

**Health Promotion Strategies:  
Week 13  
IMA Step 5**

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**Evaluation in and of health promotion practice:  
Community Based Participatory Research**

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**Community-based  
participatory research**

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Community centred research  
Participatory (action) research  
Empowerment research

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**CBPR: Definition**  
(Cited in Minkler & Wallerstein (2003) & Wallerstein & Duran (2006) with credit to Barbara Israel et al. (1998), Green et al. (1995) & Kellogg Foundation (2001))

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“CBPR in health is a collaborative approach to research [not a method], that equitably involves all partners in the research process & recognizes the unique strengths that each brings. CBPR begins with a research topic of importance to the community with the aim of combining knowledge and action or social change to improve community health and eliminate health disparities.” (Kellogg Foundation, 2001)

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**CBPR: Principles**  
(Wallerstein & Duran (2006) with credit to Israel et al. (2003))

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1. Genuine partnership means co-learning (academic and community partners learning from each other)
2. Research efforts include capacity building (in addition to conducting the research, there is a commitment to training community members in research)
3. Findings and knowledge should benefit all partners
4. Involves long-term commitments to effectively reduce disparities

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**Principles of “community-based” research** (i.e., “community-centred research”) (Israel et al, 2003)

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1. Recognizes community as a unit of identity
2. Builds on strengths & resources within the community
3. Facilitates collaborative, equitable partnerships in all phases of the research
4. Promotes a co-learning & capacity building among all partners

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**Principles of “community-based” research (cont.)**

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5. Integrates & achieves a balance between research & action for the mutual benefit of all partners
6. Emphasizes local relevance of public health problems & ecological perspectives that recognize & attend to the multiple determinants of health & disease
7. Involves systems development through a cyclical & iterative process
8. Disseminates findings & knowledge gained to all partners & involves all partners in the dissemination process
9. Involves a long-term process & commitment

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## Issues in developing & following CBPR principles

(Israel et al., 2003)

1. No one set of CBPR principles is applicable for all partnerships
2. Who is the "community" in a CBPR partnership?
3. All partners need to decide what it means to have a "collaborative, equitable partnership" & how to make that happen
4. Partnership in all phases of the research does not mean that everyone is involved in the same way in all activities
5. Establish procedures for dissemination

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## Issues in developing & following CBPR principles (cont.)

6. Recognize & value priorities identified by the community
7. Work with the cultural diversity of the partners involved
8. Develop processes & procedures for ensuring that CBPR principles are followed
9. The size of the partnership needs to be decided by & appropriate for the community involved
10. Recognize that CBPR principles alone do not dictate research design & methodology
11. Conduct ongoing evaluation to assess the extent to which CBPR principles are followed

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## Rationale for "community-based" research: Benefits for partners

(Israel et al., 1998)

1. Aims to improve the health & well-being of communities involved
  - directly through addressing identified needs
  - indirectly: increasing power & control over research process
2. Acknowledges that "knowledge is power"
  - knowledge gained can be used by all partners to direct resources & influence policies that will benefit the community

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## Benefits for partners (cont.)

3. Can bridge cultural gaps between partners
4. Can overcome fragmentation and separation of the individual from his/her culture & context
5. Can involve marginalized communities
  - in examining the impact of marginalization & attempting to reduce/eliminate it
6. Can strengthen partners' research & program development capacity
7. Can provide funds & employment for community partners

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## Benefits for research

(Israel et al., 1998)

1. Enhances relevance, usefulness, & use of the research data by all partners
2. Joins together partners with diverse skills, knowledge, expertise & sensitivities to address complex problems
3. Based on the lived experience of those involved
  1. Engages local knowledge & local theory
  2. Creates theory grounded in lived experience
    - o improves quality & validity of research
    - o creates better informed/more effective practice

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## Benefits for research (cont.)

4. Overcomes communities' distrust of research (...not "subjects")
5. Recognizes limitations of concept of a "value-free" science
  - encourages researcher's self-reflexive, engaged & self-critical role

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## Challenges & facilitating factors re. community-based research

(Israel et al, 1998)

1. Partnership issues
2. Methodological issues
3. Broader social, political, economic etc. issues

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## Partnership issues

1. Lack of trust and respect
2. Inequitable distribution of power
3. Differences in perspective, priorities, assumptions, values, beliefs, & language
4. Conflicts over funding
5. Different emphasis on task & process
6. Time-consuming process
7. How community defined
8. Who represents community

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## Methodological issues

1. Scientific quality of research
2. Proving intervention success
3. Inability to fully specify all aspects of research up-front
4. Seeking balance between research & action
5. Time demands
6. Interpreting & integrating data from multiple sources

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## Broader social, political, economic etc. issues

1. Competing institutional demands
2. Tenure & promotion pressure & risks
3. Funders' expectations/demands
4. Political & social demands within community
5. Deterrents to institutional, community & social change

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## Empowerment evaluation

"an interactive & iterative process by which the community, in collaboration with the support team, identifies its own health issues, decides how to address them, monitors progress toward its goals & uses the information to adapt & sustain the initiative"  
(Fawcett et al, 1996)

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## Community initiative evaluation model

(Wallerstein et al., 2002)

