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Organizer 1:  We are going to be conducting this workshop on the "Digital Divide" and thinking about innovative strategies for disseminating community-engaged research.  So, I think I would encourage you to think a little holistically about this.  Digital is definitely within scope, thinking about how we are using digital platforms, but innovation is also in scope, so other ways, too.  We really want to learn from you.  The goal is to really identify the problem and also to identify best practices through this session.  So, Al, maybe you could say a few words about this as it relates to community.

Organizer 2:  First of all, I want to say this is an amazing three-quarters of a day so far, and we have heard a lot of amazing ideas from both the community and community partners related to community engagement.  As I think about this session, we are kind of wanting build upon that.  There has been a lot that has been said about the "Digital Divide."  We have talked about the digital divide as it relates to the difference between people who are wealthy and people not so wealthy, as it relates to racial ethnic groups, as it relates to people whose primary language is not English, as it relates to people in rural versus urban settings as well, if you have access to wi-fi, if you don't have access to wi-fi, all of those things.  So, really comes to mind is innovation.  I want to think maybe outside the lines as you think about ways to disseminate research findings, and some of these are nontraditional ideas and nontraditional ways of reaching populations.  Particularly, in communities that have participated in research, how do we get that information back to them in innovative, creative ways?  The other word I was really thinking about was edgy, so innovative, but creative ways to disseminate information back to communities ... edgy because I learn that the older I get, the more I like working with younger people.  They kind of keep me on my toes and remind me of different platforms and different ways to reach different populations, so that is important.  I think the other piece of this is around culturally-appropriate ways to disseminate our research findings.  So, not only should it be innovative, edgy, and maybe unique, but also culturally appropriate.  Some of the work I have been doing is looking at how we use emojis in consenting people.  So, the person would come in and receive an iPad, and the iPad would just kind of walk them through the consenting process.  So, what they have been doing is working with communities, asking, "What emojis would some groups identify with," and then, "What emojis would other communities find offensive or not so appealing?"  So, I want you think about that as well.  Think about across the continuum, across disease areas, and really supporting innovative, creative ways for dissemination, but also culturally appropriate.  Any other thoughts?

Organizer 1:  I want to give some instructions.  This will be very fast-moving.  What we are going to do is do a world cafe-style event here.  On your tables, you have colored pieces of paper, and that is the question for your table right now.  There are a couple of copies.  You can share them with one another, but I would encourage you to go ahead and start circulating those right now so you can see what your discussion is going to be about for this particular table session.  You need to pick one person in your group to be a scribe.  Really listen to one another.  Respect each person's contribution.  I want to make sure each person has an opportunity.  The proceedings that come out of this are going to be richer if everybody participate, so really encourage everybody in your group to participate.  What you are going to do is one person is going to be a scribe.  You will have these large post-its over here on your table.  You are going to write down some of the key themes that come out of your discussions around those questions, and then I am going to tell you when time is up, and you are going to get up and go to another table.  Now, this is perfect.  Everybody needs to find a new table after we have 10 minutes.  The idea is to really mix things up, but I am just wondering if it is going to be better to just kind of rotate everybody and keep them in their groups.  I think so.  I am getting a head shake.  Okay, so what we are going to do is just move clockwise here.  When I say it is time, you are going to get up and move to the next table.  You are going to look at your question.  I encourage you to alternate who is the scribe.  Everybody should perhaps take a turn because that person participates at a different level when they are taking notes.  Does everybody have a large piece of paper at their table to do their scribing?

Participant:  Question ... (inaudible).

Organizer 1:  That is a really good point.  As you move, we will bring you more pieces of paper, but you don't have a lot of room, so maybe put up your hand and we will bring that over to you.  When you go to that next table, before you start to write, look at what the other group has written.  Don't re-invent the wheel.  We want to try and come up with more and more content.  We also want to identify where teams are really resonating.  So, maybe check it if it is something that came up for your group.  By the time we get to the end, in our last session, every table is going to do a report on each question.  Okay, let's get started.

TABLES CONVERSING

Organizer 1:  It looks like every has generated ton of ideas, so we have a nice, fertile ground.  I am going to have you guys go first.  We are going to go ahead and get started.  I would encourage you to focus on where there are checks because those are ideas that gained traction, or anything you think is innovative, but we will spend about three minutes per table, recording our findings.

Participant:  Question #1:  What have been the most successful and novel approaches to disseminating importance research findings within your community?  So, a lot of us wrote down:  1) Twitter chat events and live tweet chats.  2) Partnering with organizations to get patient piece.  3)  We also talked a lot about radio spots and how a lot of places have radios that are much better looking, too, than people might realize, for people who like smaller, regional radio, so really trying to focus on that.  4) Email newsletters are sometimes effective and sometimes not, but I think everybody is still trying to figure out how to make that work.  5) Lightning rod research is roughly 15-minute presentations are conferences.  6) How-To's, graphics and videos shared via social media.  7) Whiteboard animation.  So, we had a discussion about how popular things like comic strips, graphics, animations and those types of resources are, how people often preferred that versus just talking heads.  8) We also have monthly calendar highlights with things like what topic is of interest that particular month.  9) The use of infographics using bilingual and bicultural information.  So, somebody gave the example of photo novellas.  10) Identifying \_\_\_\_\_\_ known organizations.  11)  Use of available technology in clinics and hospitals.  12)  Street canvasing, so for example, wearing costumes and going out into the streets of the community and handing out information.  13)  Leaving information in places like barber shops, laundromats, corner stores, the kinds of places people visit regularly or where they spend a lot of time waiting.  14)  PTA meetings, getting involved with parents at local schools.  15)  I'm sure a lot of other people have discussed this, too, but things like Photovoice galleries, holding different cultural events where people can really showcase their involvement in the research.  16)  The importance of finding advocates, for example, like within churches, these people who are naturally interested in sharing this kind of information with people.  They can often be a consistent place to go back to once you have discovered the findings and share it with them.  17) The other thing that was mentioned was, for example, if community partners were able to go to universities and say, "We need information on this topic," then universities could help provide specifically what they are asking for.

Organizer 1:  Take it away, Table #2.

Participant:  Question #2:  We had the use of technology for dissemination and keeping the digital loop.  1) Using the technology in waiting rooms and clinics.  2)  Health 360 app, so kind of keeping abreast of what is going on through calendars.  3)  Pop-up ads.  4)  T.V. ad campaigns for smoking, HPV, seatbelt safety.  5)  Social media.  6)  Webcasts with chatting capabilities.  7)  One of the things that came up was the use of an avatar, so creating these artificial intelligence characters that you can talk, either through typing or actually carrying on a conversation with them, something that \_\_\_\_\_\_ is creating right now and USC.  8)  Using podcast telemedicine, which can be really helpful for the patient.  It might be burdensome on the clinician.  9) Another Hollywood is getting clinical research written as a T.V. script, something else that we have been able to do in Los Angeles.  10) Website learning modules ... so, different tools, processes and products using \_\_\_\_\_\_\_.  11)  Day at the market.  I'm not sure what that is.  It sounds fun.  12) Oral history, which is having people from the community tell their stories - it can be really powerful.  13)  Popular theatre, so creating plays based on the ideas the community is driving.  14)  Policy groups and lobbying.

Organizer 1:  And I actually was at the table when they identified the "Day at the Market."  They go into the local community, the local market, where people are doing their shopping, and they have webcasts and they use that as a forum to present findings.  Table #3?

Participant:  So, our paper is over there, and I don't really want to walk over there, but basically what we talked about was using stakeholders and trusted individuals to identify the who, what, where, when and why of the message ... so, kind of starting with individuals in the community who can help to tailor it to have the best impact, so things like translating language and vernacular of the message and results.  Also, we talked a little bit about how community might deliver the message or might not, depending on the community's interest or level of feeling that it is critical that they be delivering the message versus an academic person delivering the message.

Organizer 1:  Did anyone talk about challenges?  I think you're #4.  Perfect.

Participant:  We had - what are the barriers to leveraging technology to disseminate research findings in your community?  We were kind of lucky.  People had done all the work for us.  Some of us are from geographically different areas where Internet could be an issue.  But also with that, it was ... (inaudible).  Participation, identification, privacy, fear of exposure, all of those big IRB things are issues.  If a presentation of electronic information does not look like it is from the community, they trust it less.  Keeping websites and different electronic sites updated.  That was a big thing for our group.  Who does it?  It costs money to have this done.  How do you get information updated in general?  Not everyone uses email or text, so there needs to be something like snail mail to get it out to people, especially in some of those geographically-challenged areas.  There is not one way to reach everyone.  If you only use one type of technology, you can limit your audience.  Again, there are costs, not only for the app and for the use, but the person who actually does the updating.  Technology might not always be the right approach.  It can't be the same for every research topic we are looking at.  Sometimes flyers, etc. is a better way to get information out.  You need to engage people to seek out the information a lot of times, whether it is done online or through an app.  If you are taking a big research finding and putting it into a few soundbites, people could misinterpret it, which could again lead to trust being lost there.  We had a big discussion about the bidirectionality of technology.  A lot of times you are not able to ask questions.  If you are putting out an app or a website that you need information back on, people might not be able to respond appropriately.  Literacy levels differ among people or actual technology literacy.  A few that we came up with were that data storage is inadequate.  Most people are always getting a popup on their phone that they don't have room to add another app or whatever.  Then, also, we questioned how you even go about measuring the reach and impact of ... (inaudible).

Organizer 1:  Thank you.  Question #5.

Participant:  So, our question was - How do you leverage technology to further partnership with other organizations to include outreach and dissemination of findings?  There are online website resources, like ResearchMatch, institutional web portals, Child Today, and also, we mentioned a lot of digital social medial platforms, like Facebook.  YouTube videos was an interesting one to disseminate research findings and also establish connections with other parties of interest.  Also, have preliminary meetings to see what platforms community members are using, texting services, Twitter, hashtags and using also extensive networks that have brought audience.  List \_\_\_\_\_\_ and organizations with similar interests.  Another interesting topic that we talked about is podcasts, using radio to disseminate, or even to establish connections with other ... (inaudible).  (Inaudible) ... online videoconferencing to connect with other organizations and companies.

Organizer 1:  I think we got a lot of great best practices and identified a lot of problems.

Participant:  I was wondering how you are going to disseminate this.

Organizer 1:  We are under strict instructions to make sure that all these notes are being taken, because they are going to become part of the conference proceedings that will then be publicly posting.  So, you will definitely have access to co-creating all the work you did and if you learned about some interesting best practices, you don't have to walk around and write them, because it will all be published.  I want to thank all of you for coming to this workshop and for your participation.  Thank you!  Enjoy the rest of the conference.