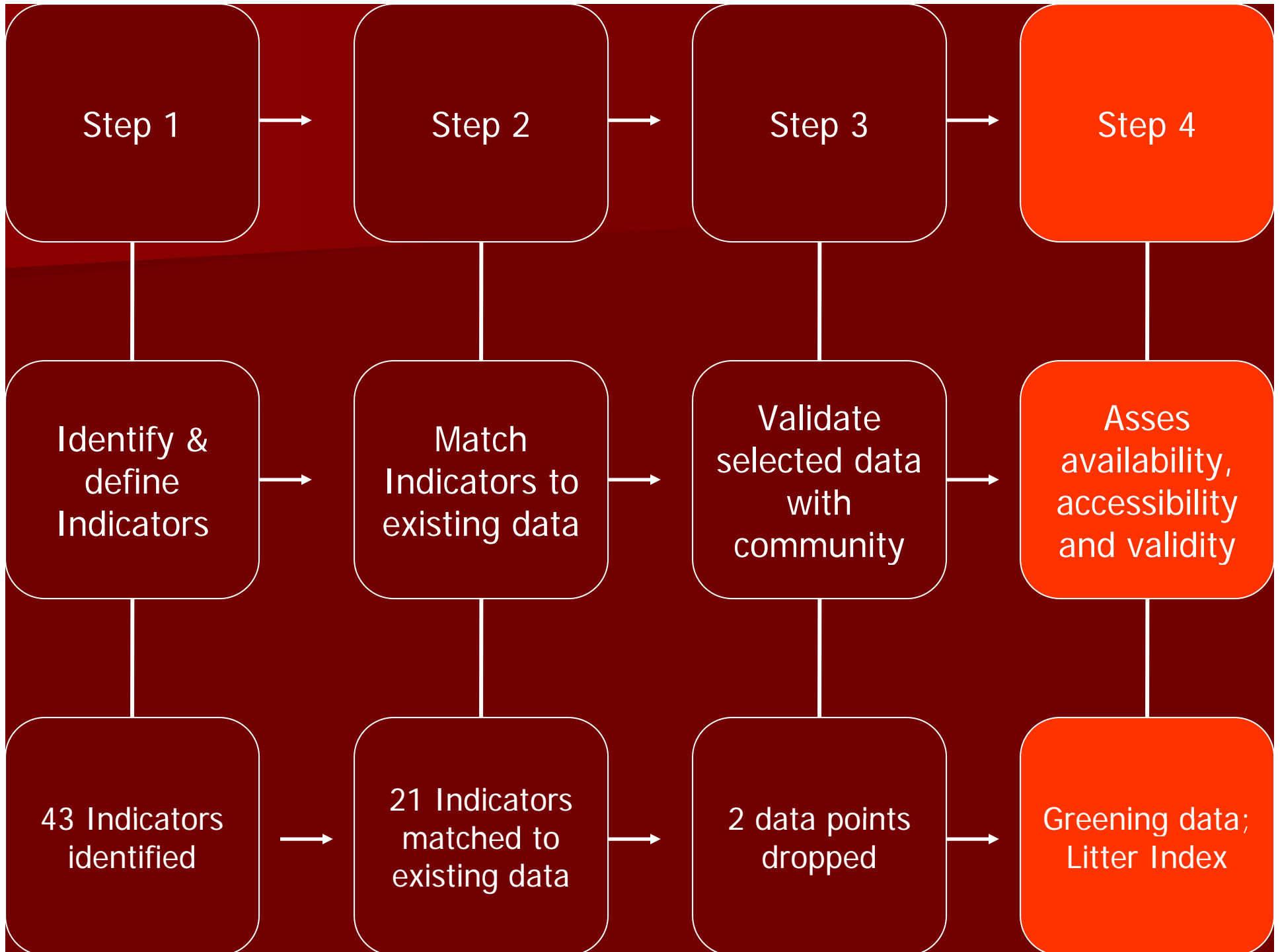
“I don’t sit out on my stoop anymore
because the rats from the lot next door are
there, in the trash...”



Step 1	Step 2		Step 3	Step 4
Community Defined Indicator	Source of Data	Relevant Variables	Availability	Accessibility
Cleaner streets, cleaner, healthier neighborhoods	Pennsylvania Horticultural Society Greening data	No. of people taking garden/tree tending courses Vacant land that has been cleaned and greened	Street address, not updated regularly Parcel	Limited access Limited access
	LandSat satellite data	Normalized Difference Vegetation Index, % tree canopy	Block group	Public access
	Philadelphia Neighborhood Information System's Muralbase	No. of new murals in community	Street address	Public access
	Philadelphia More Beautiful, Philadelphia Streets Department	No. block clean-ups scheduled/completed, No. bags collected	Police district, sanitation area	Limited access
	Keep Philadelphia Beautiful	Litter index	Block group	Limited access
Future orientation	No Child Left Behind (NCLB) Report Card	Attendance & graduation rates	Collected annually	Public access
Helping others	Southeastern Pennsylvania (SEPA) Household Health Survey	2 questions about neighbors helping each other	Collected every other year, neighborhood sample only	Limited access
Increased civility	SEPA Household Health Survey	"Most people in my neighborhood can be trusted"	Every other year, Neighborhood sample only	Limited access



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Not considered valid by community advisors	LandSat satellite data	Normalized Difference Vegetation Index, % tree canopy	Block group	Public access
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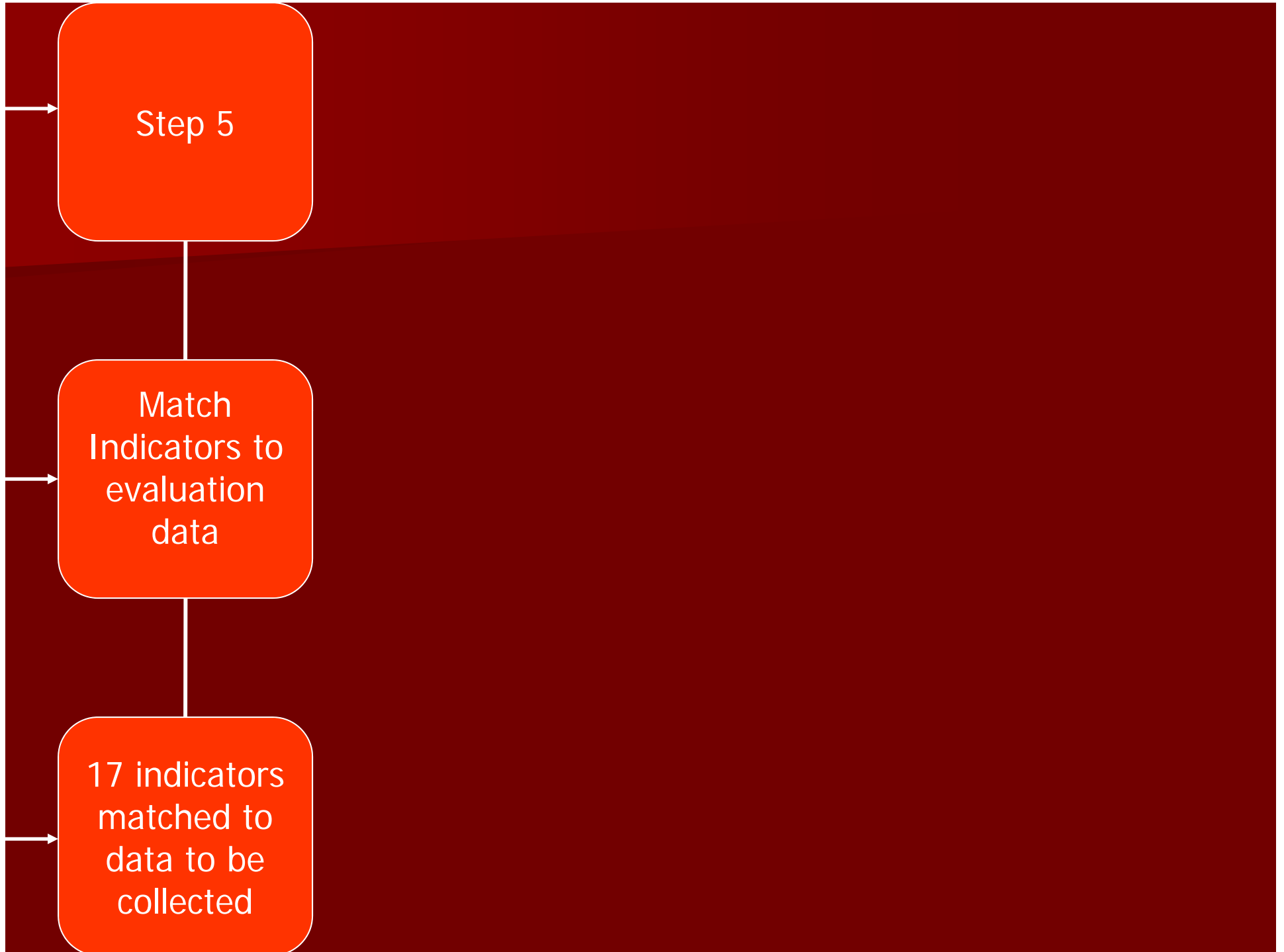
Results of Accessing Public Data

- Average Tree Canopy Cover accessed and associated with aggravated assault:
 - Significant positive association in some neighborhoods;
 - Significant negative association in other, adjacent neighborhoods
- Litter Index accessed and associated with aggravated assault:
 - Significant positive association as measured city-wide
- Results demonstrate strong proof of concept

Step 5

Match
Indicators to
evaluation
data

17 indicators
matched to
data to be
collected



Instruments Reviewed

Alabama Parenting Questionnaire

Beliefs Supportive of Violence

HAB Cartoon Measure

Children's Social Behavior

Demographics Form

HARE Area-Specific Self-Esteem

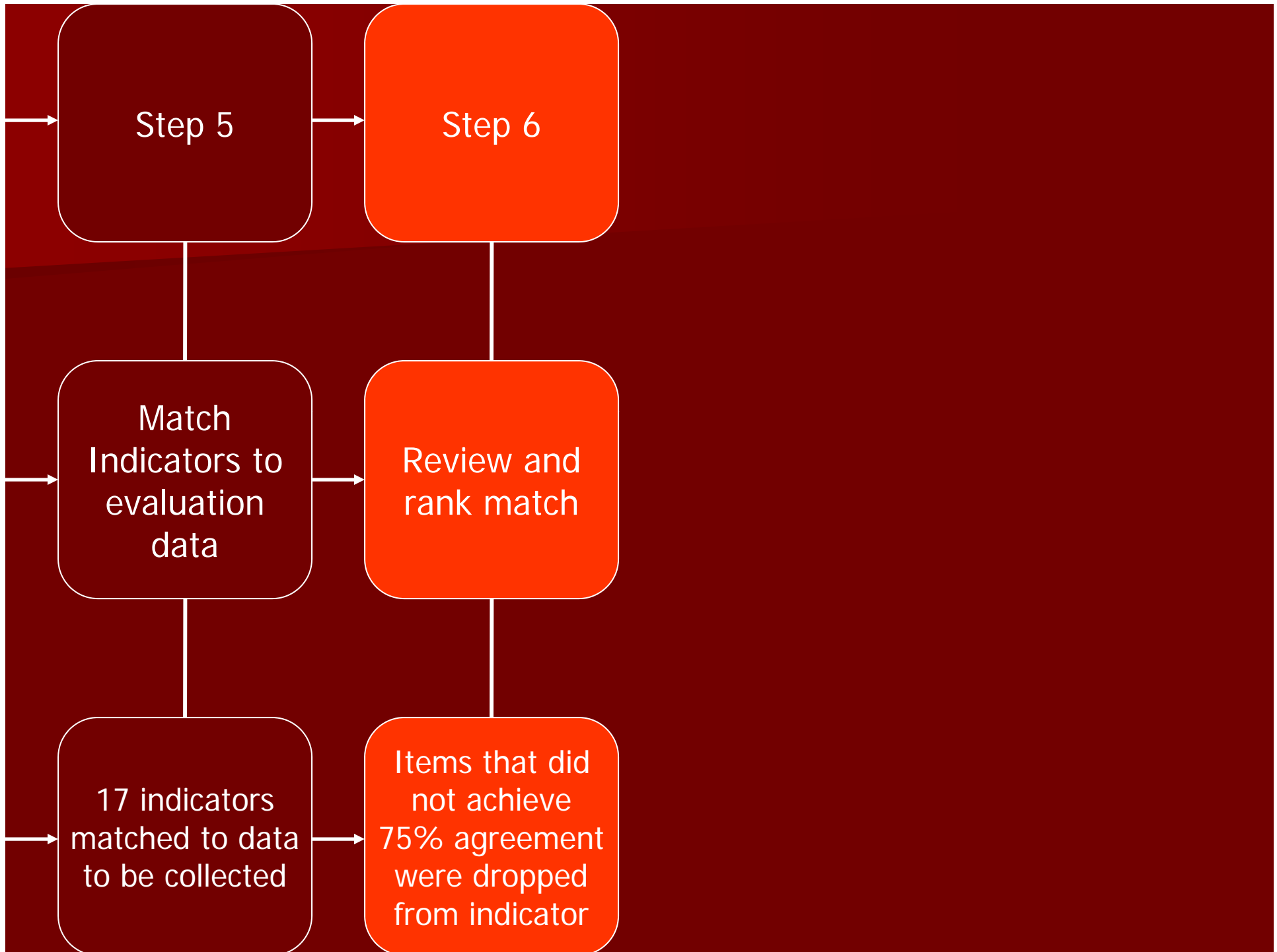
Knowledge Measure

Leadership Questionnaire

IOWA Conners (ODD scale only)

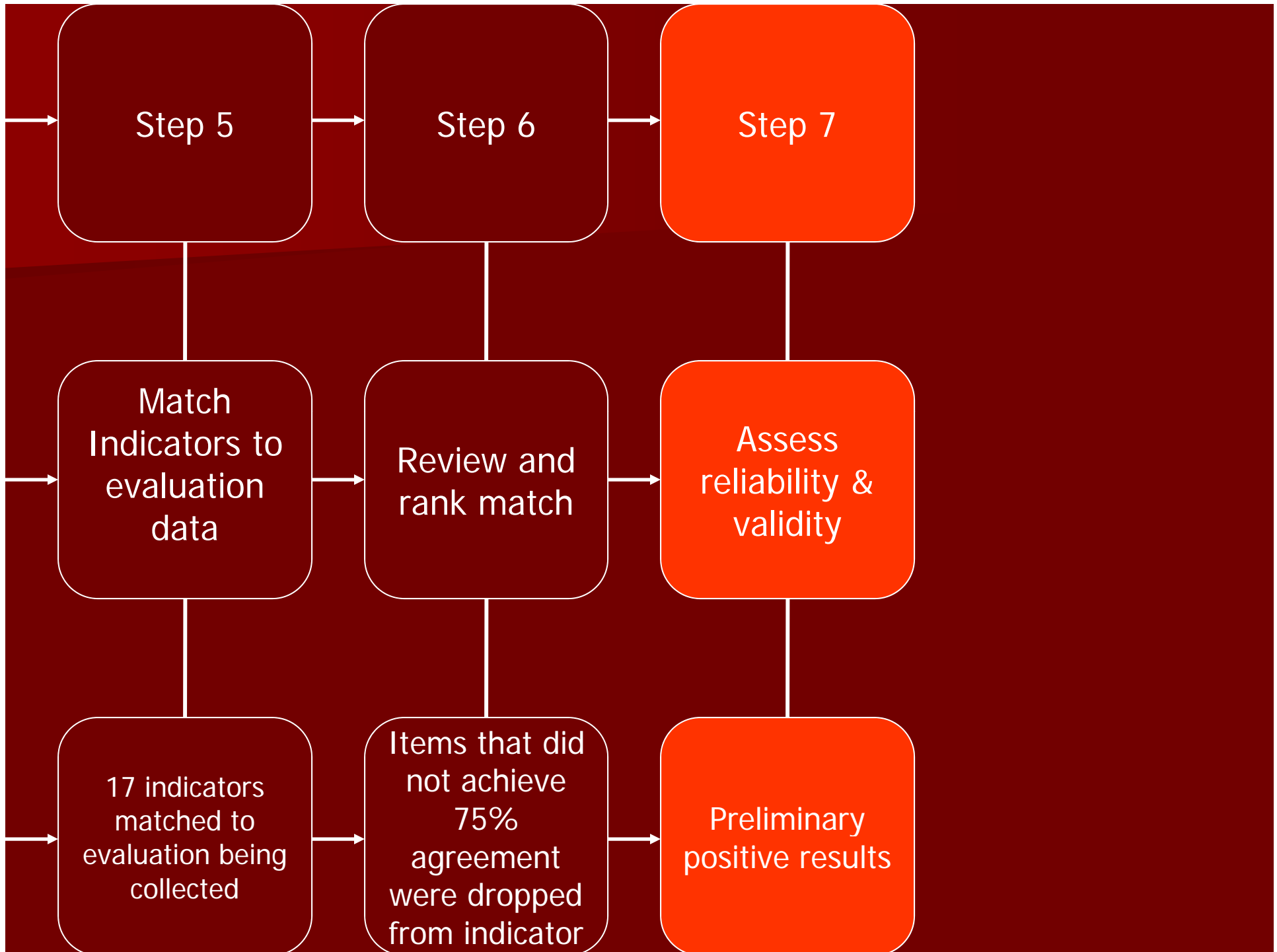
Youth Asset Survey

Youth Self-Report



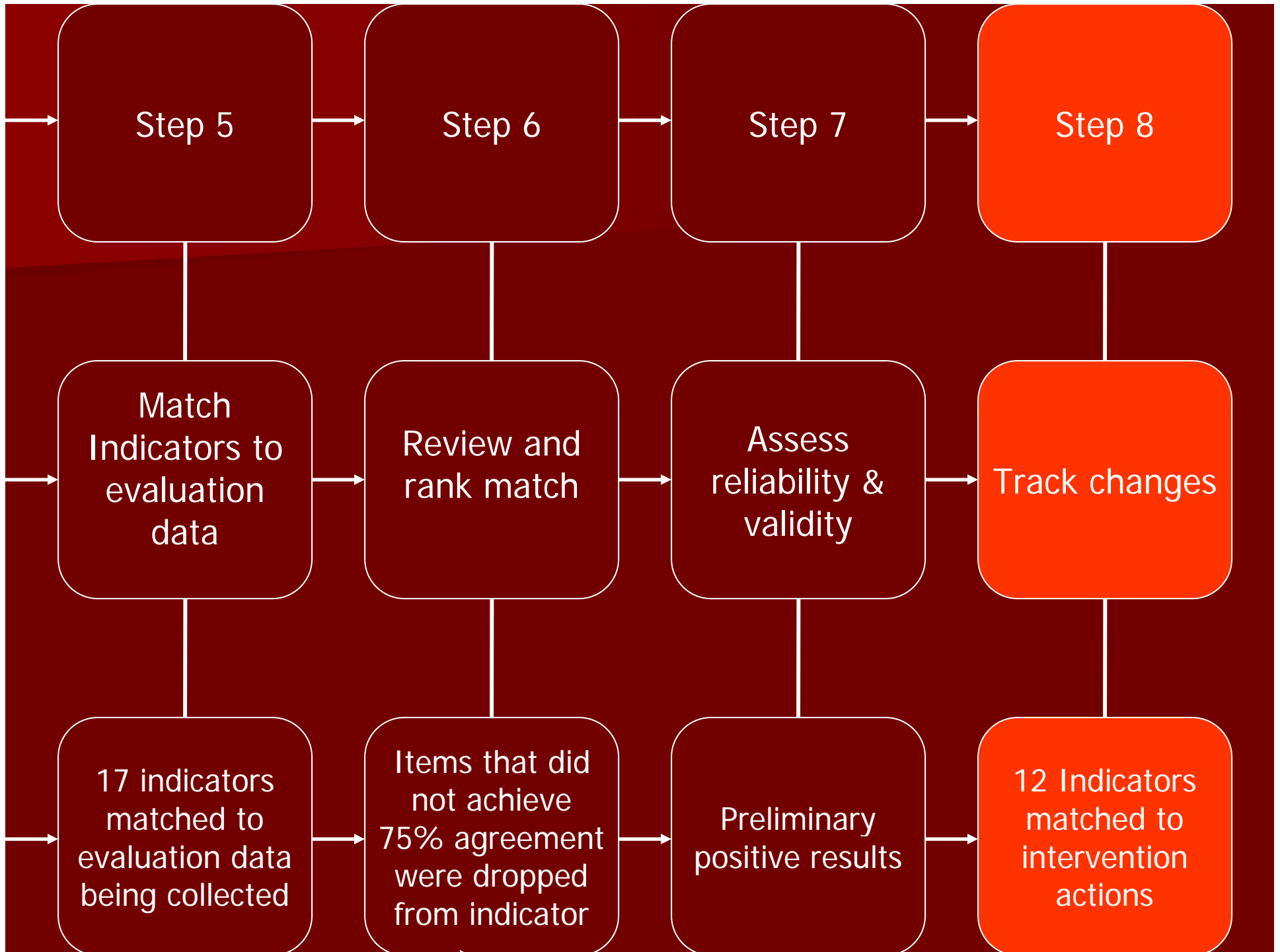
Matching Example

Community Defined Indicator	Instrument	Youth Items	
<p>Show Kids Love</p>	<p>Alabama Parenting Questionnaire</p>	<p>1. You have a friendly talk with your mom/dad. 2. Your parents tell you that you are doing a good job. 13. Your parents compliment you when you have done something well. 14. Your mom/dad asks you what your plans are for the coming day. 16. Your parents praise you for behaving well. 18. Your parents hug or kiss you when you have done something well.</p>	
	<p>Hare Self-Esteem Scale</p>	<p>4. My parents are proud of the kind of person I am 5. No one pays much attention to me at home 6. I often feel unwanted at home. 7. My parents believe that I will be a success in the future</p>	
	<p>Youth Asset Survey</p>	<p>1. How often does your mother or father (or another adult in your house) try to understand your point of view? 2. How often does your mother or father (or another adult in your house) tell you that he or she loves you and wants good things for you?</p>	



Internal Consistency

Community Defined Indicator	N Items Reviewed	N Items Retained	Cronbach Alpha
Showing Kids Love	23	12	<i>Acceptable</i>
Future Orientation	3	3	<i>Acceptable</i>
Helping Others	5	5	<i>Acceptable</i>
More Adults Intervening for Youth	10	8	<i>Unacceptable</i>



Next Steps

- Conduct reliability and validity for all indicators for which data has been found
- Analyze effect of intervention on indicators matched to intervention actions
- Determine how to communicate information derived from indicators to all stakeholders

Future Research

- Assess generalizability of indicators to other communities
- Broaden reliability and validity testing using available data in other settings
- Implement use of community defined indicators in program evaluations to measure impact on program success