

Community-Based Participatory Research

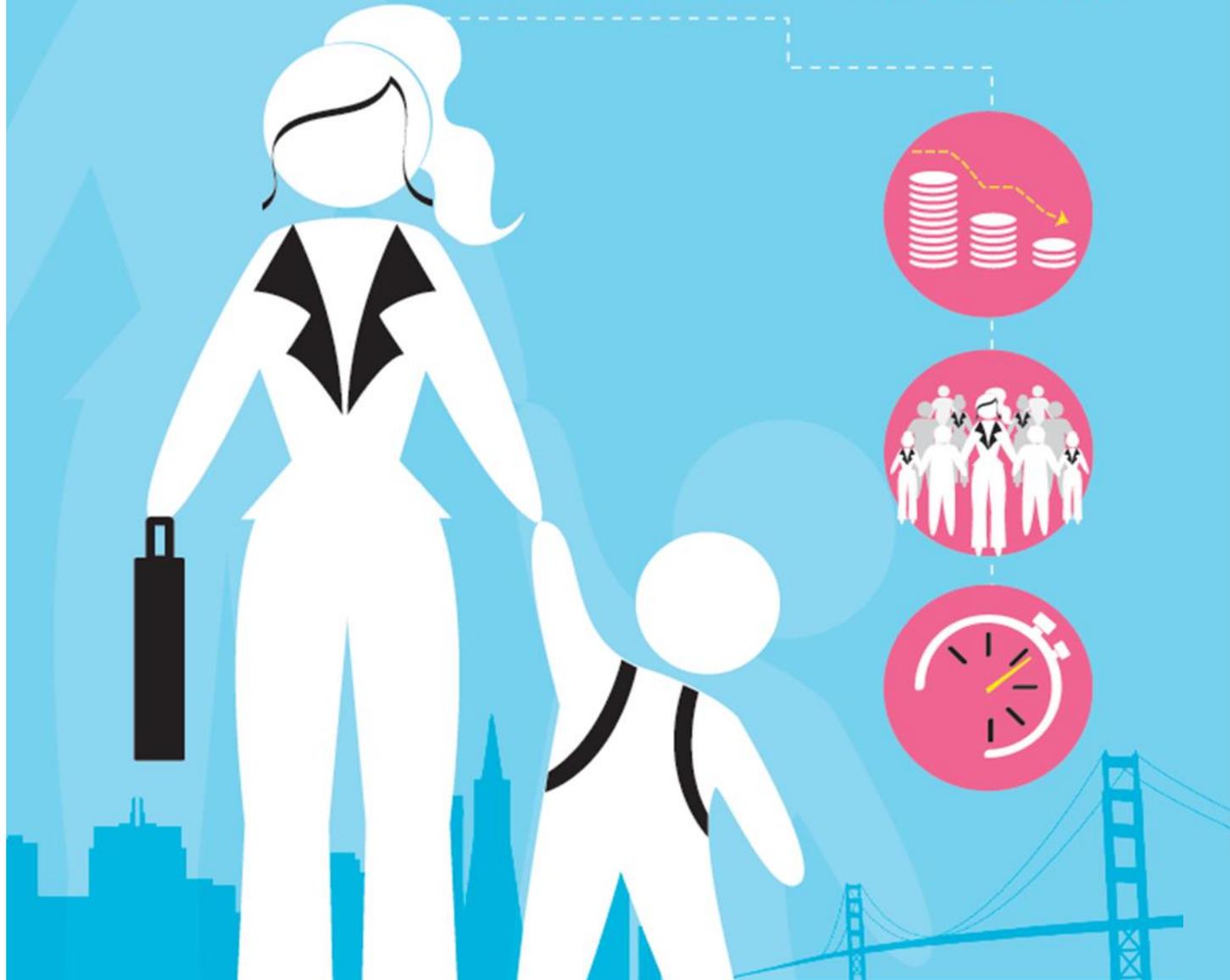
How to Identify Social Determinants of
Health and Engage Hard-to-Reach
Populations in Your Community

June 28, 2016

A study of

SINGLE JEWISH MOTHERS

in the Bay Area



Introductions



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HMA Community Strategies

Test

Host: HMA Events
Event number: 666 221 939

Record End Event


I Will Call In
⋮


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Invite & Remind
Copy Meeting URL

Participants **Chat** Recorder Q&A

▼ Participants (1) ✕

Speaking:

▼ Panelists: 1

 **HMA Events** (Host, me) 

▼ Attendees: 0 (0 displayed)

▼ Chat ✕

Send to:

Select a participant in the Send to menu first, type chat message, and send... Send

▼ Q&A ✕

Select a question, and then type your answer here. There is a 256 character maximum.

Send Send Privately...

Quick Start

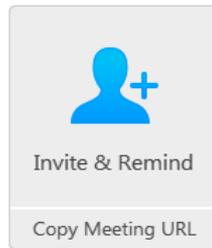
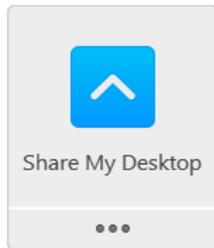
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Chat

Send to: All Panelists

Select a panelist to send a message to:

- Host
- Presenter
- Host & Presenter
- All Attendees
- All Panelists
- All Participants
- Select an Attendee...

Q&A

All (0)

Send

Select a question, and then type your answer here. There is a 256 character maximum.

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Type your question here.

Q&A

All (0)

Select a question, and then type your answer here. There is a 256 character maximum.

Using Participatory Research Methods to Find and Engage with Hard to Reach Populations, and Identify and Meet Needs

- Who we are (the partners)
- What we did
- Why we used participatory research methods
- What we learned
- How it can be applied within your organization or environment

- An operating division of HMA
- Support partners in working toward health, equitable, and sustainable communities
- Provide research, evaluation, policy, strategy, stakeholder engagement, and other support

The San Francisco Jewish Women's Fund of the San Francisco Jewish Federation and the Endowment Fund

- The San Francisco Jewish Women's Fund (SFJWF) of the Federation is a giving circle focused on supporting the health, well-being, and economic security of Bay Area women and girls who identify as Jewish
- The SFJWF collaborates with the Jewish community to address the needs of single mothers and elderly women in the Bay Area

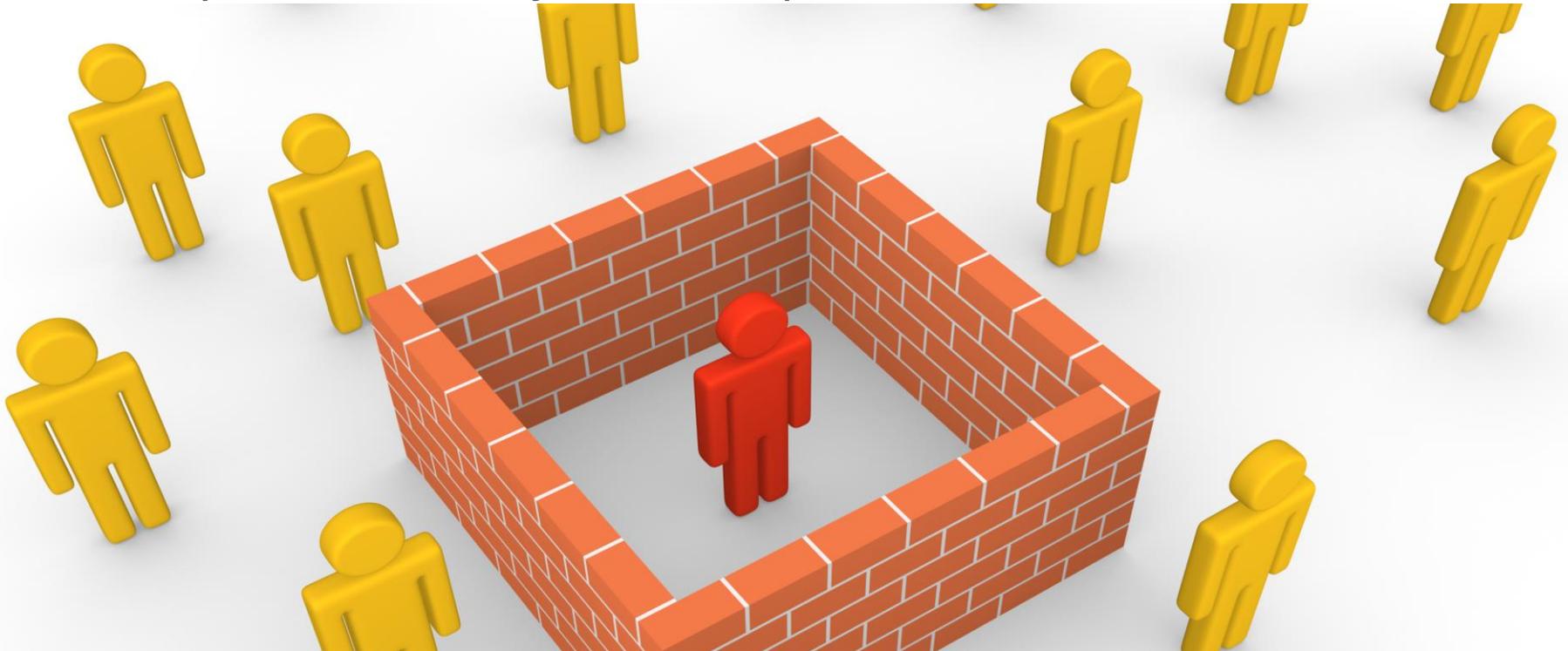
Purpose of the Study

- Single mothers are among the fastest growing vulnerable populations in California
- We wanted to know how our local single Jewish moms are faring – but almost no data was available
- We wanted to learn from single mothers and Jewish community leaders what programming and funding could be effective in addressing those unmet needs



“Traditional” Approaches to Research and Evaluation

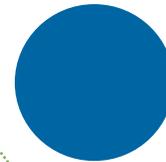
- Top down
- Researcher, evaluator as the expert
- Clear separations
- Firm methods
- Analyses are as “objective” as possible



What is Participatory Based Research?



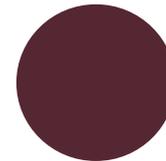
Participatory Approaches



Participatory Evaluation



Participatory Action Research (PAR)



Community Based Participatory Research



PAR seeks to understand and improve the world by changing it. At its heart is collective, self reflective inquiry that researchers and participants undertake, so they can understand and improve upon the practices in which they participate and the situations in which they find themselves. The reflective process is directly linked to action, influenced by understanding of history, culture, and local context and embedded in social relationships. The process of PAR should be empowering and lead to people having increased control over their lives.

Adapted from Minkler, Wallerstein, & Grbich1

A blue-tinted photograph of a woman with long blonde hair wearing dark sunglasses, smiling. In front of her are two children. The child on the left is a young boy with dark hair, also smiling. The child on the right is a young girl with dark hair wearing glasses, looking upwards and smiling. All three are wearing striped shirts. The background is slightly out of focus, suggesting an outdoor setting.

“Participatory research can be regarded as a methodology that argues in favor of the possibility, the significance, and the usefulness of involving research partners in the knowledge-production process .”

Bergold, 2007

Principles of Participatory Research

Participants:

- are involved in learning evaluation and research skills;
- weigh in on the focus of the research and on methods;
- help shape what is examined and studied;
- work together in the inquiry and in developing conclusions; and
- help disseminate findings and make sure they are used.

The researchers:

- are facilitators and collaborators; and
- value participants' perspectives and expertise and helps participants see their value and expertise.

How Participatory Approaches can be Applied in Diverse Settings

- Hospitals
- Health plans
- Providers
- Foundations
- Community Based Organizations

Our Project's Research Design and Methods

- Literature Review
 - Review of Existing Population Data
 - Review of What Was Known About Needs
- Key Informant Interviews with Jewish Community Leaders
- Focus Groups/Interviews with Jewish Single Mothers
- Review of the Report by Study Participants



What does it take to do it?

- Engaged key informants in designing the research process
- Involved the community (organizations and participants) in recruiting
- Designed the data collection around what participants told us would work



What does it take to do it?

- Involved participants in analysis and interpretation
- Hosted community-wide phone calls/webinars to discuss and share results
- Made plans for ongoing engagement

How did it work in practice?

- Close communication
- Back to basics communications
- Thinking about every step of the research being about three things:
 - Information
 - Trust building
 - Empowering individuals

Specifically...

- We conducted 18 phone interviews with community leaders
- We held five focus groups throughout the bay area, from San Rafael down to Palo Alto and Foster City
- We heard from 40 women participated in either an interview or a focus group

ARE YOU A SINGLE JEWISH MOM?

We value your perspective!

Participate in a focus group and receive a \$50 Target gift certificate and a complimentary meal.

Your participation will help to:

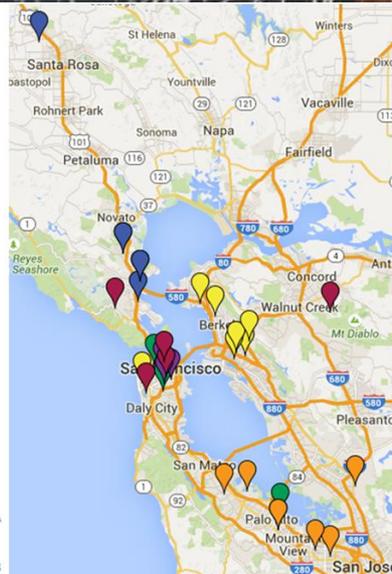
- uncover some of the challenges single Jewish mothers face
- better address unmet needs
- create a more inclusive Jewish community

Information gathered from participants will remain confidential.

CONTACT: Jackie at jlaundon@healthmanagement.com or call 720.638.6705.

HMA COMMUNITY STRATEGIES

JCF



Easter is this Sunday, so this weekend is your last chance to enjoy egg hunts, breakfasts with the Bunny, and other springtime fun. Find an Easter egg hunt near you in our guide to Easter events in and around Marin, and visit our special Easter and spring section for craft ideas, recipes, a guide to dying eggs with homemade natural colors, watercolors and more.

Top events for this weekend, April 3, 4 & 5

- Hunt for Easter eggs by flashlight in San Anselmo
Friday, 8:15 pm sharp
- Celebrate Easter, hunt for eggs, and more at Marin Country Mart
Saturday, 9 am–2 pm
- Breakfast with Bunny and Egg Hunt in Marinwood
Saturday, 10 am
- Stroll Santa Venetia Marsh with a Marin Parks Ranger
Saturday, 10 am–1 pm
- Experience Big Bunny's Spring Fling at the SF Zoo
Saturday & Sunday, 11 am–3 pm

Are you a single Jewish mom?



Participate in a focus group and receive a \$50 gift card.

Meal will be provided. Childcare may be available.

Contact Jackie at jlaundon@healthmanagement.com



What do you get out of it?

If done well, you get:

- Better data and information to develop or improve programs and services
- More engaged individuals
- More empowered individuals
- Better relationships between organizations and individuals
- Better solutions



What we learned ...

- Need for tangible support (i.e., food, housing, child care, jobs)
- Need to feel welcomed and a sense of belonging in the Jewish community
- Need for affordable access to Jewish life – *“how do I make my kids Jewish if I can’t afford?”*



What we learned ...

- Need for assistance navigating available resources – finding resources feels “lucky”
- There is *no one size fits all* solution in meeting the needs of single moms



Solutions: What community institutions can do

- Identify ways to be inclusive of both single mothers and their children
 - Consider event timing, child care offerings, single parent rates
- Engage women as welcome and equal participants, not charity recipients
- Develop a safety net plan for single mothers
 - Designate a committee or person for outreach to single, divorcing, or widowed parents
 - Offer help with transportation to Hebrew school and Jewish events



Solutions: What community institutions can do

- Ensure community leadership structures represent the entire community, including single moms
- Invest in shared message of inclusivity
 - Look at who is represented in advertising materials
- Simplify and dignify financial aid processes



Solutions: What funders can do

- Help make Jewish life more affordable
- Assist women in identifying and leveraging resources - concierge programs, create a resource clearinghouse
- Create opportunities for children to be exposed to different role models and generations – Jewish Big Brothers, Big Sisters
- Invest in shared message of inclusivity
- Invest in making institutions aware and accessible



The Concierge Service

- Hired a single-mom concierge through Big Tent Judaism
- Big Tent Judaism
 - Wendy Kenin
 - wendy@bigtentjudaism.org



How these methods apply to health plans and other types of needs

As noted above, foundations, community based organizations, health plans, providers, and others can use this framework to:



Why Use these Methods

- To build authentic relationships
- To get information you can actually use
- To hear from people you ordinarily wouldn't hear from
- To build deeper investment in the research, which leads to deeper investment in solving the problems

Final Suggestions: How to Use a Participatory Approach

- Partner with trusted community-based organizations
- Use the “mom” test
- Balance what you are asking for with what you are offering
- Maintain research rigor
- Expect it to be “high touch”

— ANY —

QUESTIONS?

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References

1. Adapted from Minkler, Wallerstein, & Grbich, as in Baum, F., MacDougall, C., Smith, D. 2006. Participatory action research. *J Epidemiol Community Health* 2006;60:854–857. doi: 10.1136/jech.2004.028662
2. Bergold, Jarg (2007) as in *Forum: Qualitative Social Research*; Volume 13, No. 1, Art. 30 – January 2012; *Participatory Research Methods: A Methodological Approach in Motion*; Jarg Bergold & Stefan Tho