

Developing and Maintaining Engagement with communities

*Identifying and Prioritizing Barriers for Mitigation
through Meaningful Community Engagement*

Mohammad Lasker
Turin Chowdhury

- Dr. Chowdhury (*Cumming School of Medicine, Family Medicine*) initiated building relationship with the Bangladeshi- Canadian community in 2014~15

Informal coffee chats

Meet and greet with champions

Discussing ideas in given opportunities

- Dr. Chowdhury invited our community champions in 2016 at the University of Calgary
- Our leadership didn't know how, when and where to start
- Bangladeshi-Canadian community had never engaged with the academics before

Relationship Building through Showing Presence in the community

Dr. Turin Chowdhury & his team started to introduce or show presence of the University of Calgary among our community members doing the followings

Attended our different festivals with UoC booths

Organizing a number of workshops

Conduct summer youth learning sessions

Researcher makes connections with Calgary immigrant groups

Cumming School's Tanvir Chowdhury Turin explores health-care issues specific to new Canadians



By **Marta Cyperling**

June 15, 2016



Mayor Naheed Nenshi stopped by the Immigrant and Refugee Health Interest Group display at the Alberta Bangladesh festival where University of Calgary public health researcher Tanvir Chowdhury Turin, PhD, was reaching out to the community about immigrant health issues. Photo courtesy Tanvir Chowdhury Turin



Project creates new 'mini health champions' within immigrant communities

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- These kinds of activities and informal continuous conversations with our community people made us more interested to think about the continuous engagement with the University of Calgary.

Example of working together

In 2017, Dr. Turin Chowdhury asked Bangladeshi-Canadian Community for a research based collaboration with the UoC on

'Barriers to Access of Primary Healthcare by Immigrants Populations in Canada.'

The approach taken was to let the community decide about the priority research topic using a solution oriented lens.

The community voice was accommodated to be the center piece leading to the feeling of ownership

Capacity building initiatives were possible.

Our community people collaborated with this program enthusiastically.

The things that worked

- Efforts to create trust and build relationship through continuous engagement
- Going to the community / things happening where community lives / not being confined in the UoC campus
- Effort to build capacity / educate the community champions about their roles and the benefit of community engagement
- Efforts to identify the community needs and involve them for priority identification.

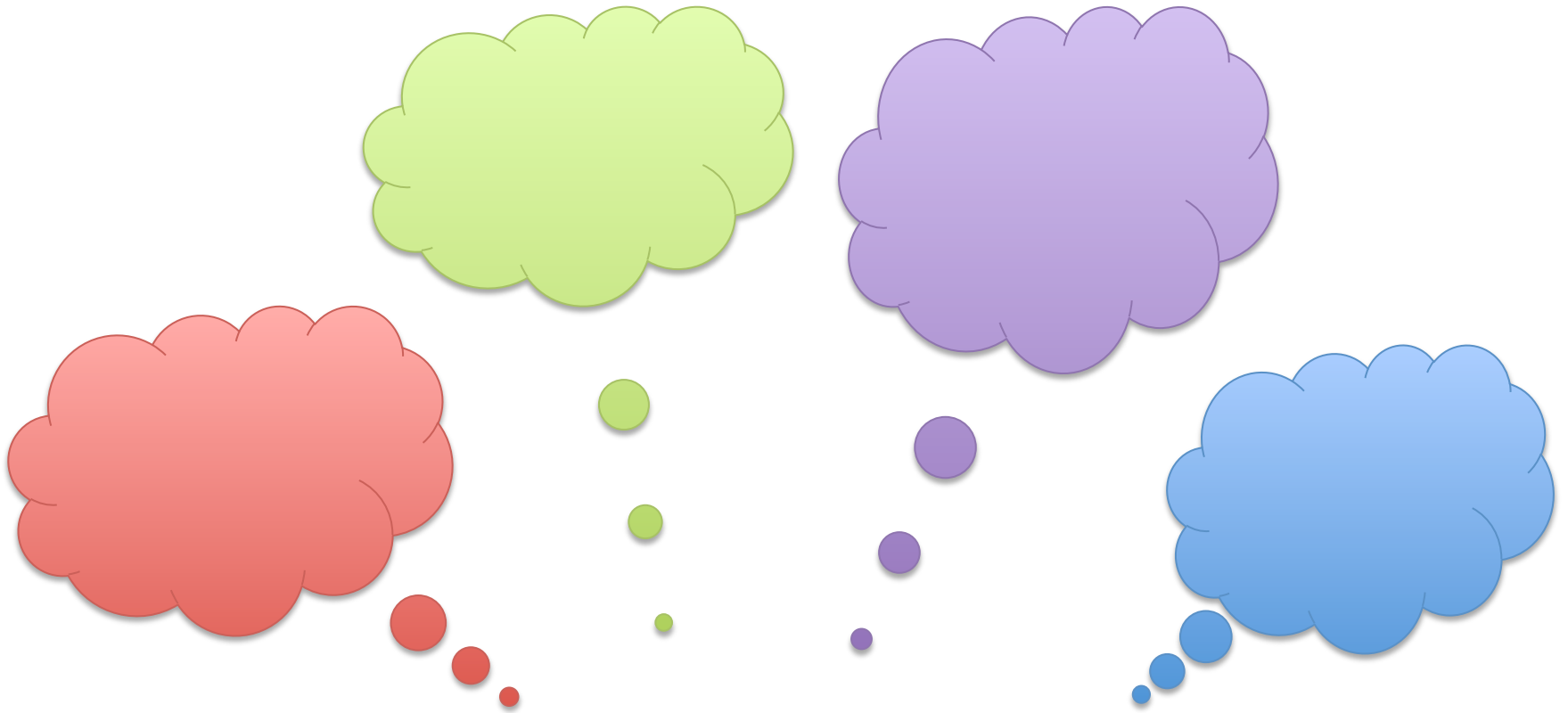
The things that did not work

- One-way traffic approach of reaching out did not work. Snow-balling type of approach worked.

Community-based participatory research (CBPR)

is a partnership approach to research that equitably involves community members, organizational representatives, researchers, and others in all aspects of the research process, with all partners in the process contributing expertise and sharing in the decision-making and ...

Integrated knowledge translation (IKT) is a model of collaborative **research**, where researchers work with **knowledge** users who identify a problem and have the authority to implement the **research** recommendations.



**Community
Identified
Priorities**



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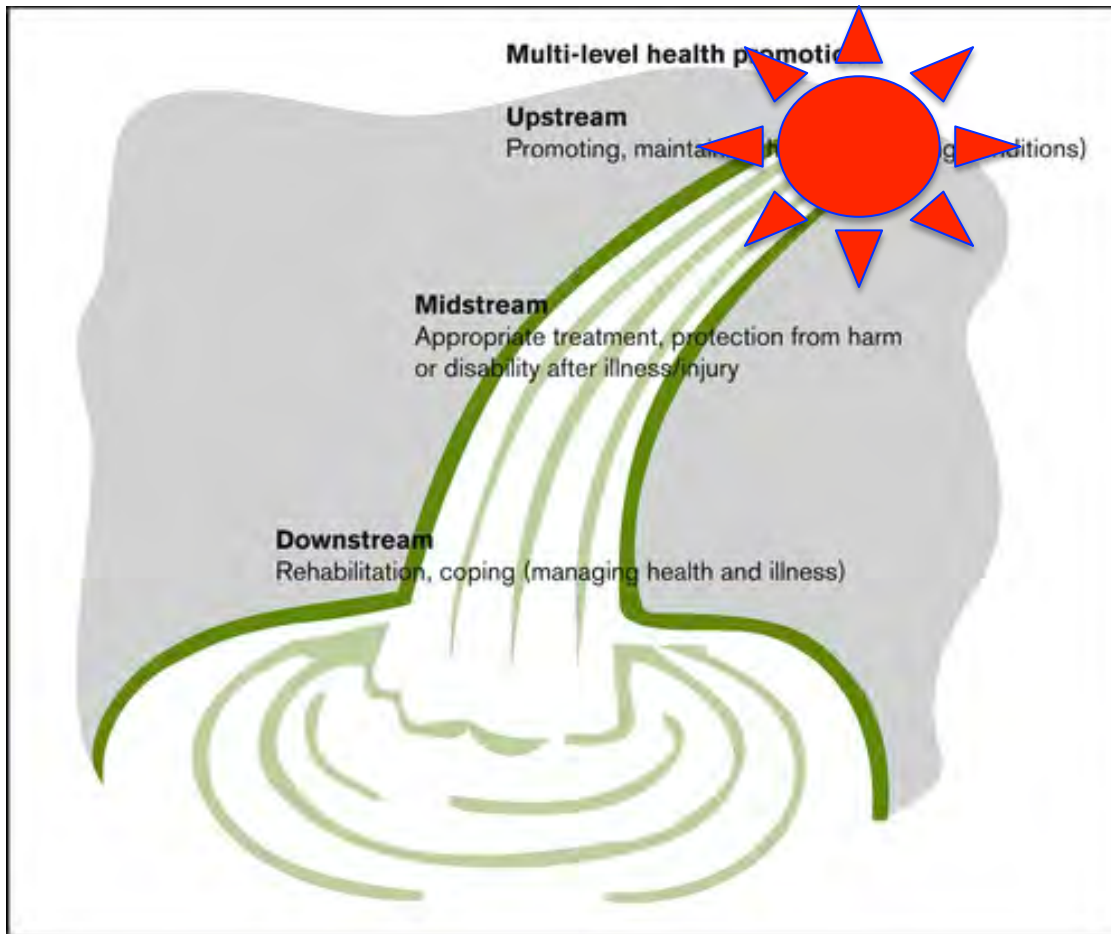
engage
your
community

But to do what ???



The priority
identified
by
the community
themselves

Upstream Prevention



Primary prevention

Health promotion

Community mobilization

Health advocacy by community

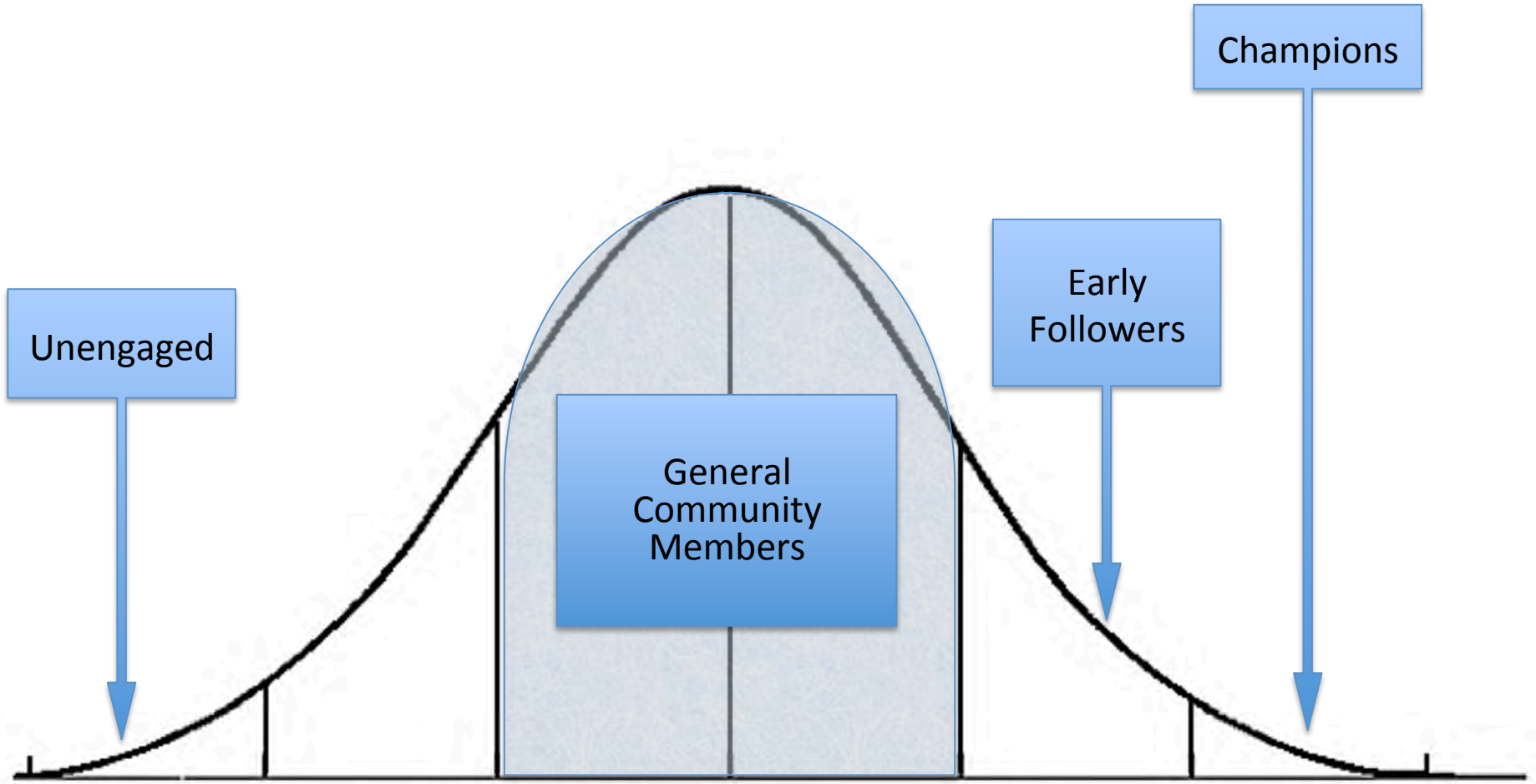
Continues Engagement

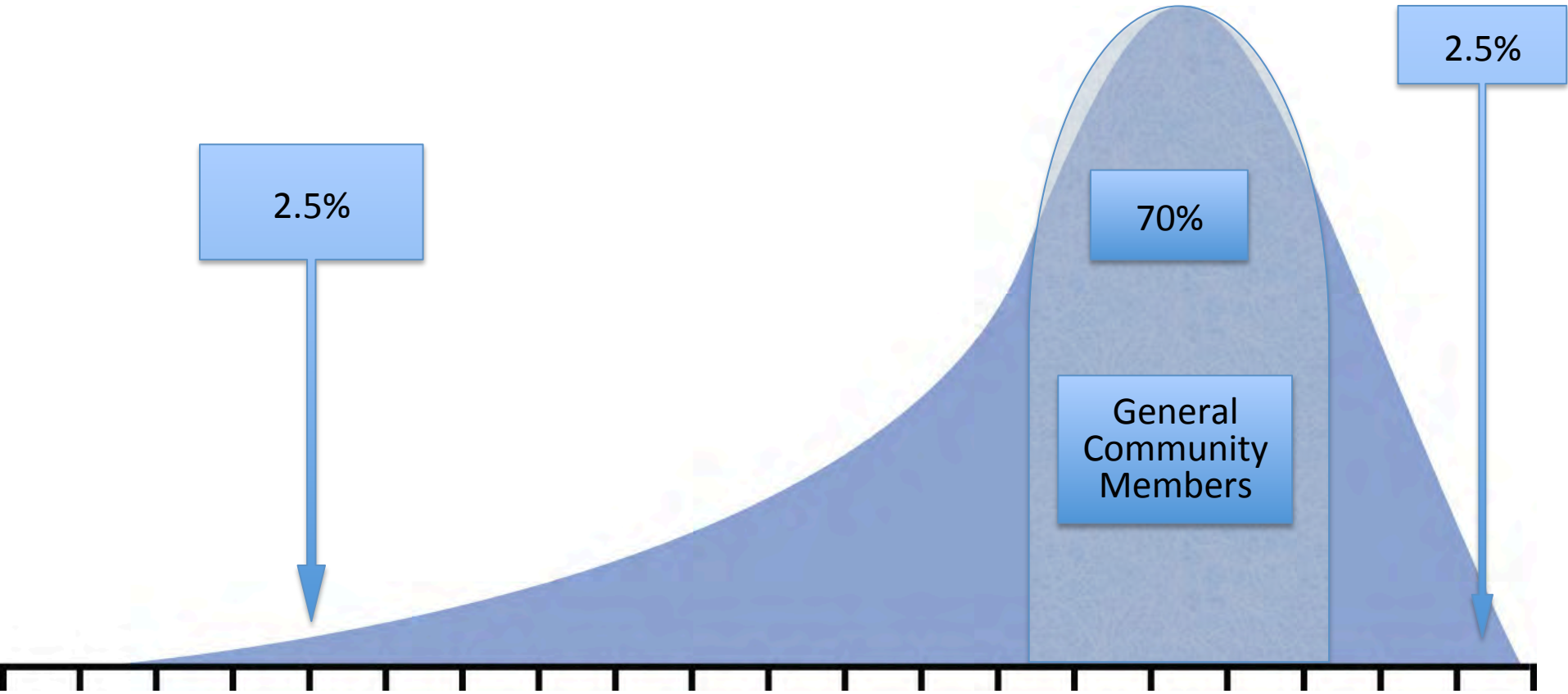


No

Parachuting in and out
approach

Don't
miss
the
Mass





It's **not** merely a project –
It's an infinite game

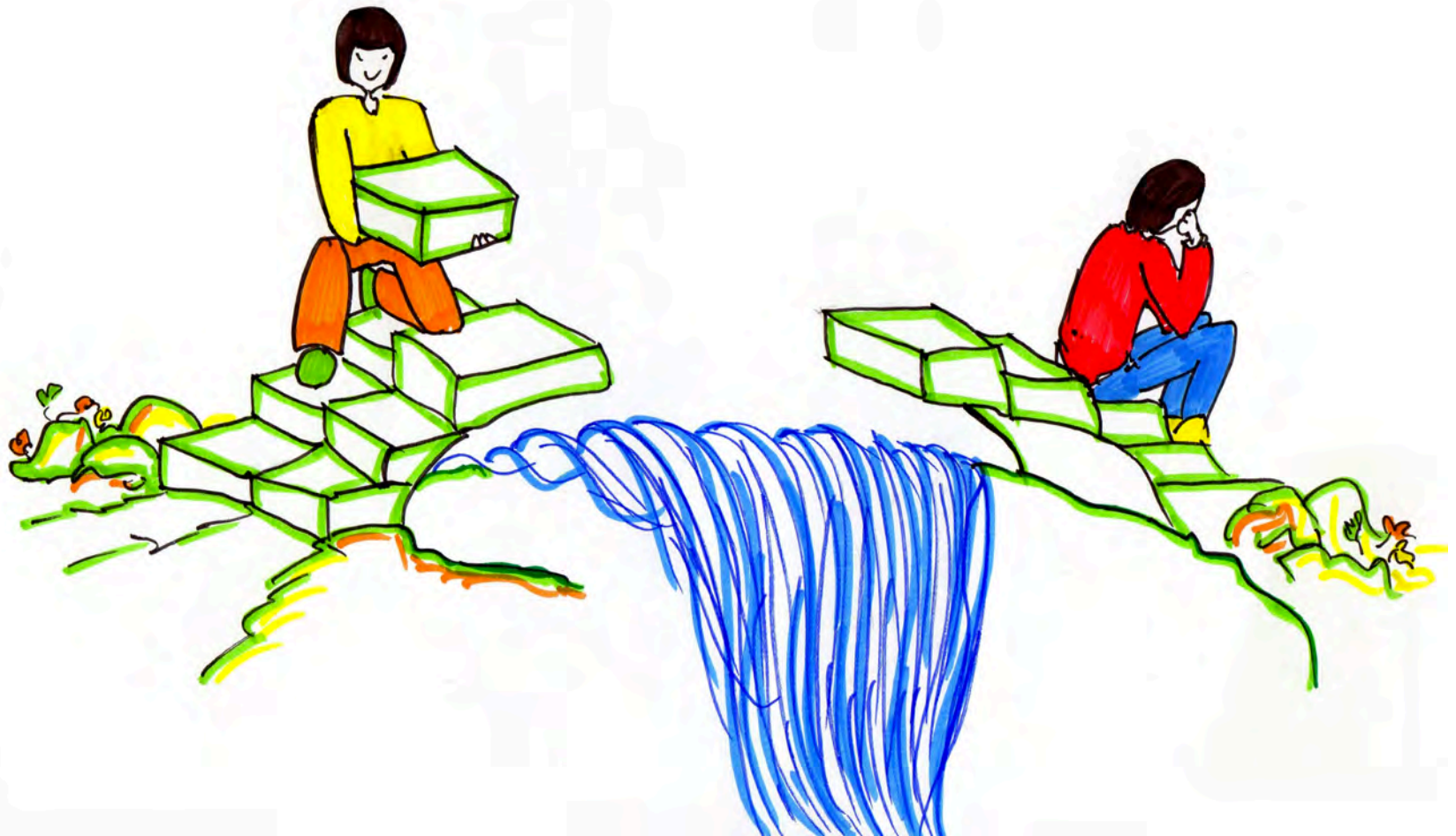
– a never ending journey

– an infinite game

– every baby step defines the next

Where to start

Let's start building bridges towards them



Start

Listen to the Community

**Start with
a
Clean
Slate**

Start

Service to the Community

No

strings attached

Meaningful Community Engagement

Continues *Engagement*

Not missing *the Mass*

Plan for **Journey**, *not project*

*Listen with a **clean slate***
*Service **no strings** Attached*

towards

*Community **identified** Priorities*
*Community **capacity** Building*

Engagement



to

Partnership