QR CODES

- Our handout uses QR codes to quick-link to web pages
- To use:
  - Open your phone’s camera app
  - Place the QR code in the middle of the camera lens
  - A link should appear (Android or iPhone)
  - Click the link to go to the web page

- If you have a computer, we’ve also included full web addresses

WEBSITES AS A PATH FORWARD FOR COMMUNITY-BASED RESEARCH

April Schweinhart, Carrie Burggraf, Holly Raffle,

and Matthew Courser

Facilitator: Jessica Collura

COMMUNITY-BASED RESEARCH (CBR)

(Minkler, Blackwell, Thompson, & Tamir, 2003 Freire, 1970; Spears Johnson, Kraemer Diaz, & Arcury, 2016; Tinkler, 2012)

Power into the hands of community leaders

Balance between researcher as educator and partner

In Ohio:

Skeletal scaffolding and transformative pedagogy
Developmental and supportive
“Radical”

OUR RECENT WORK

Community Collective Impact Model For Change

Together, We Can Change the Course of the Opioid Epidemic

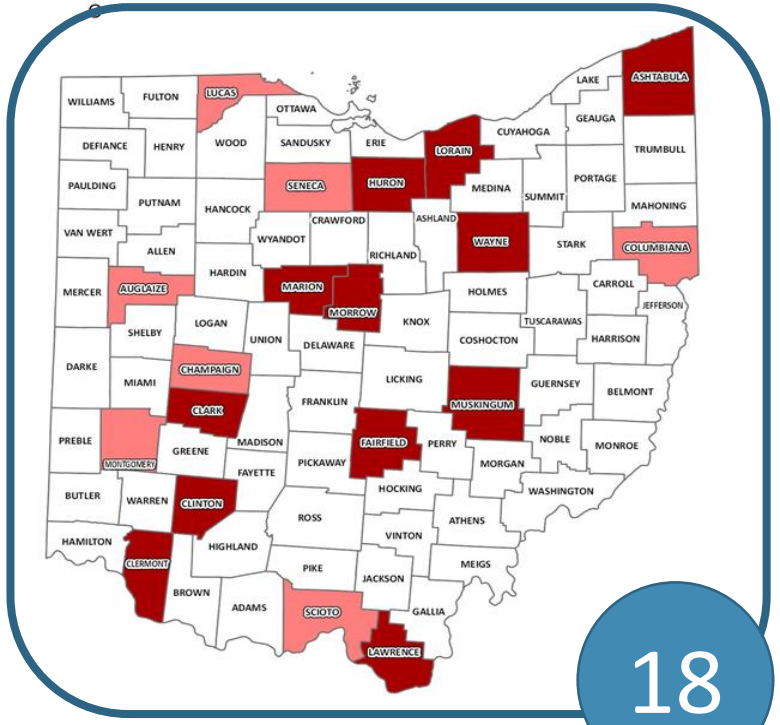
OhioMHAS | Training, TA, & Evaluation Team | Prevention Institute | Ohio's Communities

COP-RCORP

Communities of Practice for Rural Communities Opioid Response Program

OHIO SPF-PFS

BRINGING COMMUNITIES TOGETHER



18

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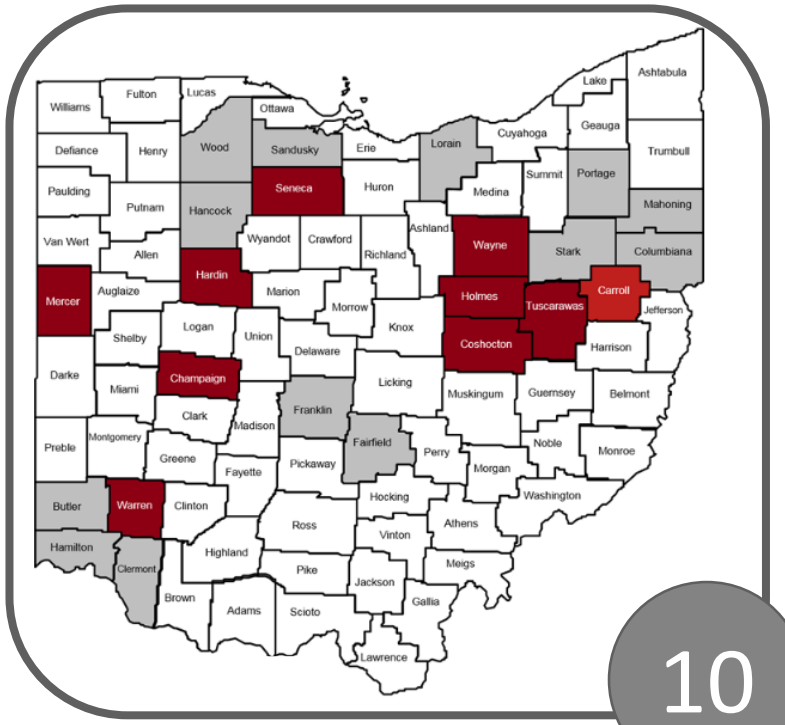

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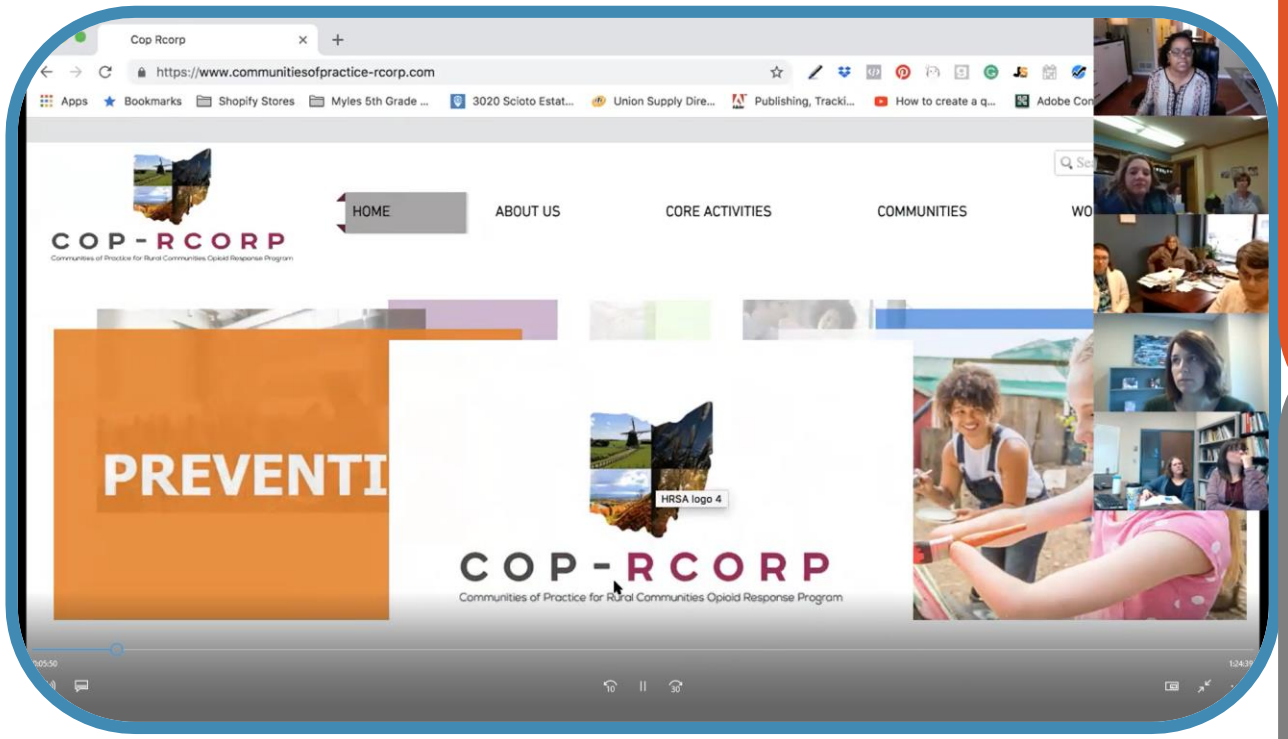
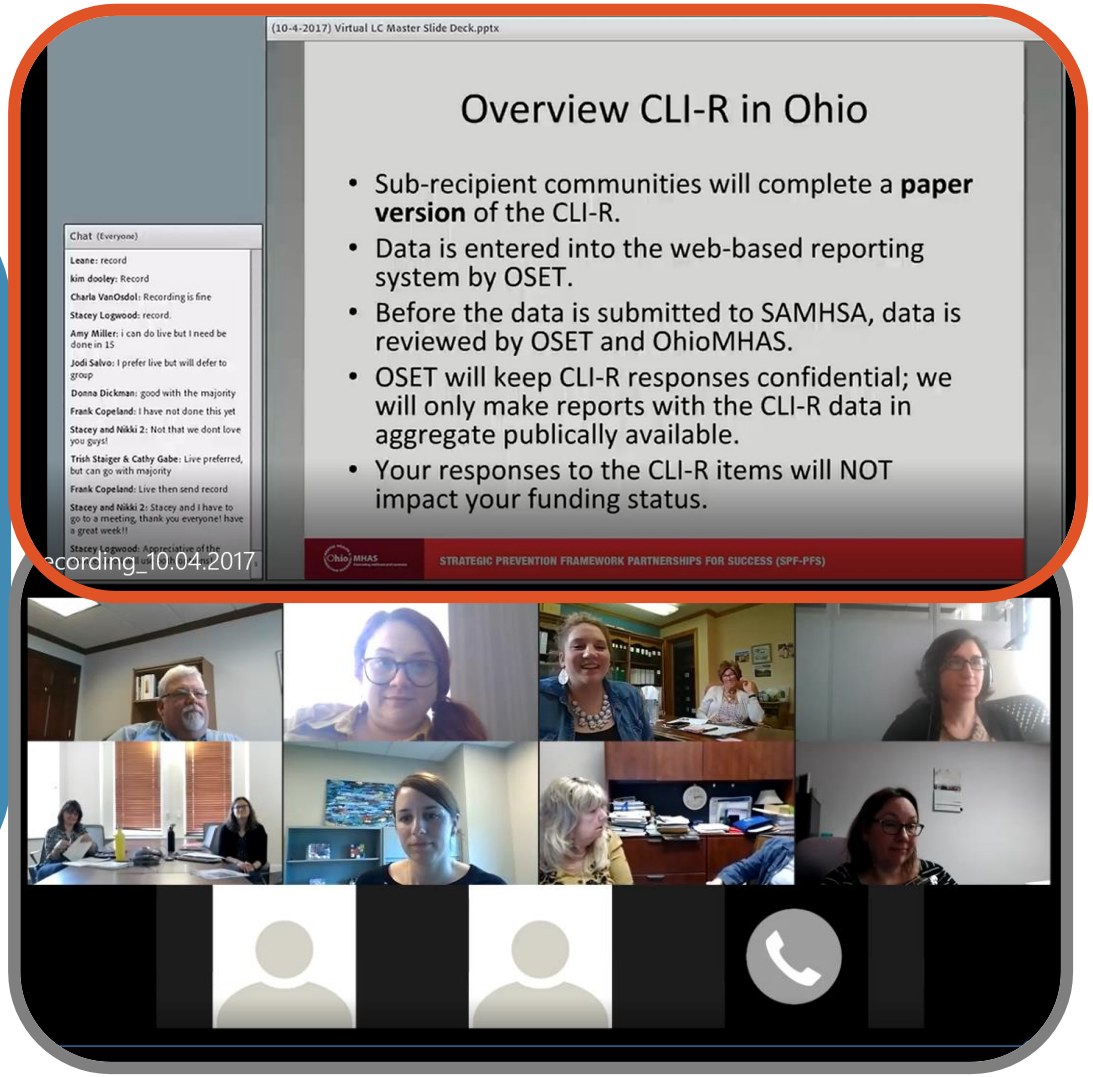
BRIDGING DISTANCE





INFORMATION DISSEMINATION

What is the best way to get project information to relevant team members without clogging inboxes?

BUY-IN

How can you increase buy-in from the communities involved in your project when most activities happen remotely?

ENGAGEMENT

How can you ensure project directors are engaged in the process?

EXPOSURE

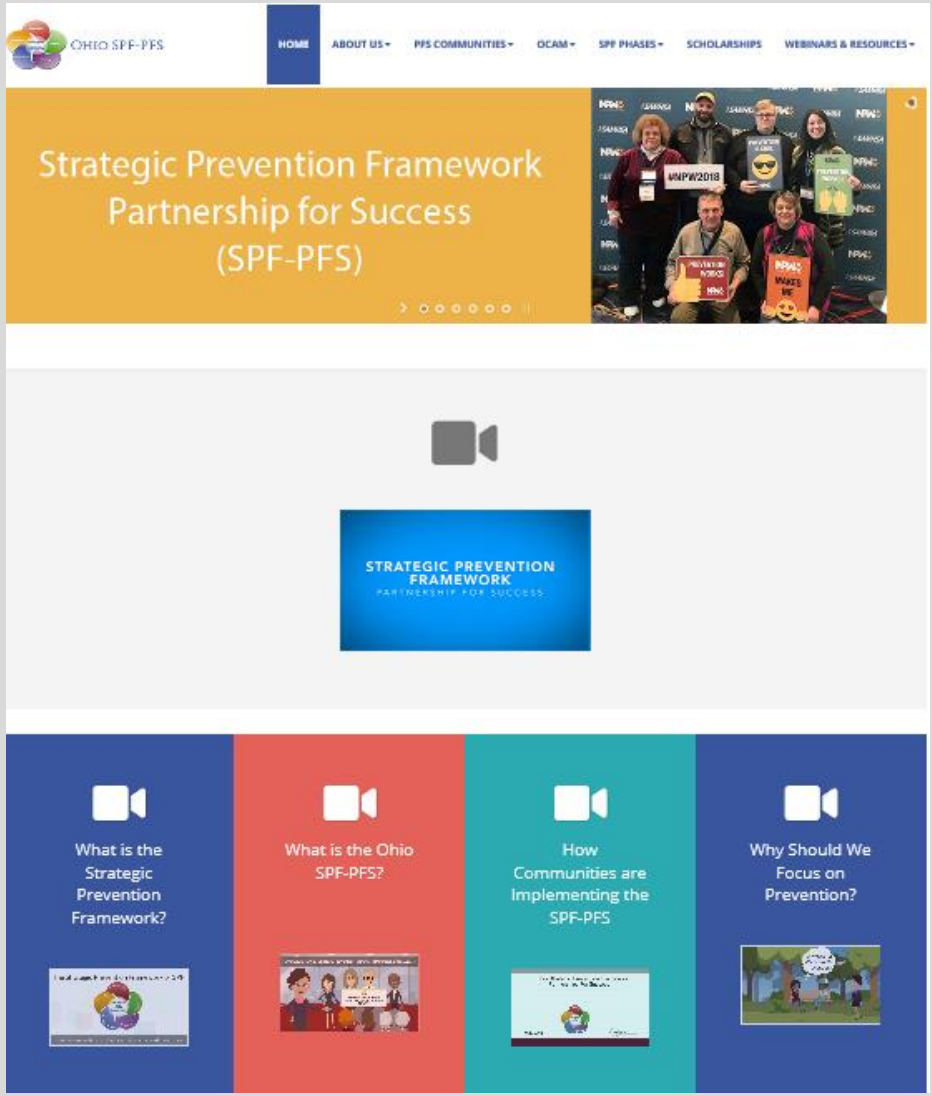
What can you do to increase exposure for your project?

- Project descriptions
- Community pages
- Skeletal outlines
- Project guidance
- Templates
- Related resources
- Asynchronous webinars
- Project timelines
- Final deliverables

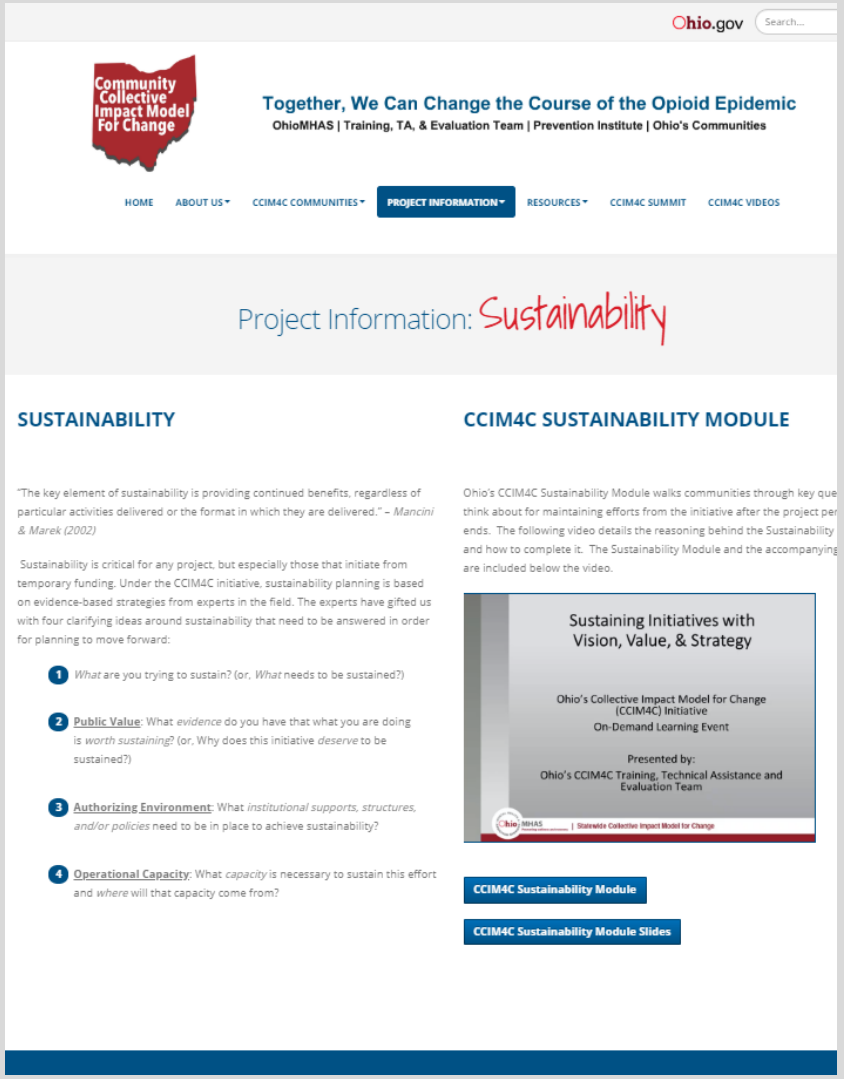
https://collectiveimpact.mha.ohio.gov/

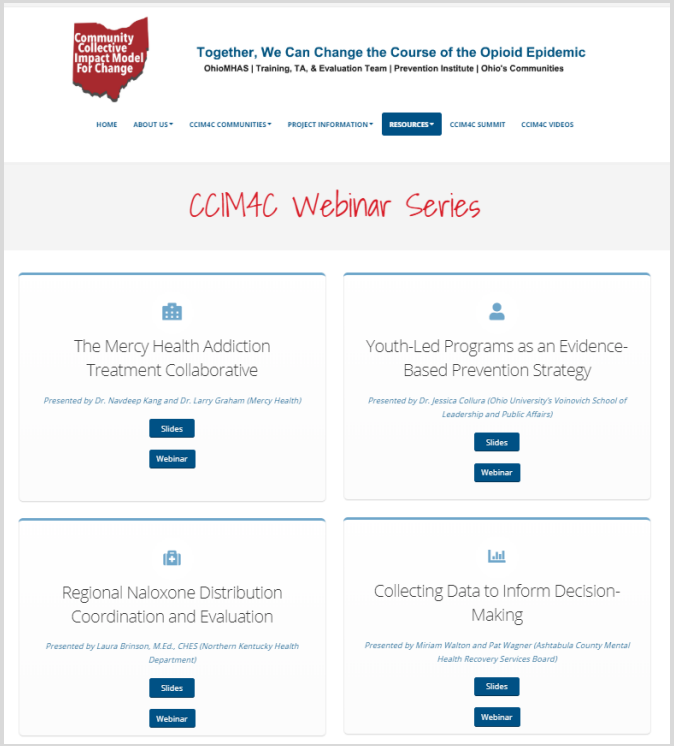
https://www.communitiesofpractice-rcorp.com/

DESCRIPTIONS AND RELATED RESOURCES

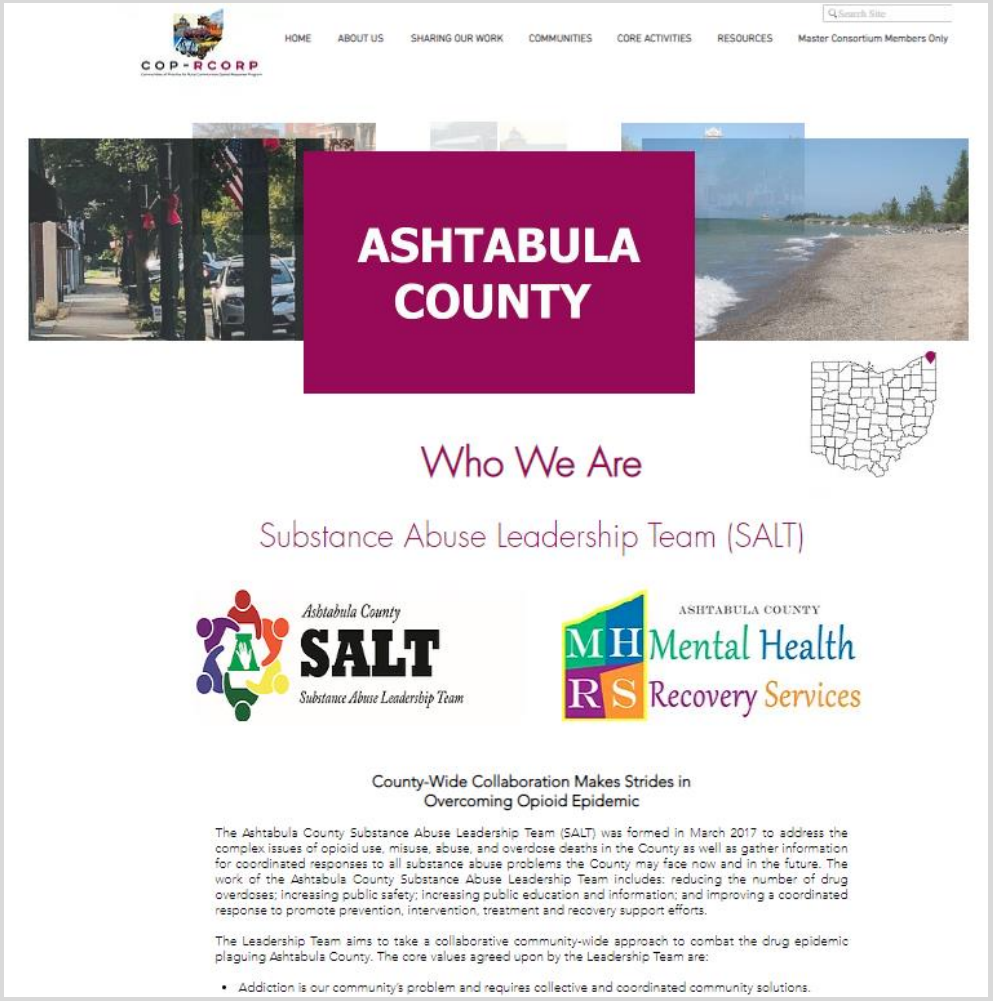


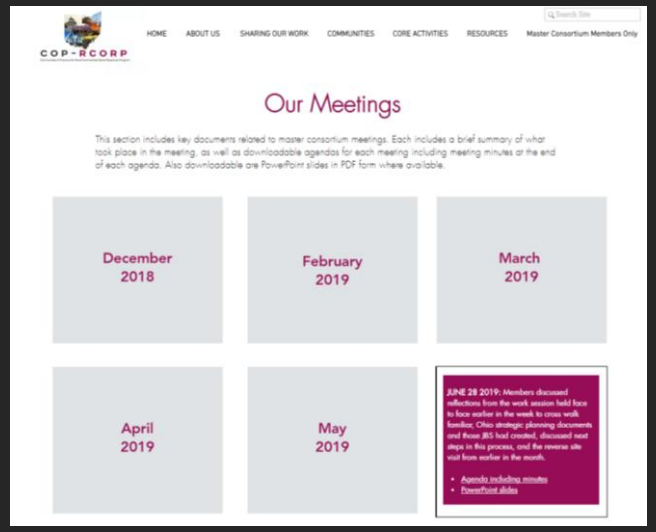
GUIDANCE, WEBINARS, DELIVERABLES

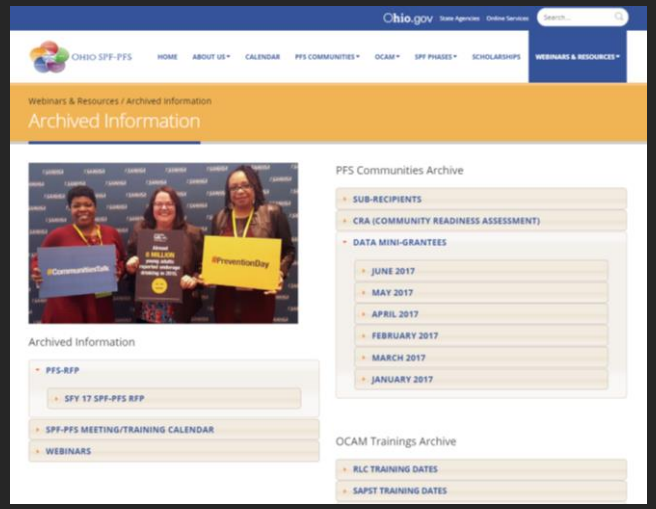




COMMUNITY PAGES, TEMPLATES, SHARING





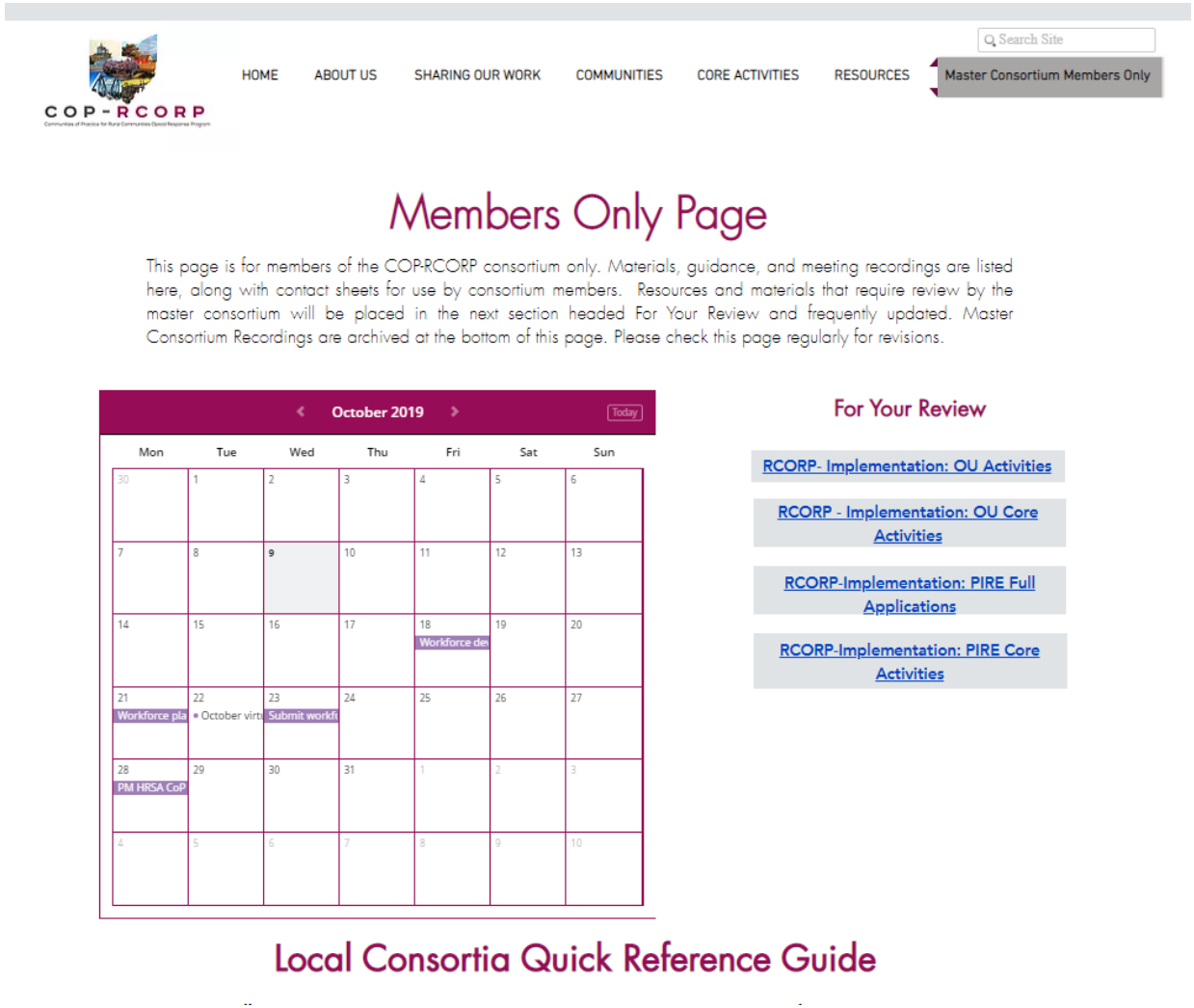


ARCHIVING

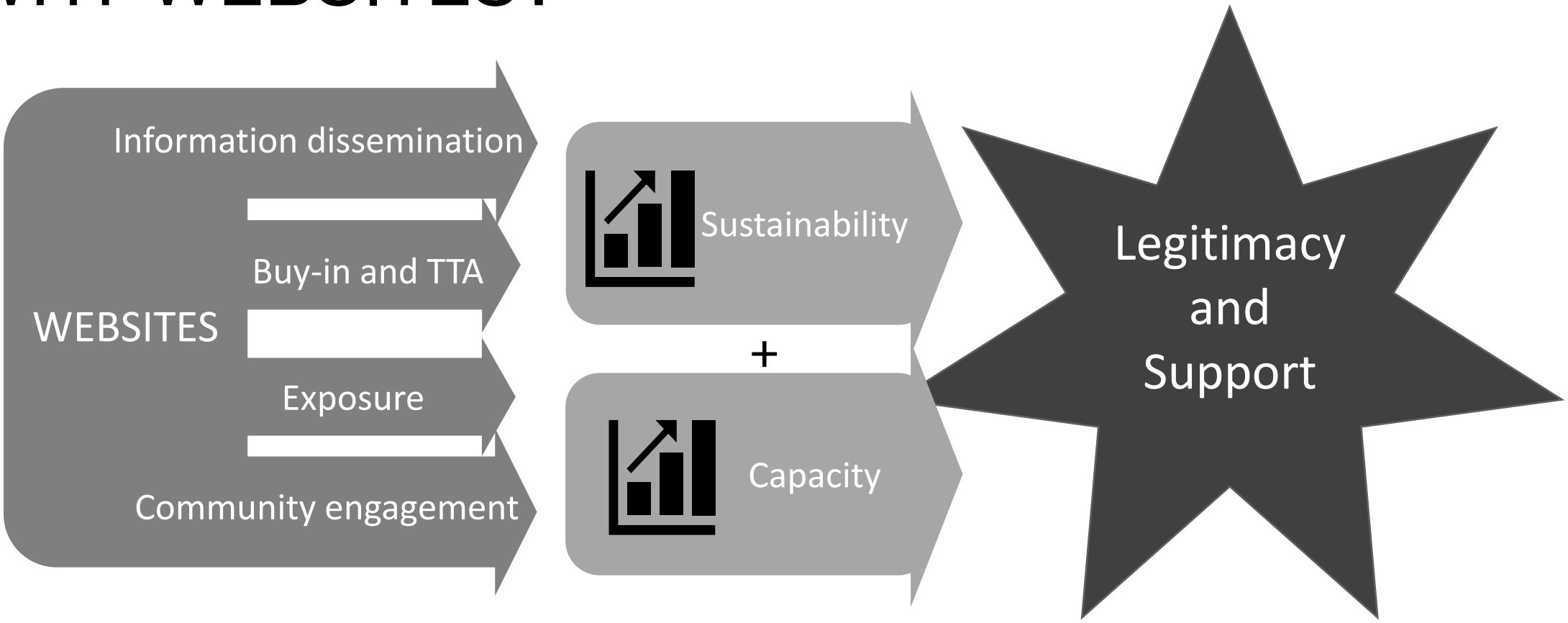
- Evidence of activities
- Tell the story of your project
- Easy place to find project information

PROTECTED PAGE

- Disseminate sensitive material
- Contact information in one place
- Shared Calendar
- Meeting recordings
- Draft materials



WHY WEBSITES?



Workforce Resources

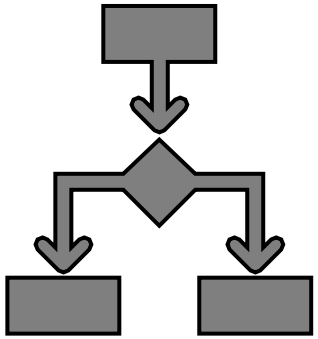
This is a new group of resources that I want to be all grouped together – so it will take you to a new page that is dedicated to workforce resources only. All these resources are federal sources and they are all workforce related." – (please change to) – "The link labeled Workforce Resources at the left takes you to a new page of federal resources which are all about workforce, many particularly suited to rural health care and health facilities. These resources provide information on retention, recruitment, and hiring of professionals related to substance and mental health.

"IF YOU DON'T MAKE MISTAKES, YOU'RE NOT WORKING ON HARD ENOUGH PROBLEMS. AND THAT'S A BIG MISTAKE."

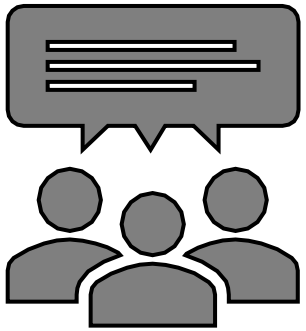
Frank Wilczek
2004 Nobel Prize winner

PRESENTING YOUR PROJECT PUBLICLY

LAYOUT AND DESIGN



Layer



Feedback

Iterate

Communicate

HOW DO YOU FORESEE USING WEBSITES IN YOUR WORK?

WHAT DO YOU SEE AS WEBSITE PROS AND CONS?

- Allow independent work
- Easy access
- Self-promotion
- Archiving
- Dissemination
- Reference for outsiders
- One-stop-shop

- Need consistent updating
- Hosting costs
- Public face

CONTACT

- April Schweinhart aschweinhart@pire.org
- Carrie Burggraf burggraf@ohio.edu
- Holly Raffle raffle@ohio.edu
- Matthew Courser mcourser@pire.org

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Voinovich School of
Leadership and Public Affairs

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- Minkler M, Blackwell AG, Thompson M *et al*. Community-based participatory research: implications for public health funding. *Am J Public Health* 2003; **93**(8); 1210-1213.
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