

Healthy African American Families Phase II

Presented

By

Loretta Jones

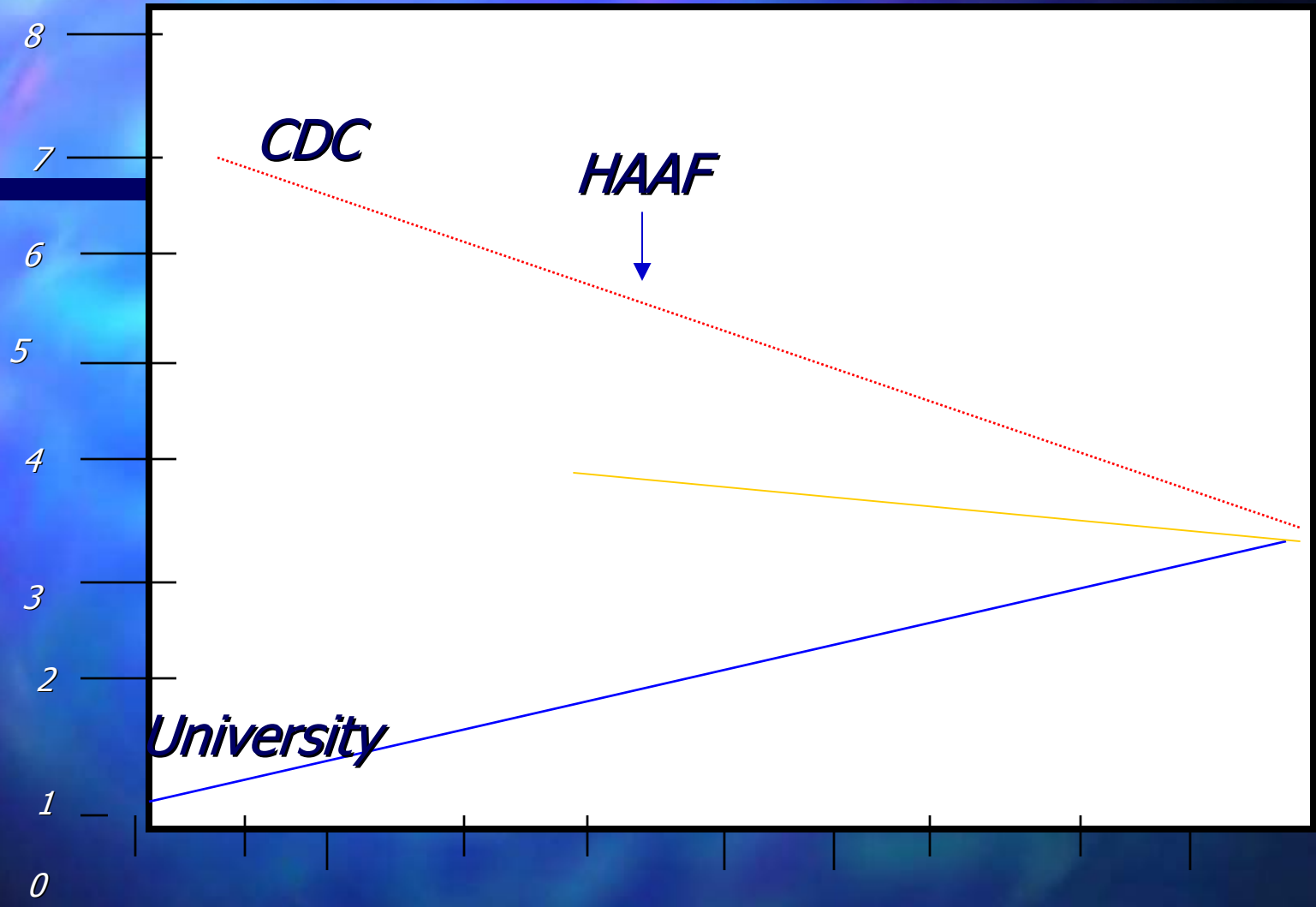
Healthy African American Families Phase II

Community Partnership in Public Health Programs:

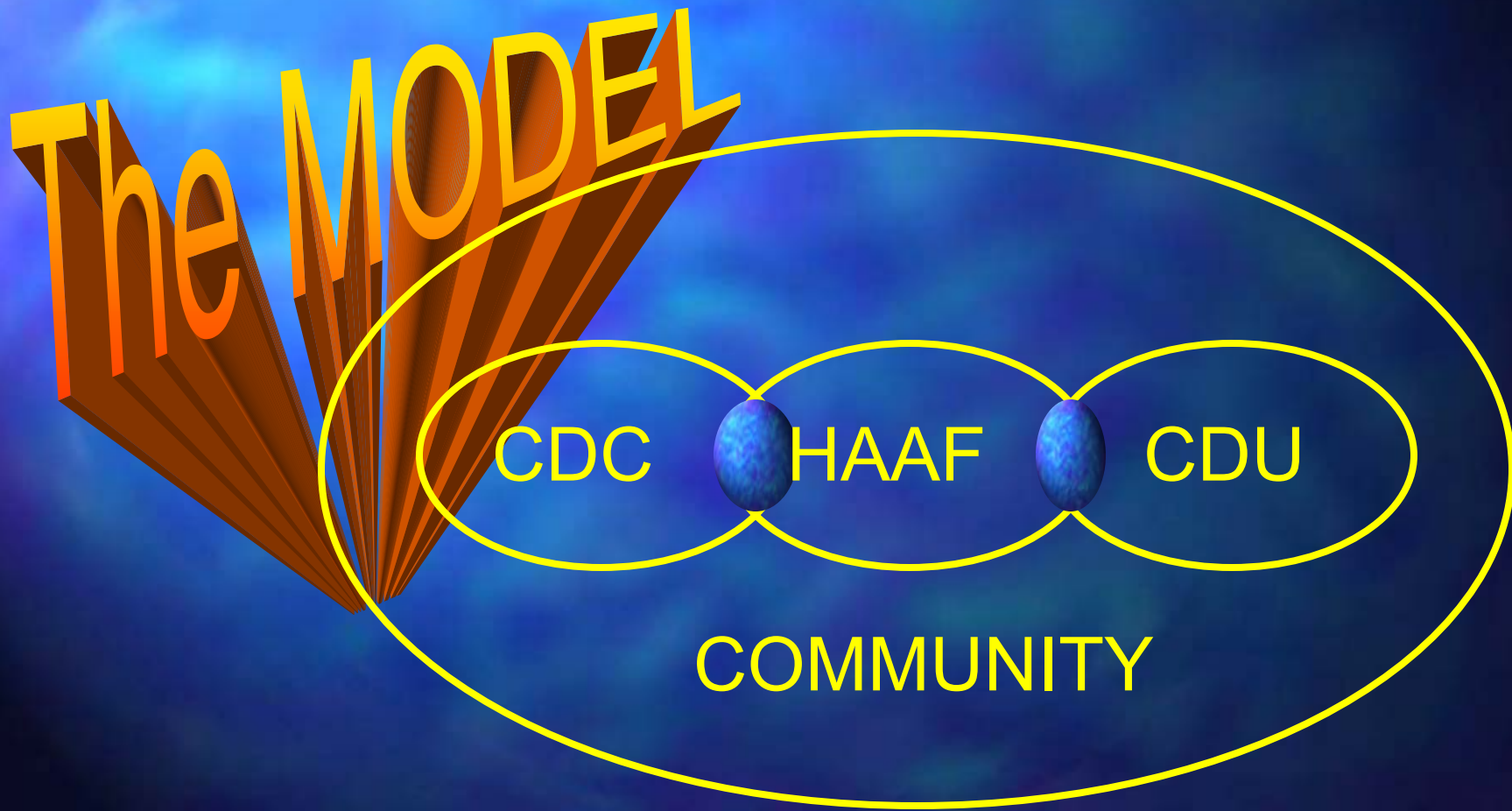
Different perspectives

And

Lessons learned



Healthy African American Families Phase II



Material presented here was presented at the

PROCESS OF COMMUNITY PARTNERSHIPS:THE HEALTHY
AFRICAN AMERICAN HARLEM BIRTHRIGHT PROJECTS Los
Angeles Healthy African American Families Project Phase II
Symposia Community Partnership for Prevention Research
Implication for the Science and Practice

May 19,1997

at the Center for Disease Control and Prevention in
Atlanta Georgia

Cynthia D. Ferre' Loretta Jones

MICH Conference

Community Partnership in Public Health Programs:
Different Perspectives and Lessons Learned

Loretta Jones

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Atlanta Georgia for CDC

Reality for the Community

The Golden Rule is

“He who has money has power. He who has the resources has the power. He that has neither has no voice”

Definitions of:

- ✦ Partnership
- ✦ Equal voices
- ✦ Advisory boards are not partnerships

Definition of Partnership

- “A relationship resembling a legal partnership and usually involving close cooperation between parties having specific and joint rights and responsibilities”
- (Webster’s Ninth New Collegiate Dictionary)

◆ Partnership:

- 1: The state of being a partner;
- 2a: A legal relation existing between two or more persons contractually associated as joint principals in a business;
- 2b: The persons joined together in a partnership;
- 3: A relationship resembling a legal partnership and usually involving close cooperation between parties having specified and joint rights and responsibilities.

Personalities are Important

- Honest
- Open
- Positive
- Flexible
- Facilitatory
- Dedicated
- Patience
- Accepting
- Respectful
- Non-Arrogant

Partnership Development and Reciprocity

- Improved community relations
- Project follow-up and direct benefit

✦ Equal voices:

1: Like for each member of a group, class, or society.

2: Regarding or affecting all objects in the same way.

(Webster's Ninth Collegiate Dictionary)

✦ **Advisory boards - are not partnerships:**

1: Having or exercising power to advise; 2 : Containing or giving advice; 4e: A group of persons having managerial, supervisory, investigator, or advisory powers.

(Webster Ninth College Edit)



Vision

Valley

Victory

Healthy African
American Families
Phase II

◆ **Vision** - shared by all partners:

**1:An object of imagination;
unusual discernment or foresight.**

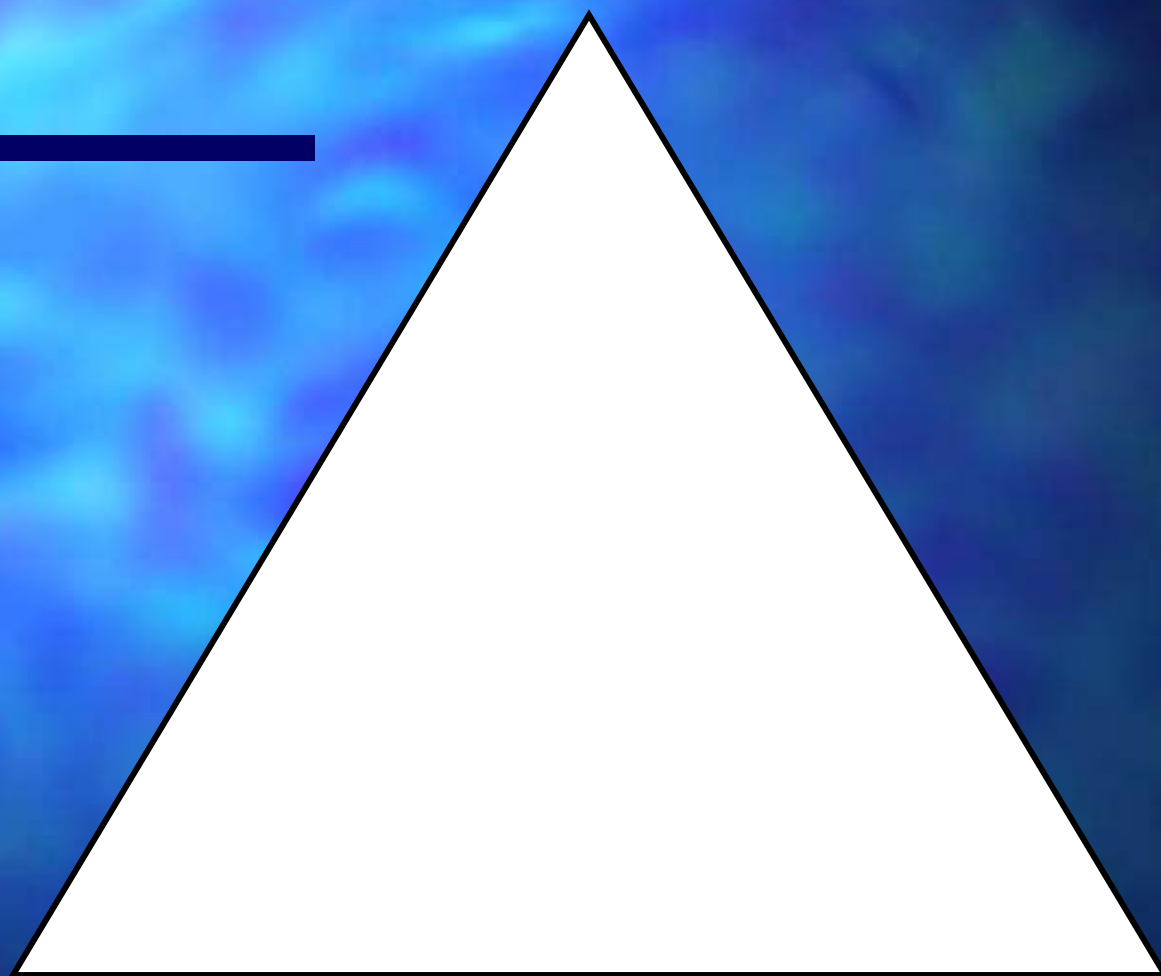
◆ **Valley:**

1: Area of work each person must negotiate and come to terms with regarding concerns that may be bureaucratic and institutional.

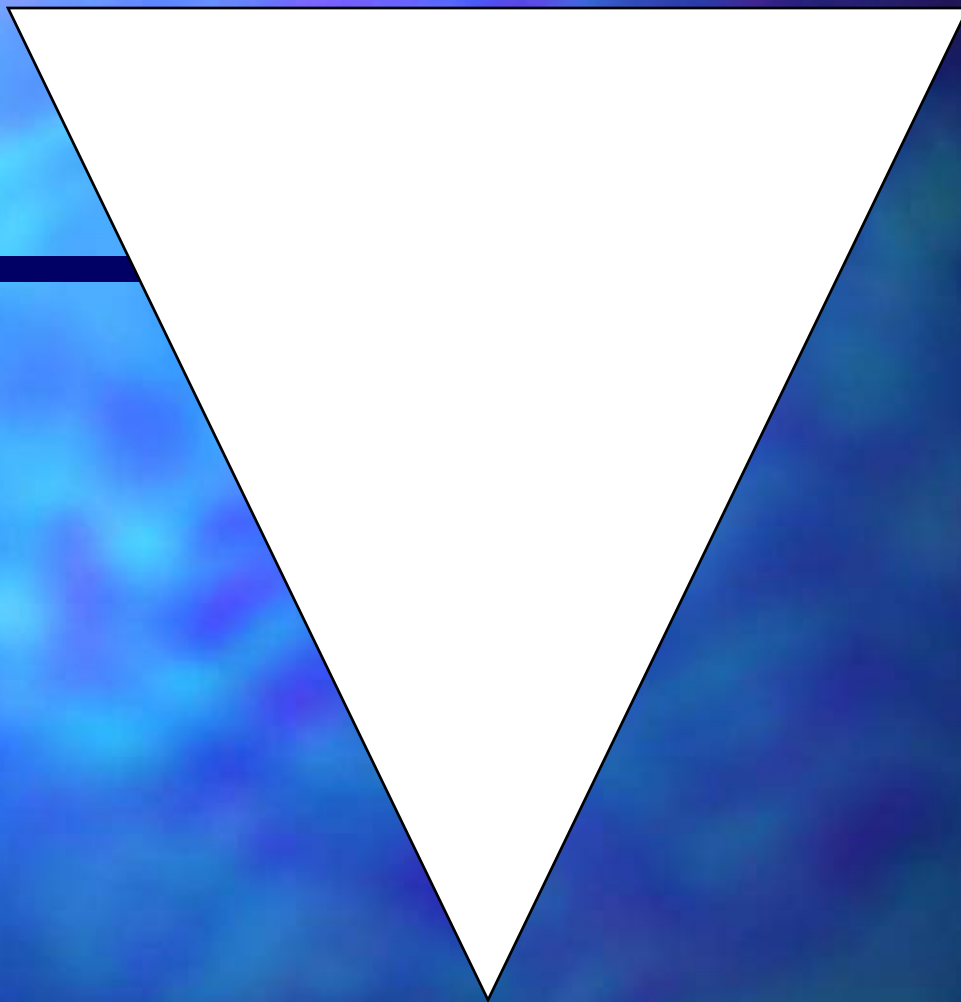
◆ *Victory* - as identified by each:

1: Achievement of mastery or success

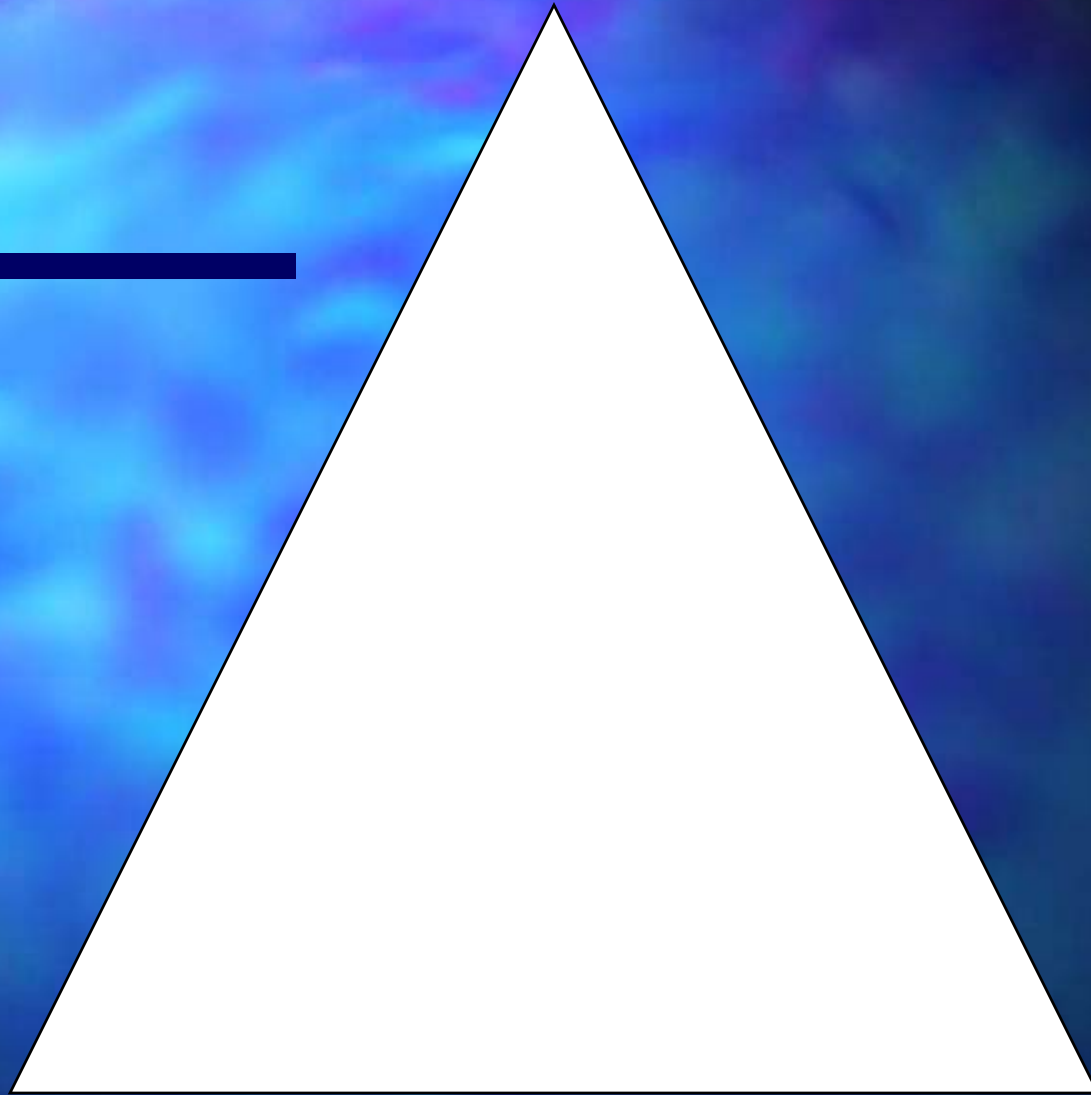
In a struggle or endeavor against odds or difficulties.



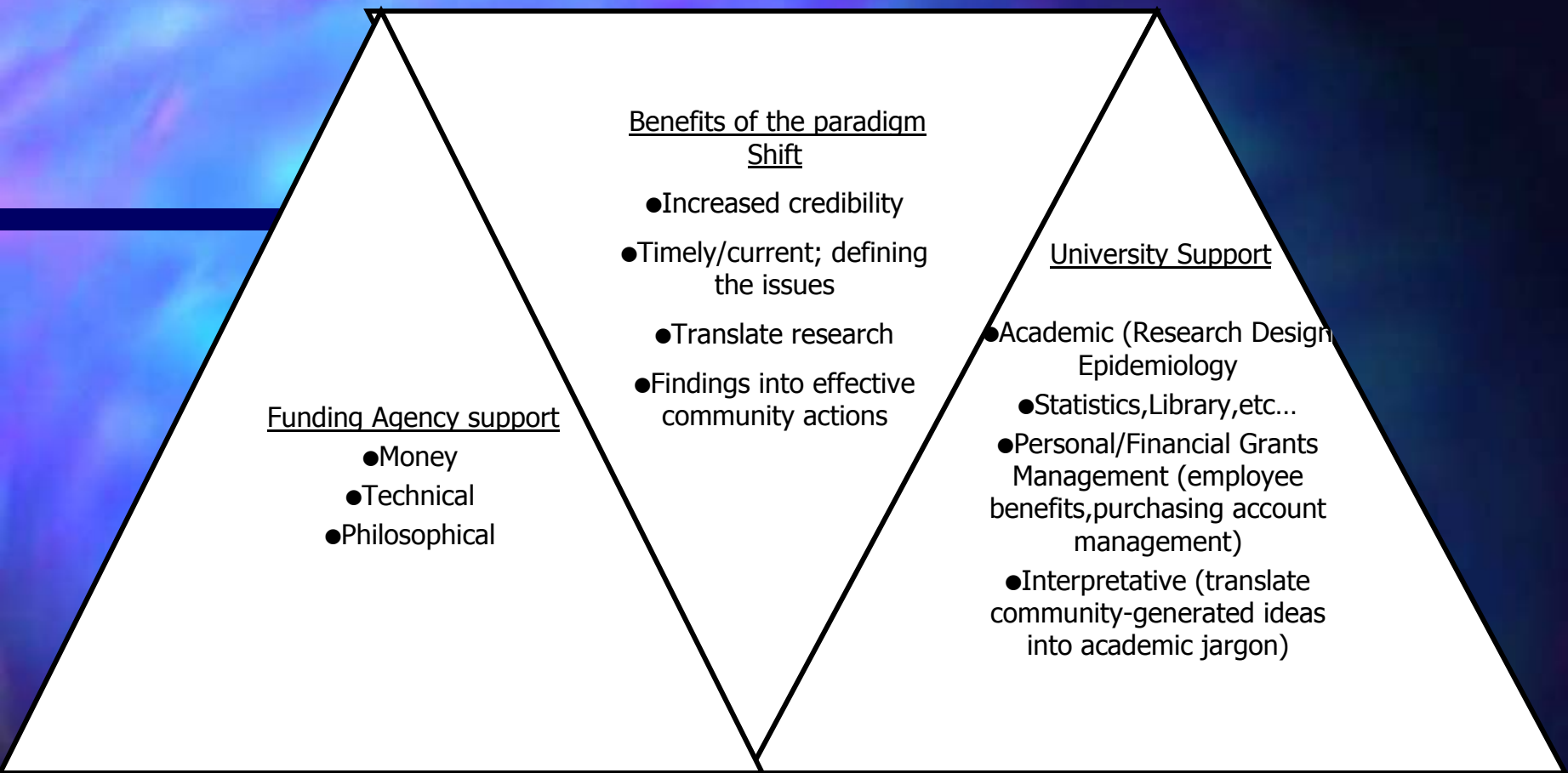
PARADIGM



NEW PARADIGM



If rules or methods don't change, it reverts back to this



SUPPORTING NEW PARADIGM

COMMUNITY

COMMUNITY

CAB

Experts



What You Need to Be Aware of When Entering Communities of Color

Language and Behavioral Barriers to Working With Communities of Color

Verbal Language

~~Don't Use~~

- Them
- Those
- You people
- I understand
- We understand
- We feel that you

Do use

- Community or residents
- Identify all parties
- I am aware
- We can relate to
- With common consent of all of parties, it is the feeling that

Verbal Language

Don't Use

- Your Community
- I know what you mean
- I understand where you're coming from
- My data

Do Use

- This community
- I can relate
- I can empathize with you
- Data collected in the community

Dictionary of Bad Words

Researchers	=	Takers
Informants	=	Spies
Subjects	=	Slaves
Data	=	Stolen Goods
Data	=	People as Objects
Anonymous	=	Secret Purpose
Collaboration	=	New Exploitation
		Community
Public Health	=	Free mistreatment in a health clinic

Additional Terms

Incorrect

- Mandatory
- High risk
- At risk
- We are the experts
- Statistically speaking
- Compared to others

Correct

- At your discretion
- Most susceptible to
- Can be affected by
- We have knowledge of the topic
- Independent study
- In a random survey

And...

Incorrect

- We know what your community needs
- In our opinion

Correct

- According to the community
- Perhaps or We suggest

Behaviors and Gestures

Body Language

- Looking bored
- Not touching
- Not giving eye contact
- Not participating in discussions

Behaviors and Gestures

- Assuming that because you look like people in the community, you are accepted
- Pitting one community against the other

Other Behaviors..

- **Expecting that the community is glad you're here**
- **Expecting trust**
- **Talking over the community's head**
- **When you don't know the answer, not saying so**
- **Using ethnic identifications like Asian, Caucasian, or Latino, then saying "Black" instead of African-American**

Other Behaviors...

...Continued



- Presuming an academic degree means expertise and superiority
- Talking from their own cultural world view and not knowing if the group understand
- Talking in ethnic colloquialisms
- Asking for opinions then tearing them down
- Not dressing appropriately

Expectations of the Community...

**What does each partner
expect?**

**Community meetings;
Institutional barriers or
contractual barriers;**

Lessons Learned by the Community

- ★ Partners must agree on the VISION
- ★ Dealing with bureaucratic institutions
- ★ There are unforeseen barriers

Challenges to a Partnership...

➔ **What must be overcome?**

➔ **Contracts**

➔ **Language**

➔ **Value**

➔ **To have a longitudinal communication;**

➔ **Ability to facilitate change.**

Recommendations for future partnerships...

Always have a
“Memorandum of
Understanding”

NO assumptions

Defining “Roles of
the Partnership”

Valuing resident
experts

Recommendations

- Have vertical and horizontal translation of information
- Understand that who is the messenger is important
- Use appropriate language and behaviors
- Resolve bureaucratic problems
- Have an ongoing evaluation of the partnership process

Partnerships Need:

- Time
- Patience
- Labor
- Money
- Structure
- Process
- Problem-Solving
- Evaluation
- Appropriate People

Community Relations

- Involvement in community
- Teaching and Training
- Help in proposals
- Community health fairs
- Community newsletter and libraries
- Hire community workers
- Community health profile

Personalities are Important:

- Honest
- Open
- Positive
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In Conclusion,

The most important part of community shared research is that all partners be at the table together and considered equal.