

The Role Of Culture-Centered Community Engagement In HIV Vaccine Research

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Notes: This slide represents some of the issues that we confront in HIV vaccine research. Some people are not engaged because they don't feel it's important to them, don't think it'll impact their community, and distrust new prevention strategies.

Community Engagement Objectives

- ❖ Consultation
- ❖ Dialogue
- ❖ Collaboration with communities
- ❖ Goals:
 - shared understanding and meanings associated with research
 - foster a sense of empowerment

NIH-CEOPP and LPP

- ❖ NIH funded "local partnership projects"
- ❖ Goals:
 - Awareness
 - Establish leadership and foster expansion of support among community opinion leaders
 - Community and organizational empowerment
 - Capacity-building
 - Public knowledge and understanding

Notes: There were short term contracts awarded to local organizations. It has now changed to a longer term funding (3-year) which makes more sense. It means being able to empower community leaders to speak to their own community in the language they understand. We want to provide the community with the information that they will understand.

The CDC/ATSDR Committee on Community Engagement

- ❖ A process of working collaboratively with and through groups of people
 - affiliated by geographic proximity, special interest, or similar situations
 - address issues affecting the well-being of those people

Notes: We looked at literature on how to define community engagement. This came from a CDC booklet from 1998 where they tried to outline some of the key components.

Community Engagement Components

- ❖ Behavioral research
- ❖ Community consultation
- ❖ Community involvement
- ❖ Empowerment and advocacy
- ❖ Information dissemination and education

Notes: There are behavioral research components, which include the willingness to participate, acceptability, what we call working the territory.
Talking to community members and learning what we need to do to set up the structure and the messages we will need to develop that will speak to our target population.
Community consultation include ongoing dialogue, and spurs more community involvement, now there are over 30 entities that are in the group.

Applications with Culture-Centered Approaches

- ❖ Use of community networks, opinion leaders, role models and peers in community campaigns
- ❖ Use of culture-centered communications
- ❖ Development of best practice approaches by identifying socio-cultural impediments and work to remove barriers

Notes: The folks with key influence in a community influence behavioral changes
Linguistic minorities: what are the challenges and successes? health literacy challenges?
Working with partner agencies so that issues of health literacy and linguistic challenges are addressed.

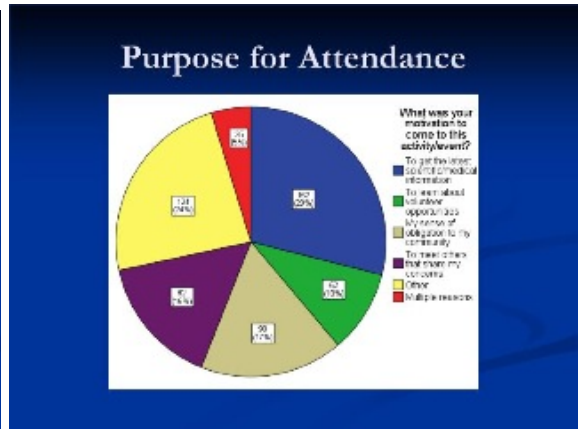
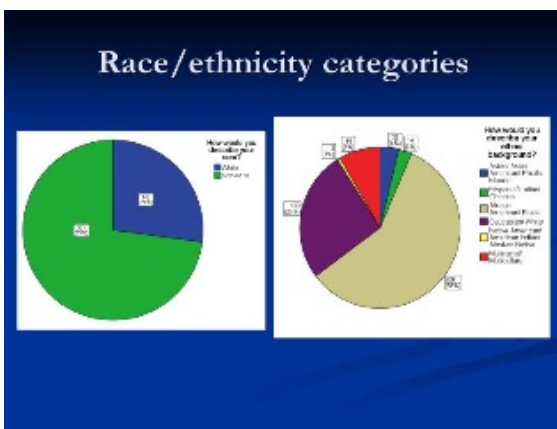
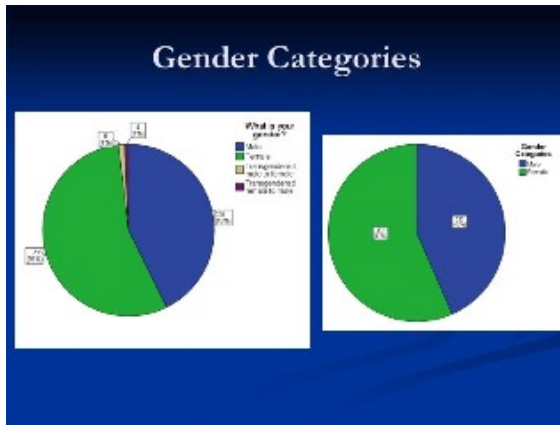
The “AHVCC” Model

- ❖ A culture-centered collaborative enterprise of interconnected partner organizations, representatives, and local communities, who work in a concerted manner to empower the voice of the community.
- ❖ Through consensus opinion, the AHVCC offers multidirectional informational exchange and educational dialogue on HIV vaccine research.
- ❖ Its overarching purpose is to increase awareness of the cause, promote the personal relevance of the effort, and, through active involvement in the community context, enhance public trust in the Hope Clinic and its research endeavors.

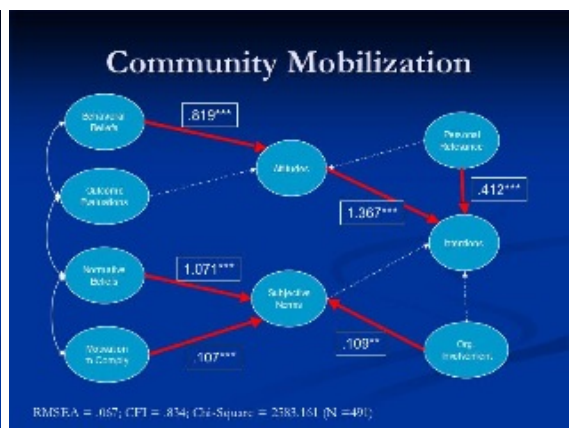
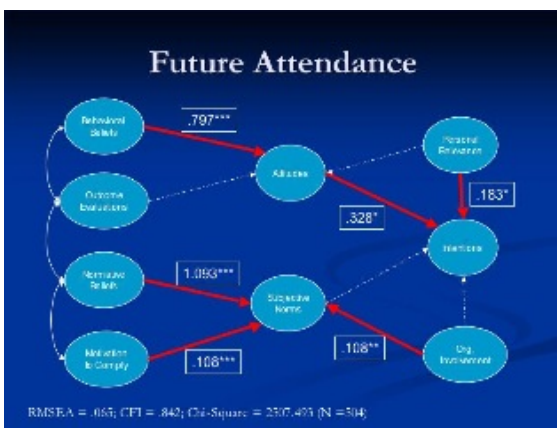
Notes: Atlanta HIV Vaccine Culture Collaboration (AHVCC)
This is various agencies working together.
How do people perceive who we are and what we do as an agency is very important in establishing public trust.

Key Question

What can be expected from the AVHCC community engagement model?

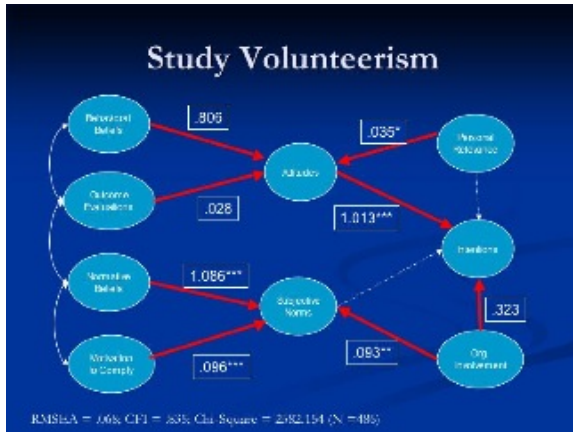


Notes: We have a pretty even gender split, and primarily African American study population. We ask participants why they are coming. Compare to the objectives of the AVHCC. Most came for information, but also a big slice for sense of obligation to the community, which reflect the level of solidarity in the African American community.



Notes: This seems to really matter, particularly to our partners, what do we do to get them to come back again. This is a theoretical model looking at influence of belief impact outcome. How do they view vaccine research's importance to them personally, and how they perceive the Hope Clinic. The bottom line is that this ultimately impacts future attendance.

We want them to go out and get more people involved, work with their communities, we need to raise their personal relevance level, personal volunteerism has to be bolstered.



Notes: With women and minorities, we see their attitude clearly impacting their action. But what is interesting is that the trust to the research institution becomes more important than their personal relevance.

Conclusions

Differences in decisional pathways

- ❖ Favorable beliefs and attitudes can be shaped in short-term
- ❖ Personal relevance and organizational involvement resonated with minorities
- ❖ Norms embedded; longer horizon for change

Implications for Research & Practice

- ❖ Programmatic Implications
- ❖ Dynamic participatory model
- ❖ Role of partner organizations in creation of culture-centered model
 - Unique ability to reach women and minorities
 - Knowledgeable, Credible, Trusted, Visible, Stable
 - Relationship with Site and Key Partner – Objectives and Expectations Understood

Programmatic Implications

Health communication

- ❖ Grassroots, community-generated network
- ❖ Solid organizational foundations
- ❖ Years of assessment – behavioral determinants, community consultation, message design, and sufficient exposure to facilitate engagement
- ❖ Measurement
- ❖ Realistic Agenda/Expectations