Workshop: Organizing Community-Engaged Scholarship 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

Limited public understanding & political support

Incoherence in missions, Complex, fragmented, variable responsibilities & expectations financing & delivery systems

Large inequities in resources & capabilities Variable productivity and efficiency

Resources incongruent with preventable disease burden

Gaps in reach & implementation of efficacious strategies Difficulties demonstrating impact, value & ROI

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

**Implement**
- Apply the plan in pilot and control settings

**Design**
- Design care and evaluation based on evidence generated here and elsewhere

**Adjust**
- Use evidence to influence continual improvement

**Disseminate**
- Share results to improve care for everyone

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

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

Translation & application

Identify Common questions of interest

Engaged practice settings

Research partner

Apply Rigorous research methods

Data exchange

Analysis & interpretation
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

WIC agencies

Exercise science

Education

Nursing

Social work

Exercise science

Nursing

Social work

Promoting breastfeeding

Preventing childhood obesity

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