Supplements, Facts First Challenge: A Digital Adventure for Every Age

Community-Based Participatory Research (CBPR) Guide For Solvers

Because community engagement is a core element of this challenge, below is a brief primer to help solvers (especially those new to CBPR) understand how to integrate these principles:

What is CBPR?
Community-Based Participatory Research (CBPR) is a collaborative approach to research that **equitably involves community members as partners throughout the project**, from planning to implementation to dissemination. In this challenge, applying CBPR means your target community is not just an audience but a co-creator of the solution. Their voices should help shape the design, testing, and final product.

Key CBPR Principles to Apply:

- **Shared Decision-Making:** In practice, this means community members or representatives should have a say in decisions. For your project, consider forming a **Community Advisory Board (CAB)** (or a less formal advisory group) by Phase 3 to guide major decisions. In earlier phases, engage community members in concept feedback and prototype testing. Document how their input changes your design to show that they are true co-creators, not just subjects.
- **Build on Community Strengths:** Recognize and utilize the existing resources, knowledge, and networks within your target community. Partner with established community-based organizations (CBOs) or local influencers that your audience trusts. Use communication styles and channels that are culturally relevant and familiar to the community.
- **Iterative Co-Design:** Plan for multiple rounds of feedback and improvement.
    - In **Phase 1**, lay out an engagement strategy (e.g. which organizations or community leaders will be consulted, how you will gather input on needs).
    - In **Phase 2**, conduct at least one formal feedback session with actual community members or end-users and incorporate their suggestions into your prototype.
    - In **Phase 3**, your CAB or community advisors should meet at least twice to review pilot progress and advise on any adjustments. Always loop back the results to the community—share what you learned and how you're acting on it.
- **Mutual Benefit:** Ensure the community sees value from participating. For example, compensate community participants for their time in feedback sessions (this can be modest gift cards or stipends). Also, ensure the final product is accessible to them and truly addresses a need they identified.

Practical Steps for Teams:

- **Recruitment via Partners:** Use your partner organizations to help recruit participants for feedback sessions or the pilot. For instance, a local health clinic partner could invite patients to try your app. Aim for 15–30% of your pilot participants to be from the underserved populations you target – your partners can be key in achieving this.

- **Documentation:** Maintain a simple "feedback log" or table to track community input and your responses. For example: *"Community member comment: The font is hard to read. Team change: Increased font size and added a high-contrast mode."* This demonstrates responsiveness.
- **Measuring Engagement:** Keep track of things like how many community members attend meetings, how many suggestions you implemented, and any qualitative quotes that show community perspectives. These will strengthen your reports and help you improve the product.

Support for CBPR: The challenge provides resources (and mentorship as described) to help teams implement CBPR. This includes the references below for further reading and evidence on the value of CBPR, which can inspire your approach or even be cited in your concept paper's justification for a community-driven design.

Key References on CBPR: (optional reading)

- Israel, B.A. et al. (1998). *Review of community-based research: Assessing partnership approaches to improve public health.* – Annual Review of Public Health, 19, 173–202.
- Minkler, M. (2003). *Community-based participatory research: Implications for public health funding.* – American Journal of Public Health, 93(8), 1210–1213.
- Wallerstein, N., & Duran, B. (2006). *Using CBPR to address health disparities.* – Health Promotion Practice, 7(3), 312–323.
- Wallerstein, N., & Duran, B. (2010). *CBPR contributions to intervention research...* – American Journal of Public Health, 100(S1), S40–S46.
  (Additional references available in the full challenge resources.)