

Comparing Methods of Results Dissemination of Community-Engaged Research Projects through Internet Platforms and In-Person Social Engagement

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Abstract

The Seventh District Health and Wellness Initiative (HWI) conducted a pilot health assessment in the form of the Seventh District Health and Wellness Survey (SDHWS). In order to disseminate research results to various groups of stakeholders, internet and in-person based dissemination strategies have been implemented. Internet based dissemination allows for centralized platforms for official documents and networking with in-person relationship building as a prerequisite. In-person dissemination develops the backbone for the online user-base and quality results dissemination with a comparatively higher cost of execution.

Introduction

- HWI is a collaborative stakeholder coalition consisting of elected officials, community service organizations, resident leaders, and residents living in the East End of Richmond, Virginia with a mission to develop a “culture of wellness” in this locale.
- The SDHWS is a community based pilot health assessment developed by HWI stakeholders focusing on generating baseline data for self-reported family health history, smoking cessation, and mental health. In-person and internet-based strategies were developed to encourage collaboration among HWI partners and to assist stakeholders develop health-related programming and data-related capacity for strategic planning
- Multiple dissemination approaches may be necessary to reach groups of stakeholders based on their varying levels of trust, literacy, income, and the various costs of dissemination approaches.

Study Goal

- Compare strengths and weaknesses of an internet-based dissemination approach with an in-person approach to determine the best practice to inform residents and partner HWI organizations on the results of the SDHWS.

Methods

Two Forms of Survey Result Dissemination

Internet Dissemination Strategy

- **Blog (rampages.us/rvawellness)**
 - Serves as an official file repository
- **Instagram (@rva_wellness)**
 - Serves as a photo gallery for community events
- **Twitter (@rva_wellness)**
 - Speed of knowledge dissemination with proper citation (retweet)
- **Facebook.com/group/rvawellness**
 - Large user base with ease of growth using group and event invitations

In-Person Dissemination Strategy

- **Party With Data**
 - Interested participants participated in an interactive game based on SDHWS results. Participants were invited to provide feedback on results based on their personal experience.
- **Datapalooza**
 - Datapalooza served as an opportunity to provide stakeholders of the East End to analyze preliminary SDHWS results and identify future actions.



Figure 1. The home page of the Seventh District Health & Wellness Survey blog (WordPress)



Figure 2. Datapalooza small collaborative group discussion

Procedures

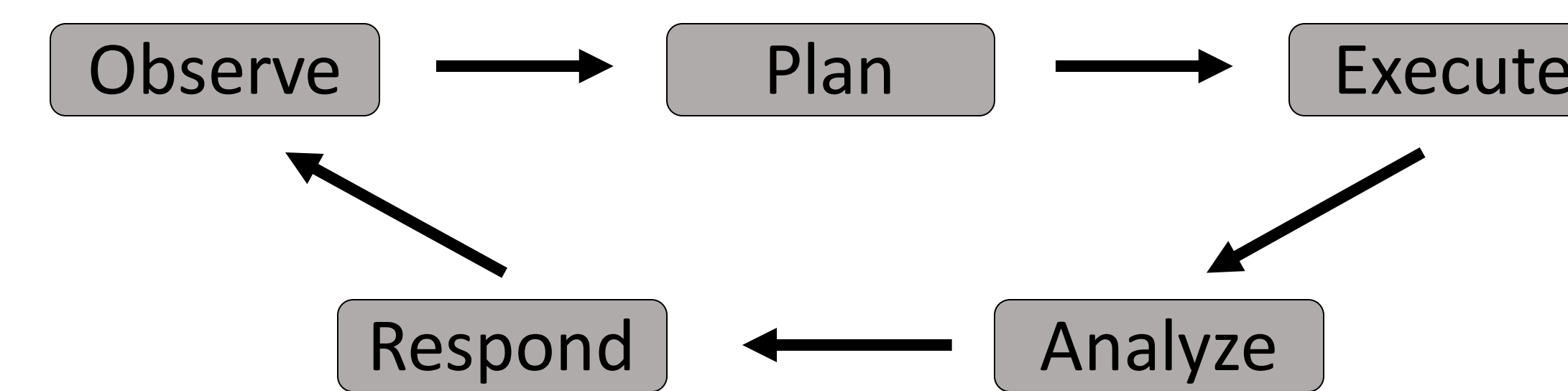


Figure 3. The SDHWS engagement strategy was developed to allow for continuous evaluation to assess results dissemination impact.

Internet

Observe: Observing our current reach within our targeted environment as well as discovering which accounts, web spaces, and online platforms potential partners are using in order to plan a method of engagement.

Plan: Understand and plan for uses of social media platforms to fill the gaps in our Connected Wellness network.

Execute: The implementation of the online dissemination strategy, which includes hashtag campaigns, building a Connected Wellness network, and disseminating research to appropriate stakeholders.

Analyze: An impact analysis using available metrics (likes, shares, visitor count, session duration, demographics) are used to determine if adjustments to the dissemination strategy are needed.

Respond: After responding with the necessary adjustments to the dissemination plan, observing the web space and planning further methods of engagement are performed as needed.

In-Person

Observe: Identifying events with high community participation to set up a Party with Data booth. Networking and establishing relationships with community organizations in order to be included in future events and programming.

Plan: Gathering donations from partner organizations and developing materials and resources to distribute to players of Party with Data. The planning and preparation of the Datapalooza event.

Execute: Disseminating research with Party with Data at community events. Distribute promotional materials with ways to connect with the SDHWS online.

Analyze: Taking feedback from residents at Party with Data to HWI stakeholder meetings. Use SDHWS data and develop future actions steps at Datapalooza.

Respond: Intervening in health disparities of the East End community by implementing action steps developed during Datapalooza.

Results

Internet

Advantages

- Provides frequent insights on survey results, updates on resources, and HWI current events
- Low literacy science education and technology based active learning
- Permanent, easily accessible repository of documents for stakeholders
- Anonymous feedback from residents
- Potential for the dissemination of knowledge to reach a larger population more efficiently
- Connecting HWI wellness network stakeholders by featuring and promoting partners and residents

Disadvantages

- In-depth knowledge of the community’s online exposure and social media culture is required to build interest within a demographic with limited access to computers.
- Community relationships in advance of internet outreach improves outreach.
- Continuous in-person communication as well as internet updates are necessary to maintain
- The extent of comprehension of research results by the audience cannot be determined.

In-person

Advantages

- More detailed and direct information sharing between research team and stakeholders
- Necessary for direct feedback to and from residents
- Building and strengthening the online community
- Individualized resource dissemination
- Resident inclusion in the program implementation and intervention process by examining survey results to develop action strategies

Disadvantages

- Impact of Party with Data may be limited as dissemination occurs at a single event. This can be addressed through community-engaged strategic planning via Datapalooza.
- Knowledge dissemination is limited by the number of personal interactions within a given event
- An awareness of cultural background and attitudes towards researchers of the target population is necessary
- High cost of expenses (materials, team training, & time)

Conclusions

- The SDHWS relies on two methods of interdependent dissemination strategies. *In-person* dissemination creates and builds the online user base. *Online* dissemination approach retains resident engagement with the project via regular updates.
- Use of both methods simultaneously capitalizes on strengths and minimizes weaknesses specific to a given approach.
- Online presence allows for reaching a larger audience and a reliable document repository at the expense of strategizing around building a follower base among a demographic with limited access to computers.
- In-person engagement provides immediate information that can be clarified through discussion for relationship strengthening and strategic plan comes at the expense of time, funds, and limited centrality of knowledge dissemination.

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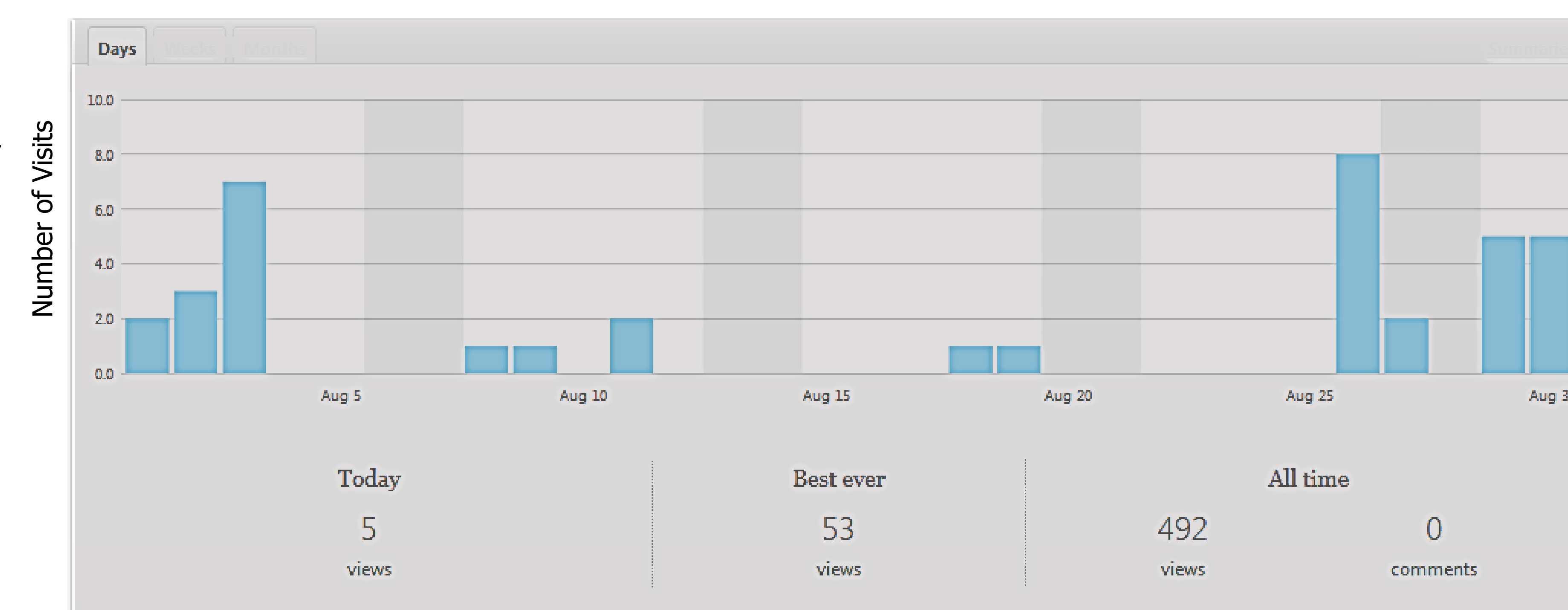


Figure 4. A day-by-day graph of WordPress blog visits. August 3rd and August 26th display increased visits after a community event on August 2nd and August 25th.