

Por Ahí Dicen:

Leveling the surface for facilitating research and community literacies in a Latino community-university partnership

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(NIMHD) #P60MD006912

Presenter Disclosures

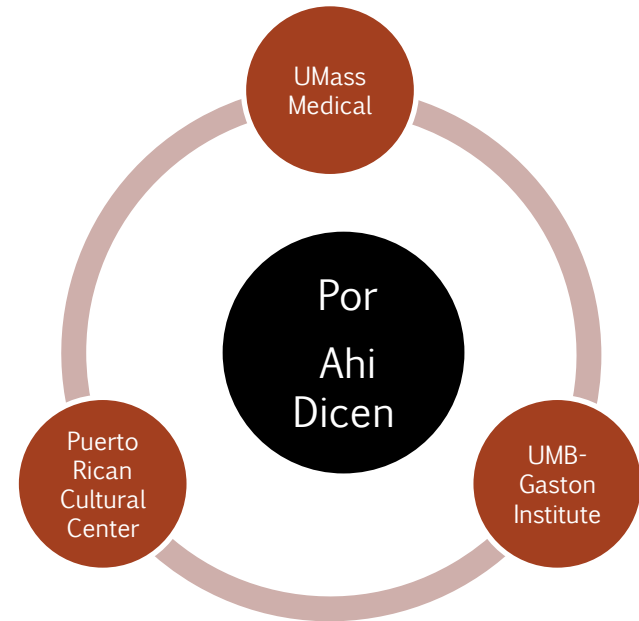
Phillip Granberry

- (1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:**

“No relationships to disclose”

What is Por Ahí Dicen?

- NIH-funded project is based out of Springfield, MA
- Partnership between UMass Boston-Gastón Institute, the Puerto Rican Cultural Center of Springfield, MA and UMass Center for Health Equity Intervention Research (Umass Medical School)
- Each partner brings their expertise to the project. Each team is comprised of various stakeholders, all informed by a community advisory committee.



Project Components

Project Focus: Implement and evaluate the effectiveness of the media campaign developed on Puerto Rican mothers' outcome expectations, self-efficacy, and mother-child communication regarding sexuality and sexual health protection.

Leadership
Development

Ethnographic
Mapping

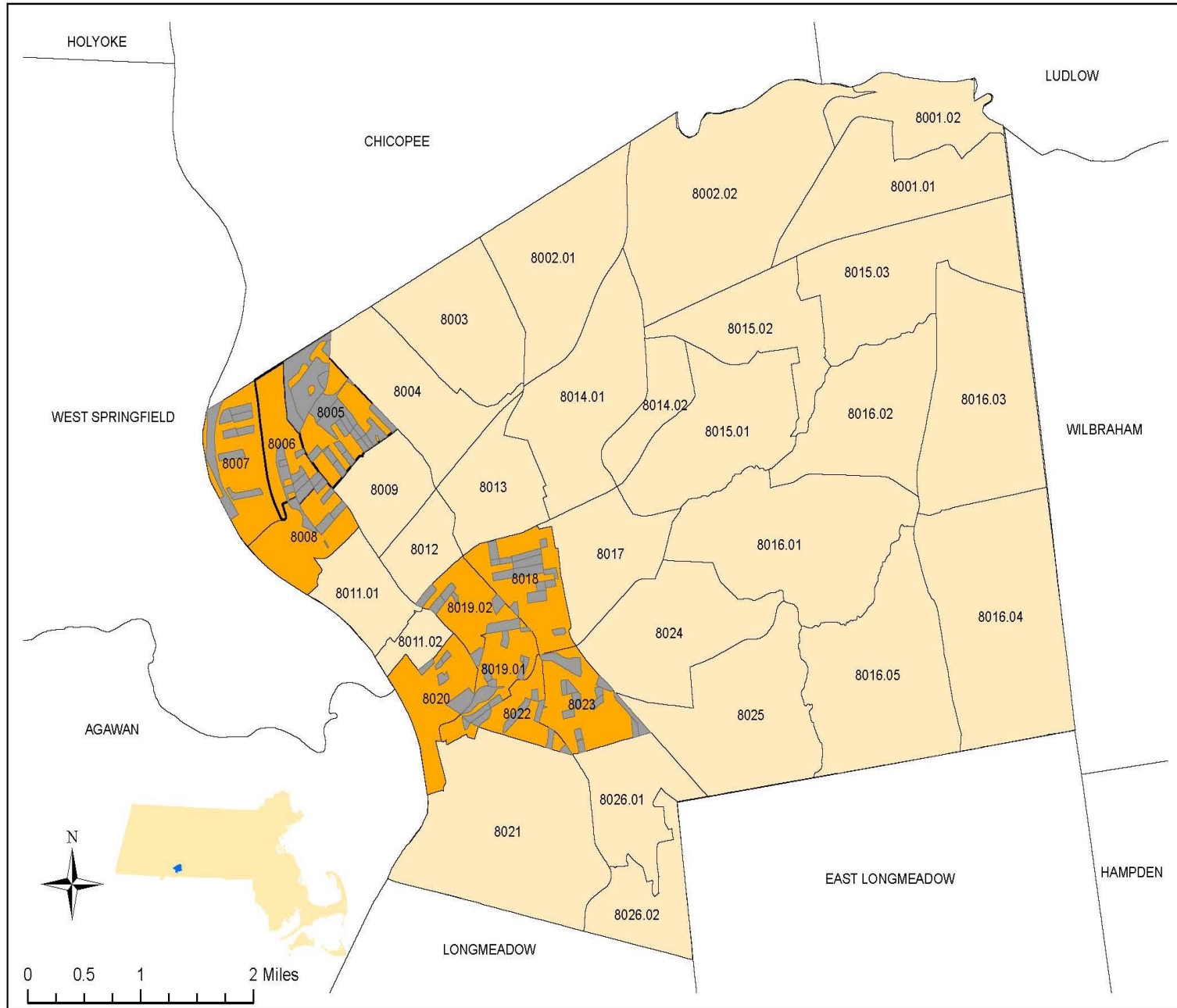
Pre-
Intervention
Community
(Baseline)
Survey

Media
Campaign
Development

Public Service
Announcement
Campaign

Post-
Intervention
Survey

Selected Blocks from Selected Census Tracts in Springfield, Massachusetts



Motivation for Ethnographic Mapping

▶ Non-occupied housing in 2012

▶ Non-existent census block



Post-2010 Census Development: Tornado



Methodology for Ethnographic Mapping

- ▶ Pairing one undergraduate student with one community resident was required for all field work activities.
- ▶ Participant observation placed both individuals on the same surface level.
- ▶ With a research guideline of suspending judgment, each team member had to make an independent observation and confirm his or her outcome.
- ▶ Each team member experienced the valuable contribution of the other team member when one missed characteristics of households.

Demystification of Research

- ▶ One female community member referred to research as a Pandora's Box as a way of expressing her concern that research would result in requests for services that would not be fulfilled.
- ▶ In response, a male community member suggested developing survey questions to evaluate where additional services were needed in the community.
- ▶ A community member expressed curiosity about whether his perceptions of the survey respondents' knowledge of sexual health were accurate, and looked forward to comparing the survey results to his perceptions of the community.

Exposure to Multiple Literacies

- ▶ “It is really great that we are working together because we are so many different points of view, and everybody has his or her own ideas. Every time we meet, I’m learning something new about a different way we can do things better.”
- ▶ “We know how we think, we know how we work together, but it was good to be able to work with people outside our circle and see how you guys took a different approach.”

Translating scientific and community knowledge

- ▶ Explain random sampling, one of the researchers used a box that included numbered pieces of paper. She shook the box and withdrew a numbered piece of paper.
- ▶ After doing this a couple of times, one of the community residents interrupted and said, “I get it. We need everyone’s number in the box including my uncle who is a little crazy and people do not like to talk to him.”

Long-term Potential for Developing a Community Research Agenda

- ▶ “One of the things I am grateful for is that we finally have been able to get a project where we can work with the community and identify some of the problems we have and figure out how we are gonna address them.”
- ▶ The director of the PRCC has announced that the organization is considering integrating community research into its mission.

Research and Community Literacies: Enhancing Community-based Participatory Research



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