Towards Building A Bridge Between Community Engagement In Research (CEnR) And Comparative Effectiveness Research (CER)

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CEnR AND CER
IS IT REALLY APPLES AND ORANGES?
BACKGROUND

Approaching the intersections between Community Engagement in Research (CEnR) and Comparative Effectiveness Research (CER) is a national priority.

A common aim is achieving meaningful engagement with stakeholders (patients or communities) but gaps in philosophies, approaches and competencies pose significant challenges.

Transforming CER beyond successful recruitment or effective collection of patient input into a bi-directional, participatory research model warrants an exchange of assets and needs among CEnR/CER investigator.
RATIONALE FOR A WORKSHOP

Neglecting to collaborate in expertise and skill when endeavoring patient-centered outcomes research, places risk for unintended negative consequences which would impact marginalized communities and the public’s trust in clinical and translational research.

The Bridge Building Day Workshop set a precedent for local CEnR/CER investigators to

- begin a dialogue
- establish a space for exploration of questions about discipline-specific attributes and needs
- catalyze transformative strategies
ACTIVITIES LEADING UP TO THE WORKSHOP (2011-2012)

**2011**
Environmental Scan
- Participation on the SG4 CE and CER Committee Calls
- Literature Review

**Early 2012**
Establishing Need and Approach
- Meetings with CTSA, prominent local and national CEnR and CER investigators
- Input from our CEKF Leadership Team and Citizen's Advisory Council

**Mid 2012**
Planning and Promoting
- Academy Health Annual Research Meeting
- Case example development
- Logistic development for fostering bi-directional dialogue
- Workshop participant recruitment efforts
METHODS AND PROCESS

We convened CEnR/CER faculty, leadership who oversee translational research and community-academic partnership funding mechanisms, and staff to plan a workshop. We chose a case example approach with facilitation teams of CEnR/CER presenting a current research project, moderating dialogue, and identifying salient approaches to next step collaborations.
Case Examples
CEnR \((1,2)\) and CER \((3,4)\)

1. United Community Center, Latino Geriatric and Center and Long Standing Community-Academic Partnership
2. Engaging Neighborhoods in Creating Policy: Local Solutions for Local Issues-Childhood Obesity
3. Attention Deficit Hyperactivity Disorder and Long Term Effectiveness of Therapies
4. Working with Veterans’ Organizations to Improve Blood Pressure
### Similar Challenges

1. Study design
2. Study population
3. Regulatory
4. Funding and Sustainability

### Challenges with Diverging Priority Areas

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<thead>
<tr>
<th>Community Engagement in Research (CEnR)</th>
<th>Comparative Effectiveness Research (CER)</th>
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<tr>
<td>1. Policy implications relate to social issues in the community</td>
<td>Policy implications relate to healthcare</td>
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<td>2. Dissemination traditionally is in the form of sharing results with community based organizations and the general citizenry</td>
<td>Dissemination traditionally is in the form of providing a tool or method for clinical or healthcare setting to adopt</td>
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<td>3. Engagement is with communities as stakeholders</td>
<td>Engagement is with patients as stakeholders</td>
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CEnR-CER BRIDGE BUILDING DAY WORKSHOP
SYNTHESIZING THE DIALOGUE

Overlapping challenges and the diverging priority areas of impact shared among workshop participants during four, facilitated cases study examples led by CEnR and CER practitioners.
RECOMMENDATIONS

1. Actively support, maintain and monitor CEnR-CER relationships
2. Determine approaches for mixed methodology
3. Begin research projects that expand the scope of CEnR and CER to their outer limits and into the overlapping spaces
4. Skill development, building and consultation
5. Identify ways to measure process, outcomes and practice implications
PROGRESS: POST WORKSHOP TO A PLAN

Next Steps by Category

- **EDUCATION** for local investigators
  - Create opportunities for a better understanding of the art and science of CEnR and CER
  - Create awareness of national, local research priorities as well as assets and needs for CEnR/CER collaboration

- **CONSULTATION** for evolving collaborations between CEnR-CER investigators
  - Promote opportunities for funding and provide support for successful partnership development based on skill sets and foundational principles for research practice
  - Assist in the development of community-academic partnership building that include both CEnR and CER from academia

- **RESEARCH** support and generation of trans disciplinary teams
  - Identify ways to foster dialogue between CEnR-CER investigators to prepare each for the changing demands in research priorities and innovation

- **DISSEMINATION** of new knowledge and sharing lessons learned
  - Develop a manuscript that provides a framework and initial research findings from workshop
  - Present to a variety of audiences towards a local and national bridging of CEnR-CER
PROGRESS : TO DATE ACCOMPLISHMENTS

1. Presentations on the October Workshop to various audiences
   ▪ November 14, 2012 to CTSI External Advisory Board and NIH Project Officer
   ▪ November 15, 2012 to Community Engagement Key Function Citizen’s Advisory Board and Leadership Team Meeting
   ▪ Local and National poster presentations

2. Participation in National Dialogue
   ▪ November 19, 2012 at NIH SG4 Face to Face Meeting regarding Pragmatic Clinical Trials
   ▪ Ongoing meetings following F2F as next steps and planning for 2013 meeting

3. December 13, 2012 Patient Centered Outcomes Research Institute (PCORI) Information Session: Pursuing PCORI Research Funding

4. Co-Sponsored Guest Lecturer: Bryan Luce, PhD, MBA, Chief Scientific Officer, Patient Centered Outcomes Research Institute (PCORI)
   ▪ October 10, 2013 PCORI – Mission, Research Activities and Plans
   ▪ October 11, 2013 PCORI and Pediatric Research

5. Near complete manuscript draft
CONTACT INFORMATION