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Workshop: Harnessing Community-Engaged Scholarship for Collective Action to Improve Population Health

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WORKSHOP
Harnessing Community Engaged Scholarship for Collective Action to Improve Population Health

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Vicious cycles to learning systems

Translate evidence for policy, programs & advocacy

Discover causes & consequences of variation in population health
What Makes Population Health Strategies So Hard?

- Incentive compatibility → public goods
- Concentrated costs & diffuse benefits
- Time lags: costs vs. improvements
- Uncertainties about what works
- Asymmetry in information
- Difficulties measuring progress
- Weak and variable institutions & infrastructure
- Imbalance: resources vs. needs
- Stability & sustainability of funding
How Can Community-Engaged Research Help?

- Identify common interests, incentives & problems
- Mitigate asymmetries in power & information
- Use theory, evidence & experience to design strategies with high probability of success
- Measure progress & provide feedback
  - Fail fast
  - Continuously improve
- Evaluate health & economic impact
Toward a “rapid-learning system” in population health

In a learning health care system, research influences practice and practice influences research.

- **Evaluate**: Collect data and analyze results to show what does and does not work.
- **Design**: Design care and evaluation based on evidence generated here and elsewhere.
- **Implement**: Apply the plan in pilot and control settings.
- **Adjust**: Use evidence to influence continual improvement.
- **Disseminate**: Share results to improve care for everyone.

**Internal**
- Internal and External Scan
- Identify problems and potentially innovative solutions

**External**

What is Practice-Based Research?

- Research that tests effectiveness & impact of practices & policies in *real-world settings*

- Research designed to address uncertainties and information needs of real-world public health *decision-makers*

- Research that evaluates the implementation and impact of *innovations in practice*

- Research that uses *observations generated through public health practice* to produce new knowledge
PBRNs as Mechanisms for Community-Engaged Scholarship

- Identify Common questions of interest
- Apply Rigorous research methods
- Translation & application
- Analysis & interpretation
- Data exchange
- Engaged practice settings
- Research partner
Key elements of success with community engaged scholarship & collective action

- Clear goals
- Congruence between resources & objectives
- Explicit incentives & constraints
- Monitoring mechanisms
- Small wins
- Conflict resolution mechanisms
- Effective communication and information flow
- Nested & embedded activities

By John Kania & Mark Kramer

65 Winter 2011
Developing a strategy for community engaged scholarship

- **Step 1:** Concept Mapping on Research Topics/Issues of Interest
- **Step 2:** Network Analysis of Stakeholders Relevant to Topics
- **Step 3:** Mapping Connections Among Concepts and Stakeholders
- **Step 4:** Distilling Topic-Stakeholder Clusters for Community Engaged Research Development
GroupWork #1: Concept Mapping Researchable Issues

What population health issues are ripe for study in this community?

What are the scientific dimensions of this issue that are of greatest interest?
- Knowns and unknowns
- Pathways and mechanisms of causation & intervention
- Measurement strategies
- Analytic strategies

What are the practical elements of this issue that are of greatest importance?
- Political
- Organizational
- Professional
- Economic
- Operational
- Environmental
GroupWork #2: Network Analysis of Issue Stakeholders

Choose your favorite population health issue:

- What academic/scientific stakeholders are relevant to this issue?
- What community stakeholders (nonacademic) are relevant to this issue?

Where do relationships currently exist among and between academic and community stakeholders?
GroupWork #2: Network Analysis of Issue Stakeholders

Community Stakeholders

- Communities of influence
- Communities of practice
- Communities of experience
GroupWork #3:
Connecting Concepts and Networks

Start with 2 highest-priority population health issues:

- Which scientific dimensions do they share?
- Which practical elements do they share?
- Which academic stakeholders do they share?
- Which community stakeholders do they share?

Iterate with a 3rd issue, 4th issue, etc
A Concept and Network Map

- Preventing childhood obesity
- Promoting physical activity in daycare
- Promoting breastfeeding
- Preventing infant mortality
- Health insurance reimbursement policy
- Public health agencies
- Preventing childhood obesity
- WIC agencies
- Nursing
- Social work
- Exercise science
- Education
- Preventing infant mortality
More Information

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