

# **1.20 Community Involvement in Outreach Activities and Community Based Participatory Research (CBPR)**

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## **1.0 Purpose**

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The purpose of this policy is to describe the Organization's outreach activities to enhance the public's understanding of research, obtain feedback about any community concerns, disseminate results of research conducted by the Organization and encourage involvement of the community in the research process.

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## **2.0 Policy**

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It is the policy of the Organization that:

- 2.1. Outreach activities will be undertaken through a variety of mechanisms and venues to enhance the understanding of research by both the communities the Organization serves, as well as the members of those communities.
- 2.2. Outreach activities will be undertaken to make the community aware of current and proposed research activities of the Organization, and to provide advice about the needs of the community.
- 2.3. As appropriate considering the nature of the research, the Organization will involve the communities the Organization serves, as well as the members of those communities, in the research process; including the design and implementation of studies, analysis of data, and the dissemination of results.

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## 3.0. Outreach Activities for Education of the Community

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- 3.1 The Organization utilizes the following established outreach activities for educational purposes, as well as the dissemination of research results:
  - 3.1.1. Omaha Science Cafe: The Science Cafe involves both in-person and virtual conversations between the public and scientists within the Organization about current science topics. The science cafe is held multiple times per year at casual meeting places within the local community and online. Each meeting begins with a didactic presentation, followed by a question-and-answer period.
  - 3.1.2. Nebraska Science Festival: The Nebraska Science Festival is an initiative of UNMC, which continues to administer the festival with the assistance of several organizations and individuals interested in the advancement of science literacy.
  - 3.1.3. Talks and seminars in community settings: Faculty and administrators from the Organization give educational talks and seminars about research in local community settings (e.g., Rotary Club) and greater Nebraska. Results from completed research may also be presented in community forums.
  - 3.1.4. Newspaper articles about research projects: Local Nebraska newspapers feature articles about research projects, which help educate and inform the community about general research topics, specific upcoming or active projects, as well as the results from completed research studies.
  - 3.1.5 Social Media: Components of the Organization maintain Facebook, Instagram and/or Twitter sites, presenting information regarding general research topics and specific upcoming or active projects, and may serve as a platform for providing results from completed research studies
  - 3.1.6 Websites: Websites maintained by components of the Organization are available containing information about the Organization and its research activities, including material pertinent to research. At the organizational level, the Office of Community Engagement website serves as a connector between the institution and community. In addition to sites related to specific components of the Organization (eg, UNMC, Nebraska Medicine, UNO, Childrens Hospital & Medical Center), there are sites related to specific programs (eg, Great Plains IDeA-CTR, Fred & Pamel Buffett Cancer Center, Child Health Research Institute, UNMC College of Public Health (CoPH) Center for Reducing Health Disparities)
- 3.2. Additional outreach activities specific to UNMC/Nebraska Medicine and BMC may include:
  - 3.2.1. Research Subject Advocate Office: The Research Subject Advocate (RSA) office was created in part to provide community education about processes in place to safeguard research subject safety within clinical and translational research trials and programs. The RSA office gives presentations to community groups interested in learning more about research or who have concerns or questions about research

subject safety. The RSA office maintains a record of all RSA community outreach activities.

- 3.2.2. "Nebraska Medicine Now": Nebraska Medicine Media Relations publishes "Nebraska Medicine Now" on a daily basis which is available to the public electronically.
  - 3.2.3. "Ask UNMC" on KETV Channel 7 and the UNMC YouTube page.
  - 3.2.4. "Connect" magazine: UNMC Strategic Communications publishes "Connect" magazine annually, which is available to the UNMC campus and UNMC alumni both online and by physical distribution.
  - 3.2.5. Community outreach groups: The Organization has several outreach groups which provide the public with the opportunity to convey special needs of the community in terms of medical care and other services, which can translate into research.
  - 3.3. Outreach activities specific to CHMC may include:
    - 3.3.1. "The Link": The Marketing department at CHMC publishes "The Link" twice per year to internal and community providers.
    - 3.3.2. "Just Kids": The Marketing department at CHMC distributes "Just KIDS" twice per year to a catered audience.
    - 3.3.3. "The Pulse": The Marketing department at CHMC distributes "The Pulse" weekly to internal and community providers.
    - 3.3.4. "The Connection": The Marketing department at CHMC distributes "The Connection" twice per year to internal and community providers.
    - 3.3.5. "Visions": The Marketing department at CHMC distributes "Visions" twice per year in print to Children's Foundation donors.
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## **4.0. Outreach activities specifically directed at community education regarding current and proposed research studies.**

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- 4.1. In addition to activities described above, the UNMC Center for Clinical and Translational Research maintains a clinical trial database where the public can find information about available clinical trials by medical area.
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## **5.0. Outreach activities directed at involvement of the community in Research Design, Implementation, and Analysis of Research Results (CBPR).**

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- 5.1. The Great Plains IDeA-CTR (GP IDeA-CTR) offers community engagement and outreach resources to ensure that research done by the Organization is relevant and filling the needs in rural and underserved areas served by the Organization and partner institutions. <https://gpctr.unmc.edu/cores/community-engagement-outreach/> Activities conducted or supported by the GP IDeA-CTR include:
  - 5.1.1. Seminars and workshops in partnership with the Professional Development Core and Community Engagement and Outreach Core to provide the tools and training for CTR investigators to improve community engagement practices and to help researchers and community partners understand and prioritize community concerns that might be addressed with CTR projects.
  - 5.1.2. Promotion and expansion of regional Practice-Based Research Networks (PBRNs) that work to merge clinical practice with evidence-based research <https://gpctr.unmc.edu/ctr-resources/pbrn/>
  - 5.1.3. Community-Academic Partnership (CAP) Program has the goal to provide funding and other supports for research proposals with a strong community focus to improve health and wellness in communities through the development or testing of programs and interventions that are impactful and sustainable in a community setting <https://gpctr.unmc.edu/cores/community-engagement-outreach/cap-program/>
  - 5.1.4. GP IDeA CTR Community Advisory Board (CAB) includes representatives from across the state. The goals of the CAB include the identification and prioritization of health concerns in the region, contributing to the review process for proposed pilot and scholar applications, and helping distribute research findings to the communities.
  - 5.1.5. The Health Priorities List, created and maintained by the Community Advisory Board, assists the GP IDeA CTR in making funding decisions for Pilots and Scholars.
  - 5.1.6. Community-Engaged Research Interest Group (CEnRIG) serves to address the challenges and opportunities community-engaged researchers and community partners face <https://gpctr.unmc.edu/cores/community-engagement-outreach/cenrig/>
  - 5.1.7. Community Engagement and Outreach Consultations are available through the Community Engagement and Outreach (CEO) Core, consisting of experienced community-engaged researchers and community partners who have successfully secured funding from federal agencies (including NIH & PCORI) with clinical and translational science expertise.

- 5.2. The UNMC College of Public Health Center for Reducing Health Disparities (CRHD) supports faculty and community researchers in community engagement including CBPR
    - 5.2.1. The CRHD conducts and publishes research (e.g., African American Listening Sessions, Hispanic and Latinx Community Listening Sessions, colon cancer, cattle feed lots), Health Needs Assessments (e.g., refugee and migrant communities) , and social justice activities. They also train faculty and students on community engagement and serve the various communities throughout the state to assist with identifying and prioritizing their health needs and goals.
    - 5.2.2. The College teaches graduate level courses on the foundations and application of the CBPR approach.
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## **6.0. Evaluation of Outreach Activities**

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- 6.1. The UNMC Office of Community Engagement and The College of Public Health conduct a biennial Community Engagement Survey among faculty and staff of UNMC to provide insights regarding involvement in community organizations and activities, outreach and community service, community engaged education, and Community Based Participatory Research. The engagement survey is conducted by the OCE and is constructed via the Community Collaboration Council, which includes representation from all colleges, institutes, and other engaged departments.
  - 6.2. The ORA, in conjunction with the IO, the Executive Chair of the IRB, the RSA and UNMC Strategic Communications, and CHMC Marketing, performs an ongoing evaluation of community outreach activities to identify the needs of the community and any concerns.
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## **7.0. IRB Responsibilities**

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- 7.1. If a protocol submitted to the IRB for review is either self-identified as CBPR, or is recognized by the IRB analyst or IRB reviewer during pre-review as CBPR, the meeting to which the protocol is assigned will include, either as a member or consultant, an individual with expertise in community-based participatory research.
    - 7.1.1. If a CBPR protocol is eligible for expedited review, the designated expedited reviewer will either have expertise in community-based participatory research, or the reviewer will consult with an individual with such expertise.
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## DOCUMENT HISTORY:

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