CHECK UP

Center for Health Equity
and Community Knowledge
in Urban Populations

Report:

Communicating with Community Partners to Advance Health Equity: Guidance for Academic Faculty & Staff

July 25, 2024

12:00 - 1:30 PM

Virtual

Overview

Academics often use jargon and scientific communication styles that can impede collaboration with community members outside of their disciplines. Effective communication is essential for fostering strong, sustainable community-academic partnerships that advance health equity. This workshop provides academic faculty and staff with practical guidance on how to engage with community partners through various communication channels, including emails, phone calls, direct conversations, and more. Learn how to build meaningful, authentic relationships and enhance your collaboration skills.

The recording of this session can be viewed at https://youtu.be/gow2itwVsFc?si=EReo8GwJ7YiEfnTi

Agenda

12:00 PM	Welcome & Introduction	Rodlescia Sneed, PhD Kayla Habermehl, MA Sarah Clark
12:05 PM	Overview of communications and community engagement basics	Rodlescia Sneed, PhD Kayla Habermehl, MA Sarah Clark
12:10 PM	How-to strategies for message development	Rodlescia Sneed, PhD Kayla Habermehl, MA Sarah Clark
12:20 PM	Breakout session	All
12:35 PM	How-to strategies	Rodlescia Sneed, PhD Kayla Habermehl, MA Sarah Clark
1:20 PM	Questions	All
1:30 PM	End	

Presenters

Rodlescia Sneed, PhD, MPH
Institute of Gerontology & Department of Psychology, Wayne State University

Kayla Habermehl,
Communications Specialist, Institute of Gerontology, Wayne State University

Sarah Clark, MA
PhD Candidate, Department of Psychology, Wayne State University

Registration:

Total Registered: 61
Total Attendees: 47
Participation Rate: 77%

Attendee Background

Demographic information was available for 45 of 47 attendees.

Job/Work Role	Total Attendees
Wayne State University Staff	22
Wayne State University Faculty	8
Community Member/Resident	6
Community Organization Leader or Representative	4
Other	3
Other University Faculty/Staff	1
Community-based Health Care Professional	1

Community organization leaders or representatives who attended work for the following:

- Aetna Better Health of Michigan
- Michigan Public Health Institute
- KMG Prestige

And, they hold the following roles/titles at these organizations:

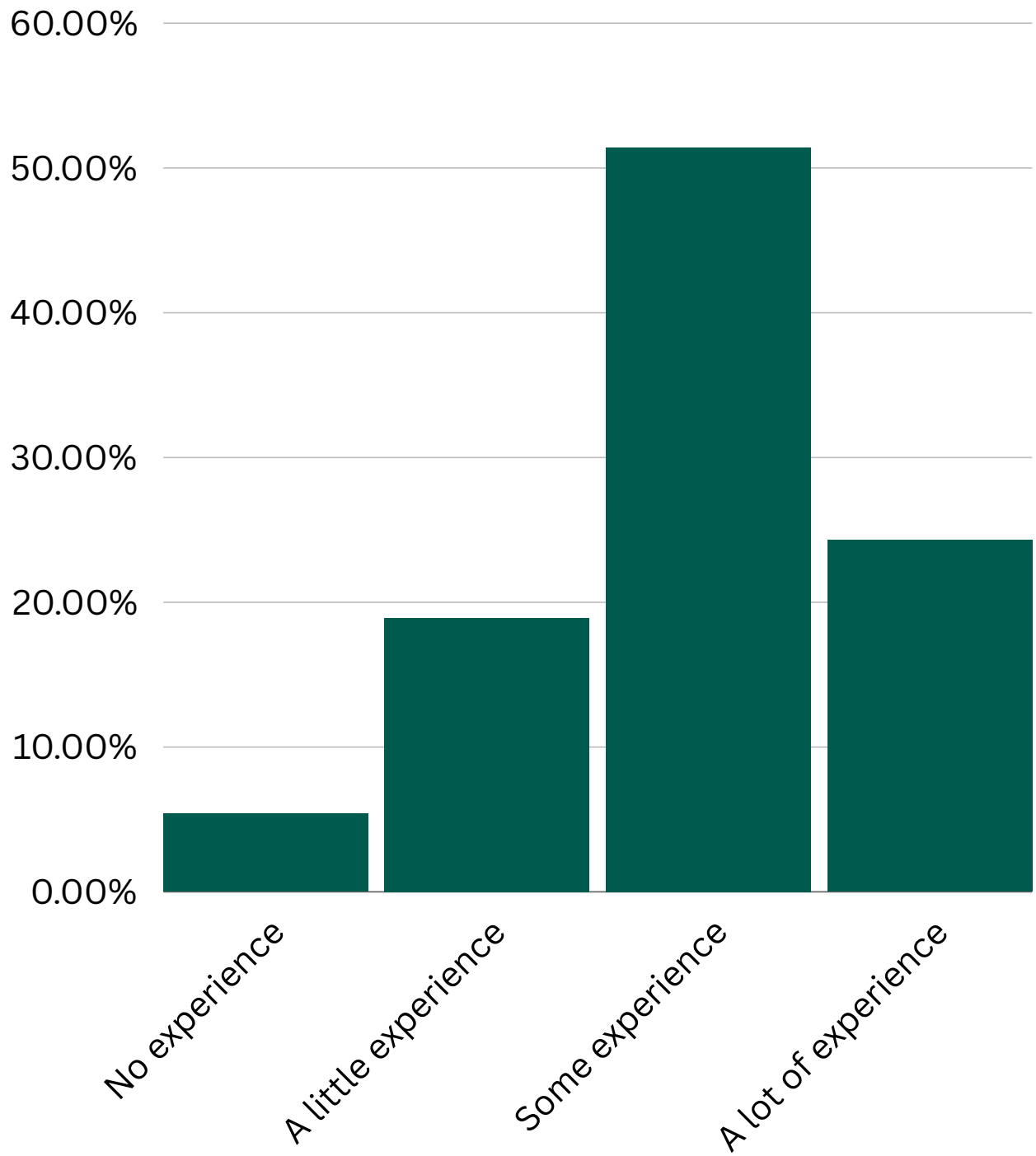
- Community Strategist
- Service Manager

WSU faculty and staff represented these departments:

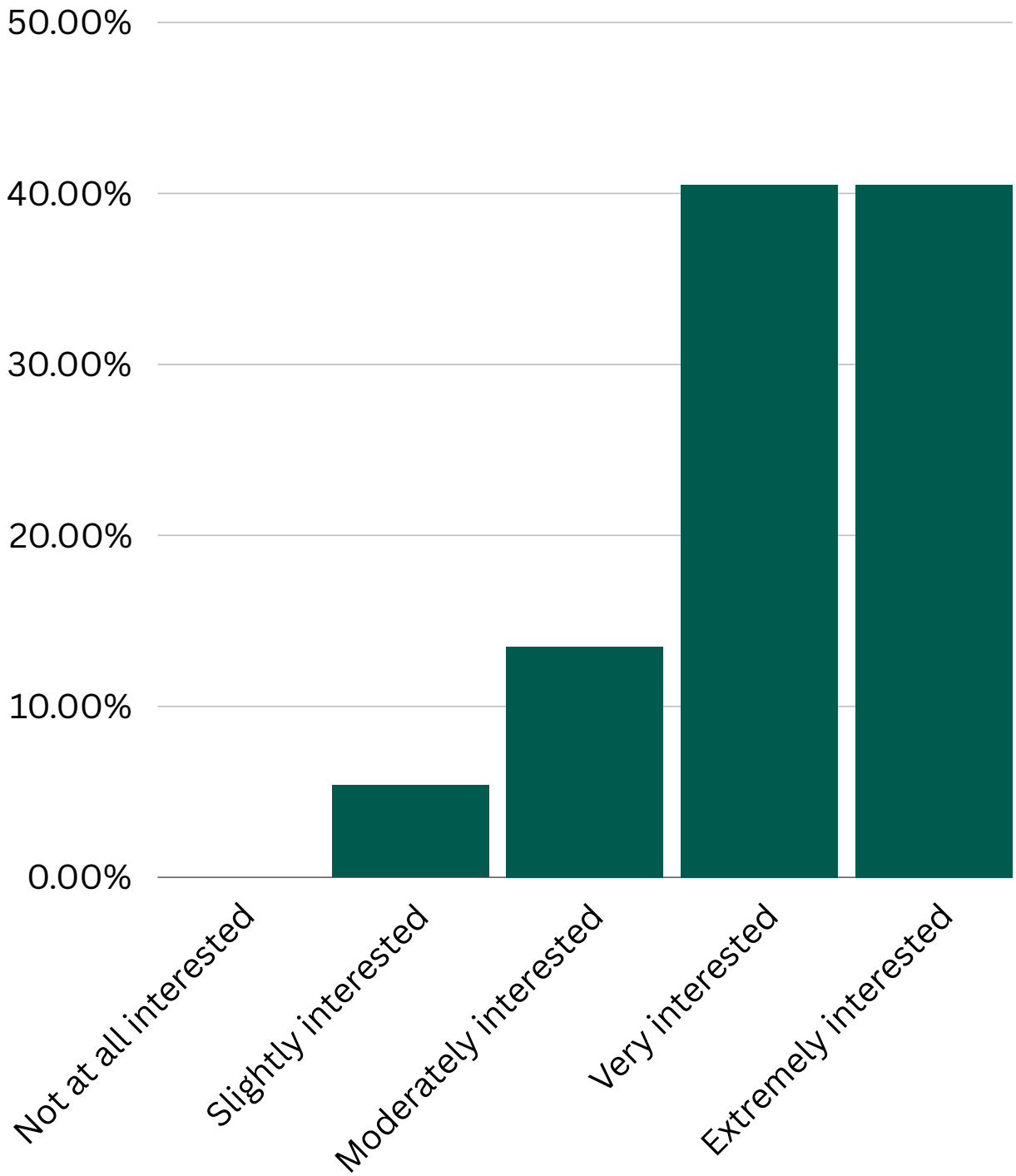
- School of Medicine, Oncology
- Office of the Vice President for Research
- School of Social Work
- College of Liberal Arts and Sciences, Psychology
- School of Medicine, Psychiatry and Behavioral Neurosciences
- Wayne State University School of Medicine, Internal Medicine, Infectious Disease
- College of Nursing
- College of Fine, Performing and Communication Arts, Department of Art, Art History, and Design
- School of Social Work, Center for Behavioral Health and Justice
- Counseling and Psychological Services (CAPS)
- Institute of Gerontology
- Center for Urban Responses to Environmental Stressors
- Merrill Palmer Skillman Institute

Community-engaged research is the process of working collaboratively with groups of people affiliated by geographic proximity, special interests, or similar situations with respect to issues affecting their well-being and meaningfully involving those groups affected by a research finding in the research process (CDC (1997); Staniszewski et al. (2014).

How much experience have you had with community-engaged research?



What is your level of interest in community-engaged research?



Attendee research interests:

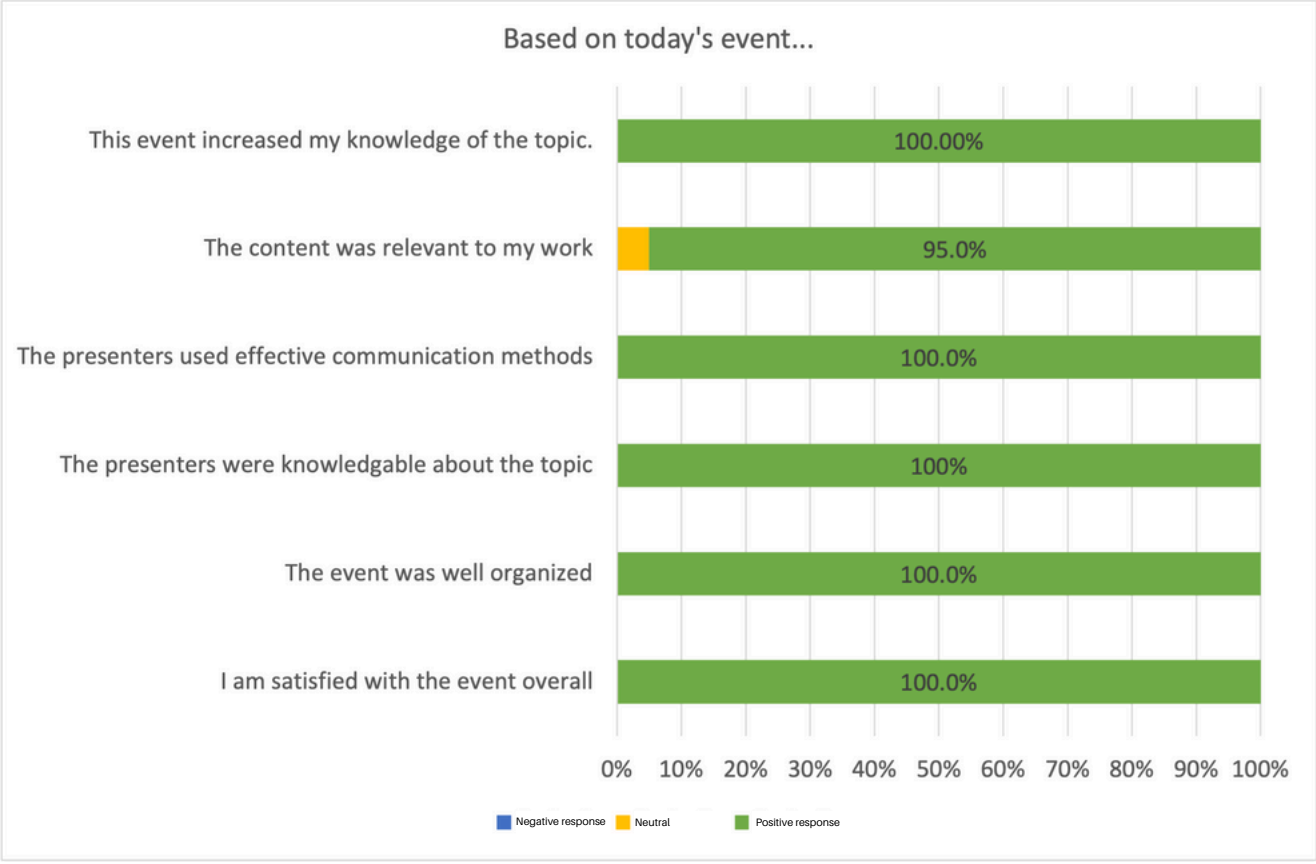
Research Interests	Total Attendees
Social Determinants of Health	35
Community Engagement	29
Health Disparities	29
Black Health	18
Behavioral Health	16
Cancer	15
Public Health	15
Chronic Disease	12
Environmental Health	11
Women's Health	11
Basic Science	7
LGBTQ Health	7
Physical Activity & Nutrition	7
Rural Health	7
Children's Health	6
Middle Eastern/North African (MENA) Health	6
HIV and AIDS	4
Immigrant Health	4
Refugee Health	4

Evaluation:

18 attendees completed the evaluation.

Which best describes you? (mark all that apply)

WSU Faculty	5
WSU Staff	3
Community member/resident	2
Community organization leader or representative	2
Other	2
Student	2
Community-based healthcare professional	1
Other university faculty or staff	1



How will you use the information you learned at today's event?

"This will help me to continue to build relationships in the community and create talking points"

"To enhance my communication skills."

"In building community partnership, messaging projects..."

“Share with researchers”

"I enjoyed the communication and visuals section. It will help with community facing content."

"Today's event gave me more techniques to use when recruiting participants for research studies."

How can CHECK-UP support community engagement with research at WSU?

"continue to engage the community to help close knowledge gaps"

"CHECK-UP can use its resources to continue to train and support community residents engaged in research."

“Share other researcher and their projects from all areas of the University.”

What specific challenges need to be addressed to foster and improve community-engagement with research at Wayne State University?

"University processes”

"Organizing events that the community will attend."

"Administrative burden.

"collaborations across colleges and departments”

“Transportation support and appropriate meals for community partners.”

“Share the latest and greatest advances that are being made. Let's share with organization and their constituents to build an audience and and environment of learning.”

“I think a lot of what you said in the seminar--for example, we should be attending community events & be part of the community, cultural humility, etc. The academic mindset is too often focused on competition, exclusion, and silos. We can do better!”