

Chicago Community, Media & Research Partnership

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Virtual Community Listening Session: “How can community and ethnic media communicate effectively and equitably about COVID-19 research to your community?”

Description: The [Chicago Community, Media & Research Partnership](#) (CCMRP) seeks to cultivate deeper engagement on health research within under-resourced communities, by building crucial relationships between three groups: community stakeholders; community and ethnic media; and health researchers.

In this online community listening session, breakout sessions will be led in English by **Candace Henley**, Executive Director of the [Blue Hat Foundation](#), and **Phyllis Rodgers**, Executive Director of [PEER Plus Education & Training Advocates](#), and one breakout session will be led in Spanish by **Jackie Serrato**, Editor-in-Chief of [South Side Weekly](#). In these sessions, attendees will be asked about personal experiences with community and ethnic media (CEM), as well as best practices for CEM outlets to effectively and equitably communicate with their community, family and friends.

Each conversation will be recorded and transcribed. Afterwards the transcriptions and recordings will be shared with community and ethnic media and health researchers, to ensure that these community perspectives are heard directly by those who most need to hear them.

Who is it for? English- and Spanish-speaking Chicago-area patients, caregivers and members of communities and populations experiencing health disparities

When: 5:30 p.m. - 7:00 p.m., Thursday, February 25, 2021 (on Zoom)

Pay: \$50 gift card per participant

Registration: [Click here](#) to fill out a brief sign-up form. Registration limited to 25 total, with room for 17-21 English speaking participants, and 4-8 Spanish-speaking participants. Event coordinators will follow up to confirm your registration prior to the event.

About: The [Chicago Community, Media & Research Partnership](#) is a two-year project led collaboratively by [Public Narrative](#) and [Alliance for Research in Chicagoland Communities](#) (ARCC) at Northwestern University, and funded by the [Patient-Centered Outcomes Research Institute](#) (PCORI). [Click here](#) to learn more about the PCORI Engagement Award that supports this partnership.