



Community Outreach

AAHRPP Standard I-4

Element I.4.B



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- No one evaluated and made improvements, as needed, to TJU's outreach activities

OHR's response plan:

1. Create survey to inventory existing community outreach activities - DONE
2. Assess goals of these activities - DONE
3. Assess measures for evaluating effectiveness of these activities – DONE
4. Establish mechanism by which OHR will be notified of changes in outreach activities - DONE
5. Notify IRB and key players of findings – In process

What constitutes community outreach?

- Community outreach in the research context includes any activities conducted on the part of the institution designed to educate, notify, engage, or partner with the community in regard to human research.

Current Outreach Activities

- The Office of Public Affairs generates press releases for notable research studies being conducted by Jefferson.
- The Center for Urban Health is involved in many outreach activities, specifically community-based participatory research and community advisory groups
- Community-Driven Research Day

Press Releases

- Goal: to educate the public and media about notable research at Jefferson
- Measures of efficacy: none currently

Community-based participatory research (CBPR)

- Goal: The goal of CBPR is to address health needs of the community and determine possible solutions and/or to assess effectiveness of existing community health services.
- This is accomplished through conducting research that actively seeks community involvement in design, management, monitoring, conduct, and/or evaluation of research results.

Community-based participatory research (CBPR)

- Measures of efficacy: CBPR researchers employ satisfaction questionnaires and other tools to measure community coalition effectiveness and satisfaction and to gain insight from the point of view of community partners.

Community-Driven Research Day

- This is an annual symposium conducted by a consortium of academic research institutions
- Goal: To encourage collaborations between academic researchers and community based organizations (CBOs) and community groups with shared interest in health and safety issues.
- Measure of effectiveness: whether or not collaborations between Jefferson and the community resulted.

Community Advisory Groups

- Goals: To assess health issues in the community that deserve research and to educate the community about:
 - The purpose of IRBs
 - Research rights of the community
 - Effective research design
 - How to create useful research tools

Community Advisory Groups

- Measures of effectiveness: satisfaction questionnaires and other instruments

Next Steps

- Apprise key players of findings
- Annual survey of existing and new outreach activities to assess changes in existing activities and goals and measures of effectiveness for new activities.
- Next survey to be administered June 2017.



○ Questions?