MAKING RESEARCH ACCESSIBLE THROUGH COMMUNITY MEDIA

1

ENGAGE COMMUNITY STAKEHOLDERS

- What communities or populations are impacted by the research focus?
- What community organizations or providers serve or represent these communities or populations?
- What agencies or policymakers make decisions that impact the focus, communities, or populations?

6

EVALUATE IMPACT

- Was there any community media coverage?
- What impact did coverage have on audiences?

2

ASSESS RESEARCH FINDINGS & IDENTIFY AUDIENCES

- What are the key research findings?
- Are findings ready to share?
- Are findings relevant to the communities or populations identified in Step 1?

Community

Engagement

GOAL:
Through community media, communities impacted by inequities access actionable health research findings

Ongoing

Ongoing

Engagement

Community

5

ENGAGE COMMUNITY MEDIA

- What does our partnership know about community media?
- What resources would support our partnership to engage community media?
- Who should engage community media?

3

TRANSLATE RESEARCH FINDINGS TO ACTIONABLE INFORMATION

- Are findings actionable by audiences identified in Step 2?
- What translation can be done to make findings more actionable?
- Is the information accessible to audiences?

4

ASSESS FIT WITH COMMUNITY MEDIA

- Where do audiences identified in Step 2 get trusted health information?
- Do more stakeholders need to be engaged to understand how audiences access community media?
- What can be added to increase newsworthiness for specific community media?

NECESSARY STRUCTURAL SUPPORT

- More research funding, training & incentives for community engagement & community dissemination
- More representation of historically excluded communities in research

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Framework: Making Research Accessible Through Community Media

A project of the Chicago Community, Media & Research Partnership, this framework was designed to support community-academic research partnerships in determining whether and how to effectively engage community media as a strategy for sharing research findings and actionable health information with communities or populations impacted by the research. Through a series of six strategic steps, the framework provides a set of guiding key questions to facilitate how research partnerships share relevant knowledge in impactful ways.

Engage Community Stakeholders: Community stakeholders (including patients, caregivers, and community service providers) should be key leaders in driving research focus and design, not just researchers. Engagement should be at the very beginning and continue throughout the research process, including driving actions based on what's learned.

Assess Research Findings & Identify Audiences: Determine the key learnings from the research and what communities or populations these would be relevant for. It's also important to consider the context with other findings.

Translate Research Findings to Actionable Information: Ensure findings are accessible and actionable to audiences by considering issues of cost, language, etc.

Assess Fit with Community Media: Consider the specific places and formats that engage audiences for trusted health information.

Engage Community Media: Identify which journalists and outlets to engage and what framing or context to use for an effective pitch.

Evaluate Impact: Assess the effectiveness of those strategies and incorporate learnings into future efforts.

Necessary Structural Support: While community research partnerships can follow the framework steps and questions to increase accessibility for communities, there is also a great need for structural changes and resources to be provided by funders, universities, academic publishers, and other parts of the research enterprise to address funding, training, and incentive gaps, as well as to increase the representation and leadership of communities and populations historically excluded from research. Click here for more details on the work behind this framework, as well as examples of necessary structural support suggested by stakeholders throughout the project.

The Chicago Community Media Research Partnership (CCMRP) explored how to effectively communicate research findings to underserved (but often over-researched) communities in Chicagoland through community media they trust and use. The project was co-led by Public Narrative & the Alliance for Research in Chicagoland Communities (ARCC) at Northwestern University, and guided by a Task Force comprised of community stakeholders, community media journalists, and researchers. CCMRP was funded through a Patient- Centered Outcomes Research Institute (PCORI) Eugene Washington PCORI Engagement Award (15934-NWU). For more information, visit publicnarrative.org/partnerships or contact partnerships@publicnarrative.org.