

# JOHNS HOPKINS UNIVERSITY

## Center to Eliminate Cardiovascular Health Disparities

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*Developing a  
Community Advisory Board*



<http://obssr.od.nih.gov/cphhd>

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- There are several ways to establish an effective Community/Consumer Advisory Board (CAB)
- The following are the elements that our Center found helpful

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***General Disclaimer***

***What is the Need for a  
Community/Consumer  
Advisory Board?***



"Bummer of a birthmark, Hal."

***Target Community***

## ***What is the Need for a CAB?***

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- Historically (and unfortunately), this is the way many community members have felt about their role/relationship with Hopkins research.
- A CAB seeks to improve that role and relationship.

# ***What is the Need for a CAB?***

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- Funding Requirements
- Effectiveness of Research Initiatives
- Sustainability of Center
- Building a Bridge with the Community
- The Need to “Keep it Real”

# ***Setting the Membership Parameters***

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- General Membership Parameters
- Establishing the Number of Members
- Expertise and Representation – Not By Specific Persons
- Membership Composition
- Defining the Community Input Needs of the Center

# ***General Membership Parameters***

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- Health Care Providers
- Community Based Organizations
- Community Members
- Consumers
- Experts in Certain Areas
  - Marketing
  - Public Health Initiatives
  - Faith-based Communities



# ***Number of Members Needed***

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- Size Matters!
  - Too Small – chance of not getting adequate input
  - Too Large – chance of group not being effective, not coming to consensus
- We chose 30 as our optimum number

# Membership Composition



- Not primarily based on individuals:
  - If you base it on individual people you are likely to have serious gaps to meeting the needs for the CAB
  - Tom cannot be replaced – Tom's skills and knowledge can

# *Membership Composition*

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Based on Representation & Expertise

Skill

Community

Affiliation

Network

Knowledge

- So we have decided on the expertise and representation types and total number of members, now we must determine the number of individuals from each skill set or type of representation.
- Some redundancy is good...too much skews the picture

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## ***Composition Breakdown***

- Now we need to see what our completed CAB would look like in the perfect world...
- So we set up a matrix

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***Setting up a Visual Matrix***

# Visual Matrix



- American Heart Association.....(1)
- Baltimore City Health Department.....(1)
- Baltimore County Dept of Health.....(1)
- Business/Marketing.....(1)
- Community-based Organizations.....(2)
- Community Health Worker.....(1)
- Coppin State University.....(1)
- DHMH.....(2)
- Elected Officials.....(1)
- Faith-based.....(1)
- Federally Qualified Health Center.....(1)

- Food Policy.....(1)
- Foundation.....(1)
- Health Care Access/Insurance.....(1)
- Morgan State University.....(1)
- Monumental Medical Society.....(1)
- Neighborhood/Community .....(3)
- Patients.....(5)
- Pharmacy.....(1)
- Physical Activity.....(1)
- School System.....(1)
- University of Maryland.....(1)

# ***Membership Selection***

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Once the matrix is set, now you look at specific individuals to fill the designated slots.

**Neighborhood  
Resident**

Sara  
Jones

Tom  
Smith

**Marketing  
Expert**

# *Specific Community Input Needs*



- Funding Requirements?
- Objectives of the Center
- Types of Input (Proactive/Reactive)
- Stages/Levels of Input
  - Level of Communication Input Desired by the Community



***Membership Retention/CAB Sustainability***



**Primary Foundation:**  
***Communication***

# ***7 Principles of Communication for CAB Development & Maintenance***

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- 1) Respectful Communication
- 2) Proactive Communication
- 3) Consistent Communication
- 4) Transparent Communication
- 5) Receptive Communication
- 6) Responsive Communication
- 7) Conciliatory Communication

# **7 Principles of Communication for CAB Development & Maintenance**

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- 1) Respectful Communication
  - Just as you are the experts in research, they are the experts in community
- 2) Proactive Communication
  - Communicate up front expectations and limitations
- 3) Consistent Communication
  - Stick to a schedule don't go an extended period without communicating

# ***7 Principles of Communication for CAB Development & Maintenance***

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- 4) Transparent Communication
  - Don't Hide or Misguide
- 5) Receptive Communication
  - Active Listening – Openness to Change
- 6) Responsive Communication
  - Follow-up is Key; Answer What is Asked
- 7) Conciliatory Communication
  - If You Screw Up, Admit it!

# Thank You!

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Questions ????????