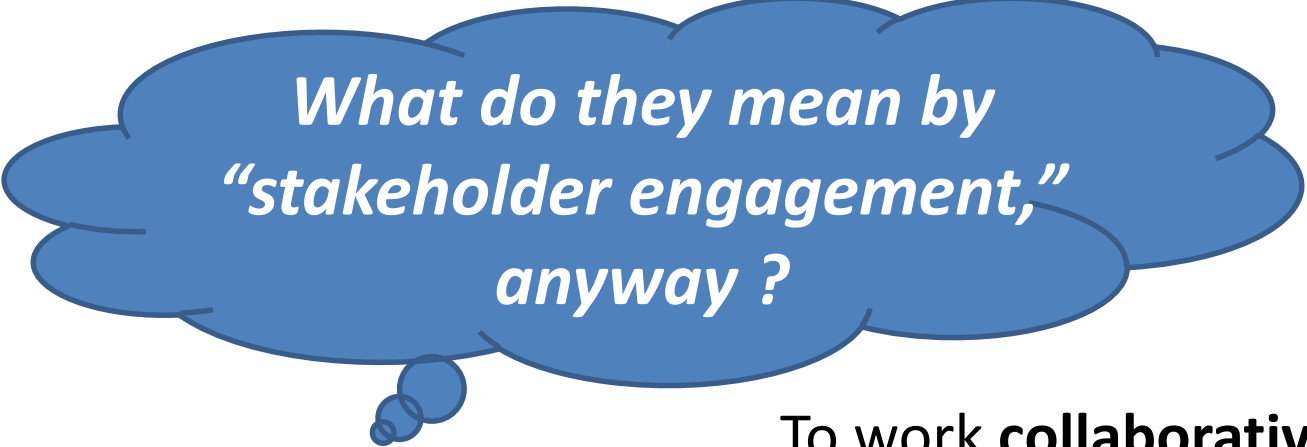


“A Valid Voice” Virtual Seminar Series

Recognizing and Addressing Common Challenges to Engagement in Research



*What do they mean by
“stakeholder engagement,”
anyway ?*

To work **collaboratively** with those who have a **direct stake in your research** to ensure your **focus, design, and findings** are translatable, leading to **sustainable solutions to well-recognized problems.**

“A Valid Voice” Virtual Seminar Series

Recognizing and Addressing Common Challenges to Engagement in Research



*This program was funded through a Patient-Centered Outcomes
Research Institute (PCORI) Eugene Washington
PCORI Engagement Award (7206-CJE)*



REVIEW: Defining Stakeholder Engagement in Research

To work collaboratively with those who have a direct stake in your research to ensure your focus, design, and findings are translatable, leading to sustainable solutions to well-recognized problems.



Providers

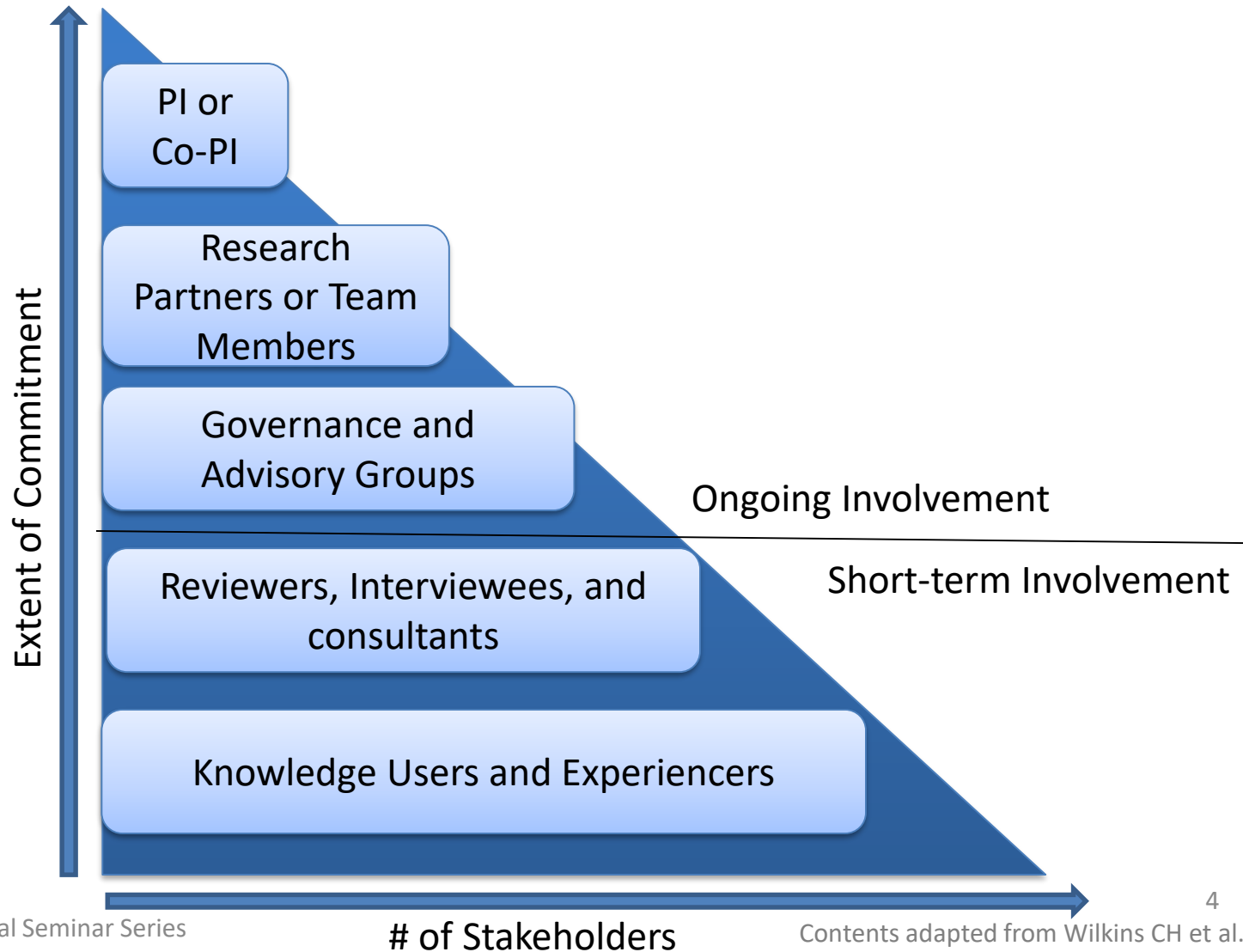
**Loved
Ones/
Allies**

**Participants/
Individuals
Accessing Care**

**Policy
Makers**

**Community
Leaders**

CONTINUUM OF COMMUNITY (STAKEHOLDER) ENGAGEMENT IN RESEARCH





PANELIST INTRODUCTIONS

RECOGNIZING AND ADDRESSING COMMON CHALLENGES TO ENGAGEMENT

1. Identifying and engaging stakeholders
2. Building partnerships
3. Embedding engagement within the research cycle
 - Accessing funding for this work
 - Understanding how to work with the IRB
 - Disseminating and applying valid findings beyond peer-review

IDENTIFYING AND ENGAGING STAKEHOLDERS

IDENTIFYING STAKEHOLDERS

- Who is impacted by my work?
- Who should I engage?
 - Personal
 - Clinical
 - Policy
 - Research
- What do I want to learn? How will it add to my success?
- How and when should I engage?

From this list, which groups are a priority? Why?

REPRESENTATION CONSIDERATIONS

Characteristics

- Perspective, skill, knowledge, geography, race/ethnicity
- Ability to 'speak for' community (organization vs. individual)

Individuals tend to wear many hats

- No one person can represent heterogeneous groups
- What hats are they wearing and what does this mean for the information I am receiving?
- Experienced or over-extended stakeholders

Multiple partners

- What voice(s) are missing and what do I do about it?

LOCATING & APPROACHING STAKEHOLDERS

- Identify the ‘gatekeepers,’ community leaders, advocates and meet with them to understand community needs, obstacles, and assets
- Work with gatekeepers to identify and link you to additional community leaders, relevant associations and networks, providers, etc.
- Experience the community (e.g., participate in their hobbies and interests)
- Take time to build trust

READINESS POLL

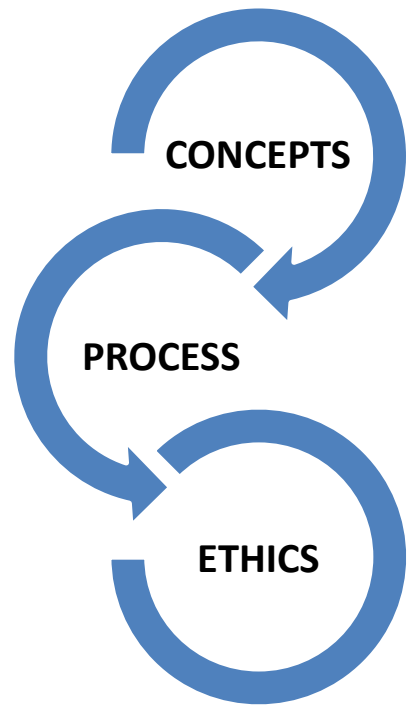
PREPARING PEOPLE WITH LIMITED RESEARCH EXPERIENCE

Methods & Tools

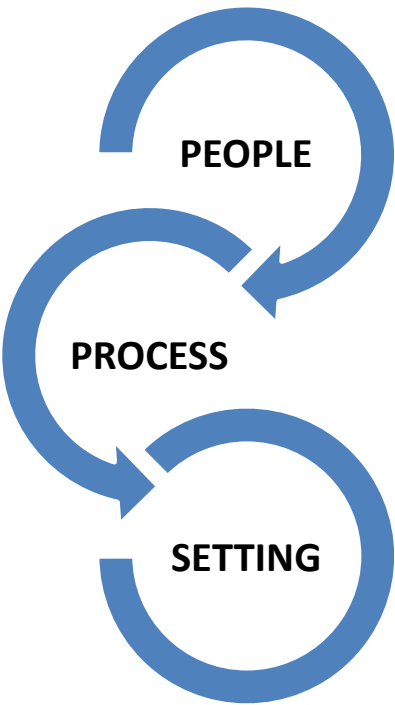
- Hands on activities
- Reiterative learning
- Accessible presentations
- Fact sheets, glossaries, handbooks
- Links to web resources
- Public research summaries
- Prepared guest speakers

Sample Activities

- Exploring metaphors
- Sharing stories, interviewing, etc.
- Brainstorming
- Prioritizing
- Developing questions
- Imagining findings
- Discussing published research
- Practice talking with researchers



PREPARING RESEARCHERS



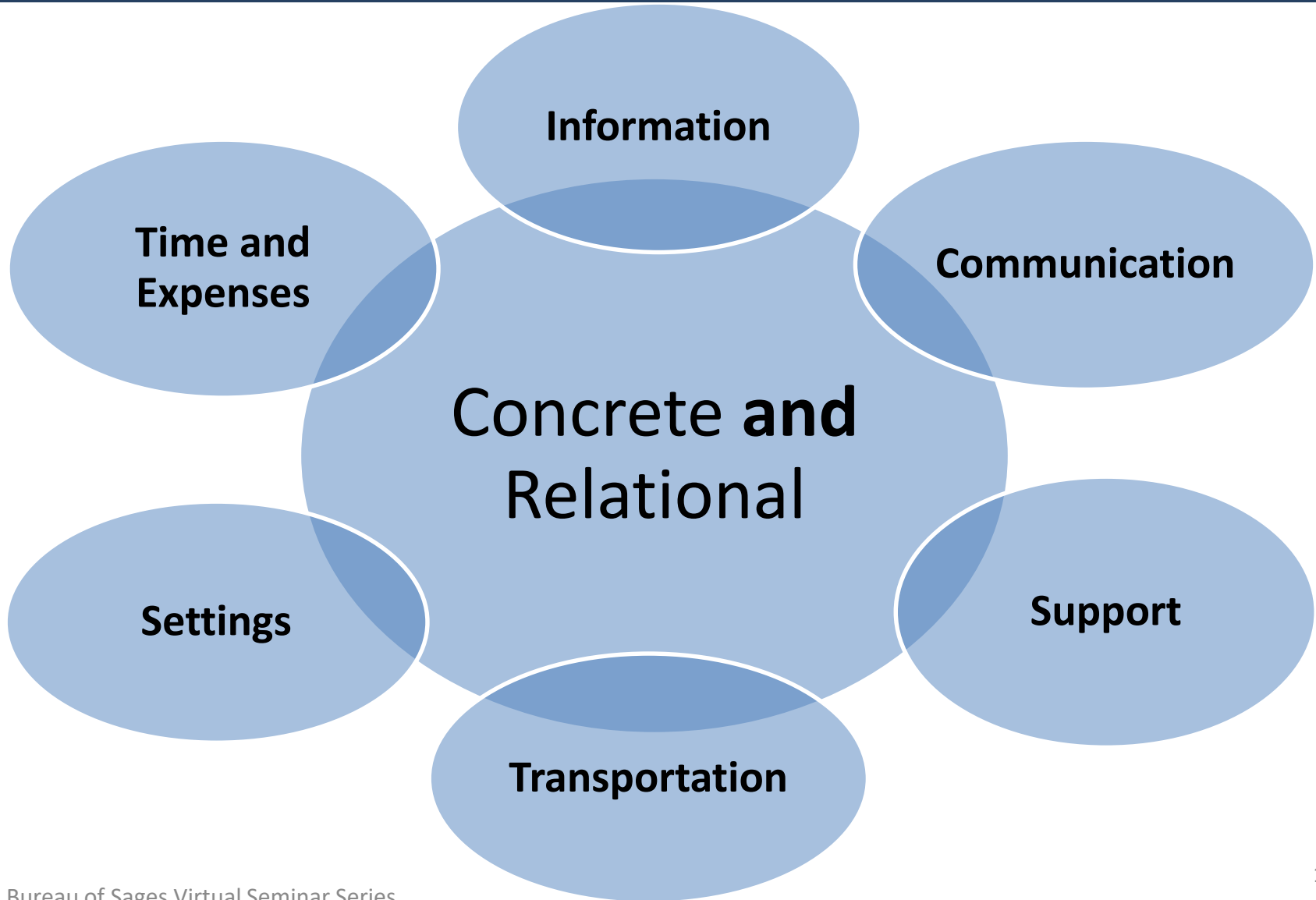
Methods & Tools

- Orientation to stakeholder needs preferences, norms, expectations, etc.
- Engagement training & resources
- Guidelines & templates for presenting
- Advisory group procedures
- Trained facilitators to support engagement

Researcher Skills

- Commitment to sharing 'expertise hat'
- Clear communication (written, verbal and body language)
- Authentic listening & validation skills
- Empathy as opposed to sympathy
- Facilitation & conflict resolutions skills

ACCOMMODATIONS



INCENTIVES

Ensure your work is meaningful and fruitful to everyone, not just the researcher

- Listen to all participants
- Validate their ideas and their role
- Inform them of the results of their input

Incentives can be financial or nonfinancial

- Gift cards
- Social interaction
- Peer support
- Access to information
- Opportunity to improve own services
- Opportunity to improve others' services
- Recognition

BUILDING PARTNERSHIPS

INVEST IN PARTNERSHIPS

- Identify and develop trusting relationships with gatekeepers
- Develop MOUs that outline roles, tasks and relationships
- Allocate funding in your research budgets for incentives for gatekeepers, champions, co-researchers
- Orientation/turnover
- Show-up and check-in



Case Examples



EMBEDDING ENGAGEMENT WITHIN THE RESEARCH CYCLE

Focus & Plan

**EMBED
ENGAGEMENT
WITHIN THE
RESEARCH
CYCLE**

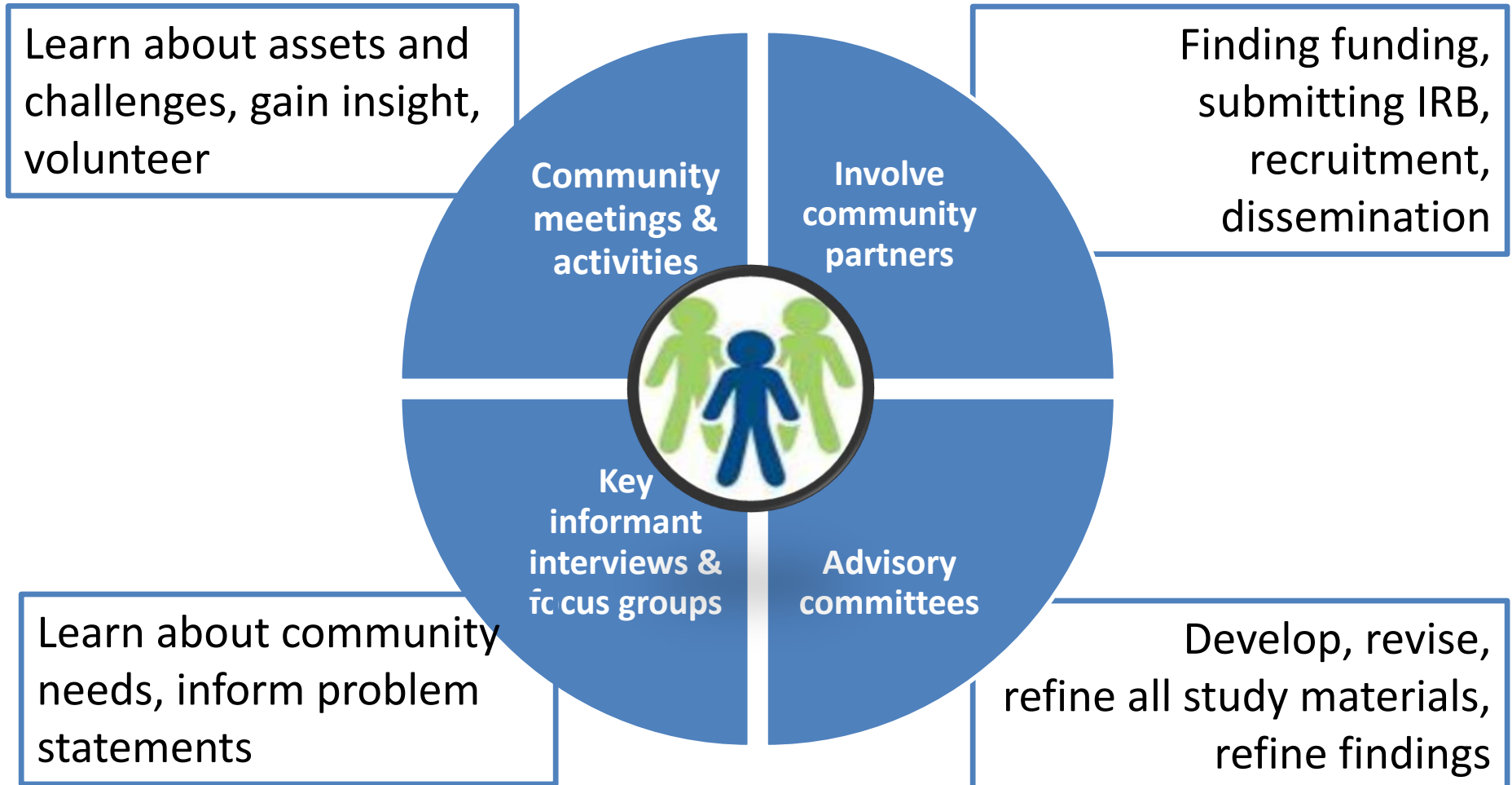
Implement

Interpret

Disseminate

IN REVIEW...

CONCRETE STRATEGIES TO OVERCOME COMMON BARRIERS TO ENGAGED RESEARCH



OUR TAKE HOME POINTS

- Consider the points of time critical for engagement and plan
- Ensure your outreach aligns with what you want to learn (and who you want to learn from)
- Build partnerships to reach the targeted community; consider mini-grants that support partnership
- Approach funders who value community-engaged research
- Budget for accommodations, engagement activities, and incentives
- Allow time to build trust with the community you seek to engage
- Be patient! It will be challenging, but it is worth it!

“A Valid Voice” Virtual Seminar Series

Stakeholder Engagement In Research

QUESTIONS AND ANSWERS

“A VALID VOICE” VIRTUAL SEMINAR SERIES

STAKEHOLDER ENGAGEMENT IN RESEARCH

Reminder! ***UPCOMING EVENTS!***

	Date	Focus
Seminar 3	10/10/18	Bureau of Sages Opportunities
Seminar 4	12/12/18	Deeper Dive on Engaging Frail Elders and Individuals from Diverse Backgrounds

“A Valid Voice” Virtual Seminar Series

Stakeholder Engagement In Research

Please keep a look out in your email!

- Virtual Seminar Feedback Survey

<https://goo.gl/forms/pB1ImqqdS4RVMQPV2>

- Link to our Virtual Seminar website page

<https://www.cje.net/research-education/bureau-sages/sages-every-setting>

- Registration for future Virtual Seminars
- Today’s Recording, Slides, and Resource List

“A Valid Voice” Virtual Seminar Series

Stakeholder Engagement In Research

Additional ways to be engaged...

- GSA Interest Group on Patient/ Person Engagement in Research
- Bureau of Sages
 - **Latest News!** <https://www.cje.net/research-education/bureau-sages/bureau-sages-news>
 - **Contact the Bureau!** <https://www.cje.net/research-education/bureau-sages/contact-bureau>