

# Communication Outside the Box

Why we need research translation and  
community engagement



# What are Research Translation and Community Engagement?



# Many Names, Different Organizations...

Broader  
Impacts

Citizen  
science

Knowledge  
Translation

Community-  
Based  
Participatory  
Research

Popular  
Education

Mutual  
Learning

Impacted  
communities

Community-  
Engaged  
Research

Know-Do  
Gap

Public  
Participation

Bi-directional  
exchange

Community  
Involvement

# NIEHS Defines RT and the RTC:

The “...**Research Translation Core (RTC)** will facilitate and coordinate communication of the results, accomplishments, and implications of the Center’s research to stakeholders in a context that makes the research applicable to the target audience.

In addition, the RTC functions as a **resource to assist in identifying potential research translation opportunities...for its Center's research projects...**

**...and a communication hub to the NIEHS SRP staff and to the other SRP Centers.”**

**Purpose**

**Internal  
Audience**

**External  
Audiences**

# NIEHS Defines CE and CEC:

Community Engagement connects the Center's science with issues that are identified as locally relevant by communities and may often complement the research strengths and problem-solving goal of the Center.

Community Engagement Cores (CEC) “enhance the bi-directional exchange of knowledge and support the needs of the community with regard to the science emanating from the Center.”

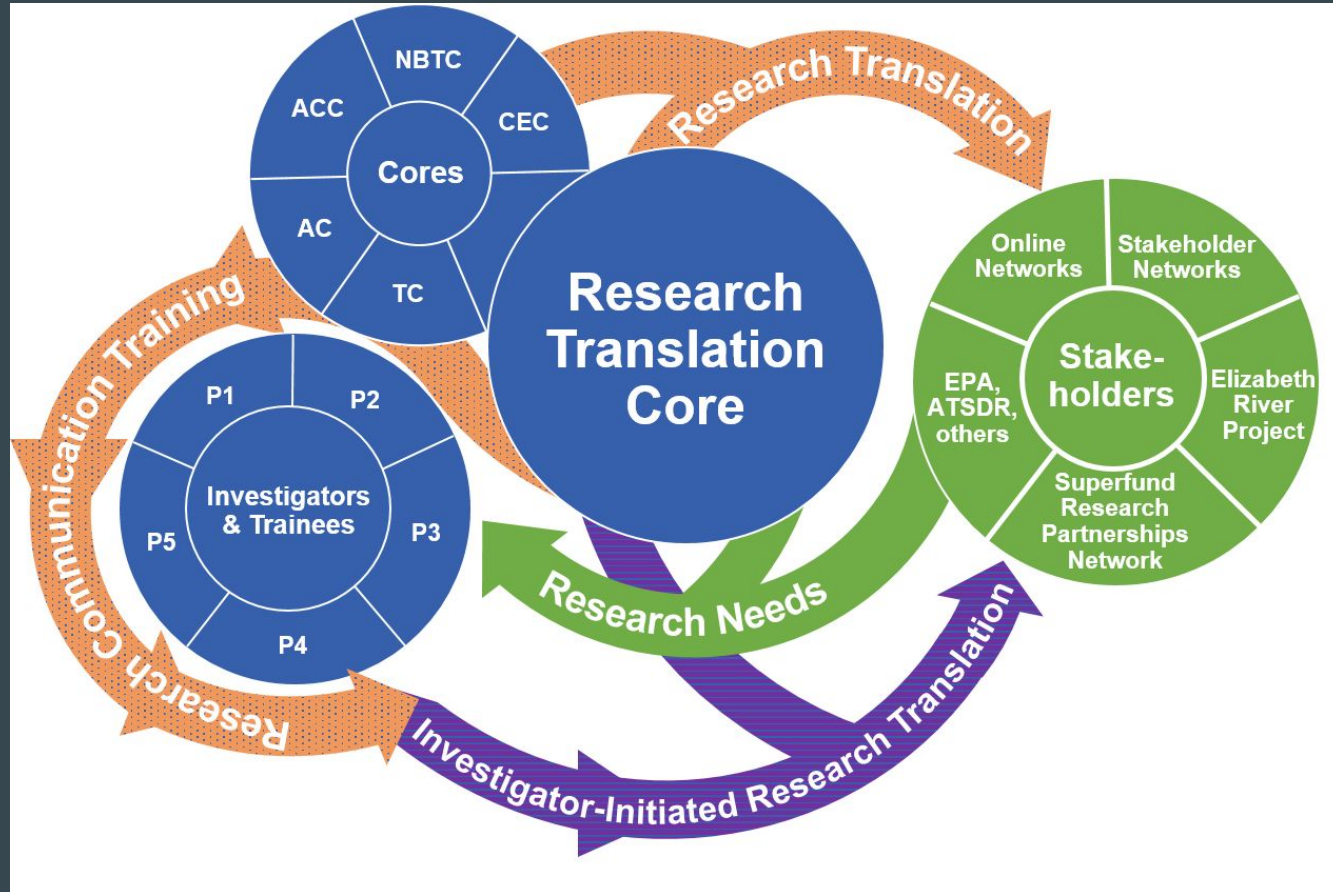
“SRP also encourages applicants to include, as part of their Center, a community engagement research project that involves community members in the planning and conducting of the research.”

Purpose

Function

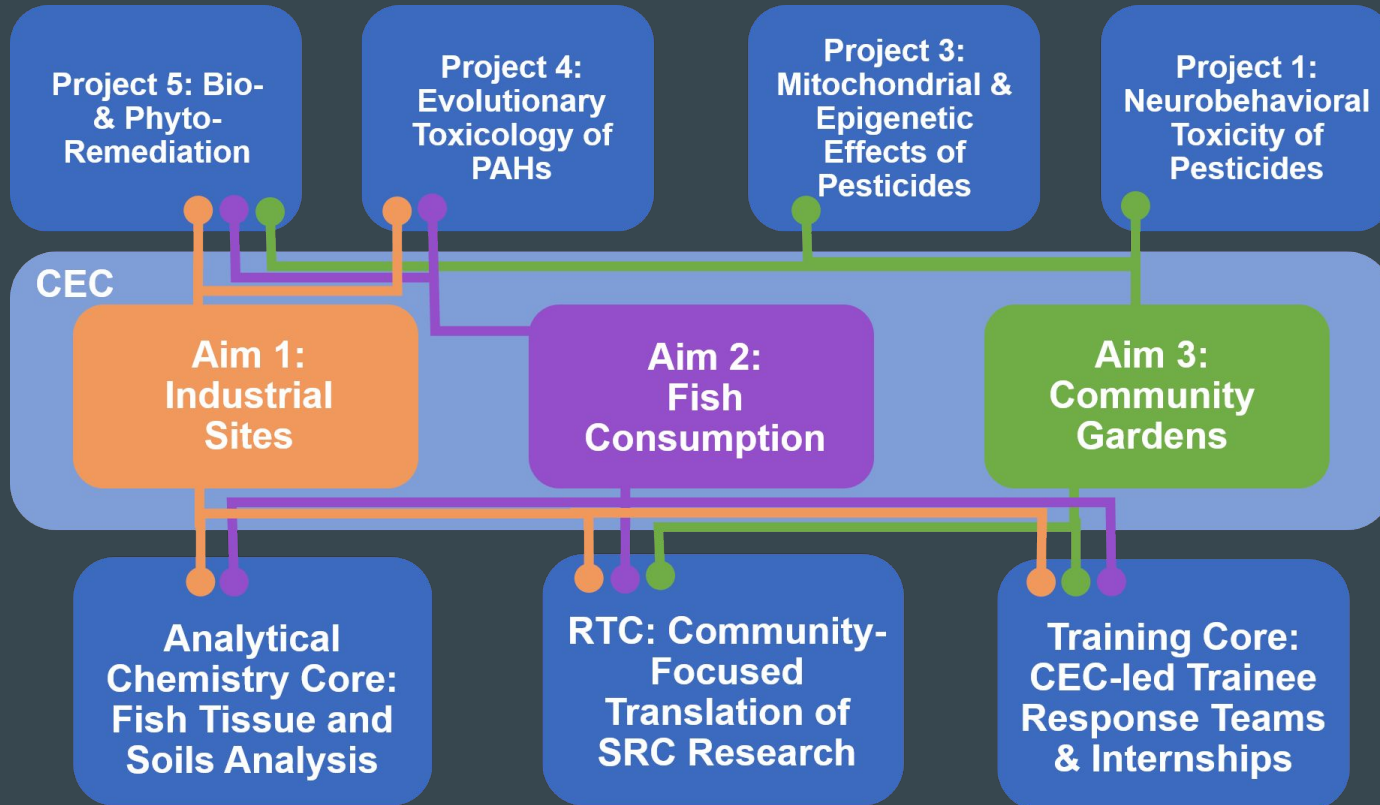
Involvement

# RTC and Relation to DUSRC





# CEC and Relation to DUSRC



# Why Does it Matter?

Science is complicated but important!

Accelerate application of research...  
prevent or mitigate *early life exposures*  
*with later-life consequences*.

Bridges the gap between researchers  
and decision-makers.



"Dear Mr. Gandhi, We regret we cannot fund your proposal because the link between spinning cloth and the fall of the British Empire was not clear to us."

Written by *M. M. Rogers* and illustrated by *Arif R. Faizal, Wahyu S., Ary W.S.*  
Creative team for Search for Common Ground in Indonesia



# Related Duke Initiatives

- Dr. Jory Weintraub, Program Director, Duke Broader Impacts Resource Center (NSF)
- Dr. Nadine Barrett, Center for Community and Population Health Improvement
- Dr. Elizabeth Shapiro-Garza, NSOE Certificate in Community-Based Environmental Management



# Who are we?



Directors: Charlotte Clark & Liz Shapiro-Garza


Program Coordinators:

Bryan Luukinen and Catherine Kastleman


Funding cycle: 5-year NIEHS grant; currently in year 6 of our 3rd cycle at DUSRC; began in 2000.



# RT: Unidirectional/Bidirectional/Diffuse



early life exposures, later life consequences



## What's in my foam?

Over the past year, we've written a lot about our research on how certain flame retardant chemicals have the potential to impact human health. You can visit our posts on exposure to flame retardants ...

[Read more »](#)

Home Moments Notifications Messages

**Superfund @ Duke**  
@DukeSuperfund  
TWEETS 280 FOLLOWING 151 FOLLOWERS 218

Trends · Change

- Chris Brown 149K Tweets
- PVMas 472K Tweets
- #SaludTues
- #AtoZika @HHSgov, @CDCgov and 8 more are Tweeting about this
- #SB654
- #TuesdayMotivation 57.1K Tweets
- #WhaleSharkDay @SFriedScientist is Tweeting about this
- #muckracking
- #casesmc
- #TechTuesday 1,416 Tweets


What's happening?

NPR Goats & Soda #AfricaWasASchool

#AfricaWasASchool A trending hashtag with various schools npr.org

CNN Health @cnhealth Is your doctor making cnn.#2bzcoRp

Page Messages Notifications Insights Publishing Tools Settings Help



Get more messages by promoting your 'Send Message' button.

Send Message

Like Message ... More

Status Photo / Video Offer, Event

Write something...

**This Week** See All

167 Post Reach	0 Website Clicks	0 Send Message
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Get More Education Enquiries

Promote Superfund at Duke to people in Durham, North Carolina and get more enquiries.

Promote Local Business

Superfund at Duke  
Published by Catherine Kastleman 19 · 21 hrs

We recently said farewell to the summer interns who were working on ed projects with our investigators. Thanks for all of your

Education · Durham, North Carolina

Search for posts on this Page

100% response rate, 2-hours response time  
Respond faster to turn on the badge

165 likes · 2 this week  
Sara Mishamandani




167 post reach this week

See Pages Feed  
Posts from Pages you've liked as your Page

Create an Event for Your Page  
Events are a way to organize gatherings and bring people together

Invite friends to like this Page

ABOUT  
Durham, NC 27708 Save



# Unidirectional: Wikipedia Updates

WIKIPEDIA

The Free Encyclopedia

Main page

Contents

Featured content

Current events

Random article

Donate to Wikipedia

Wikipedia store

Interaction

Help

About Wikipedia

Community portal

Recent changes

Contact page

Tools

What links here

Related changes

Upload file

Special pages

Permanent link

Page information

Wikidata item

Cite this page

ArticleTalk

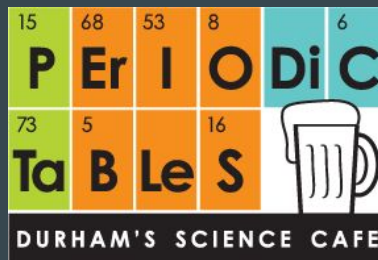
ReadEditView history

Search

Polycyclic aromatic hydrocarbon

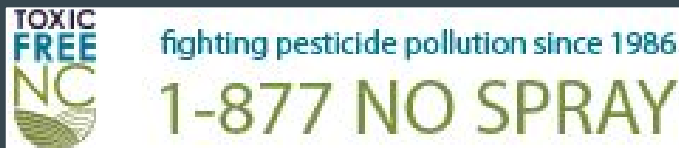
From Wikipedia, the free encyclopedia

# RT: Direct Engagement



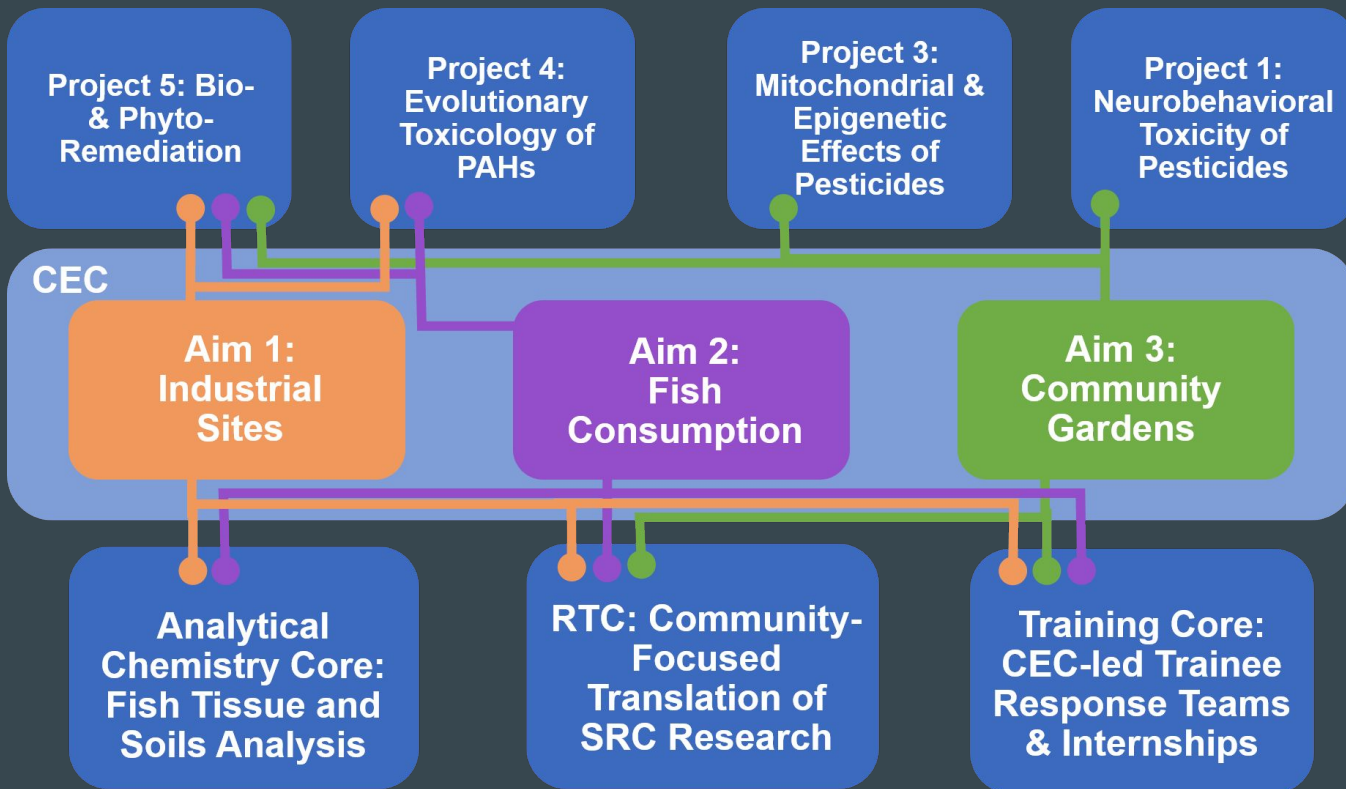


# RT: Partnership Approach

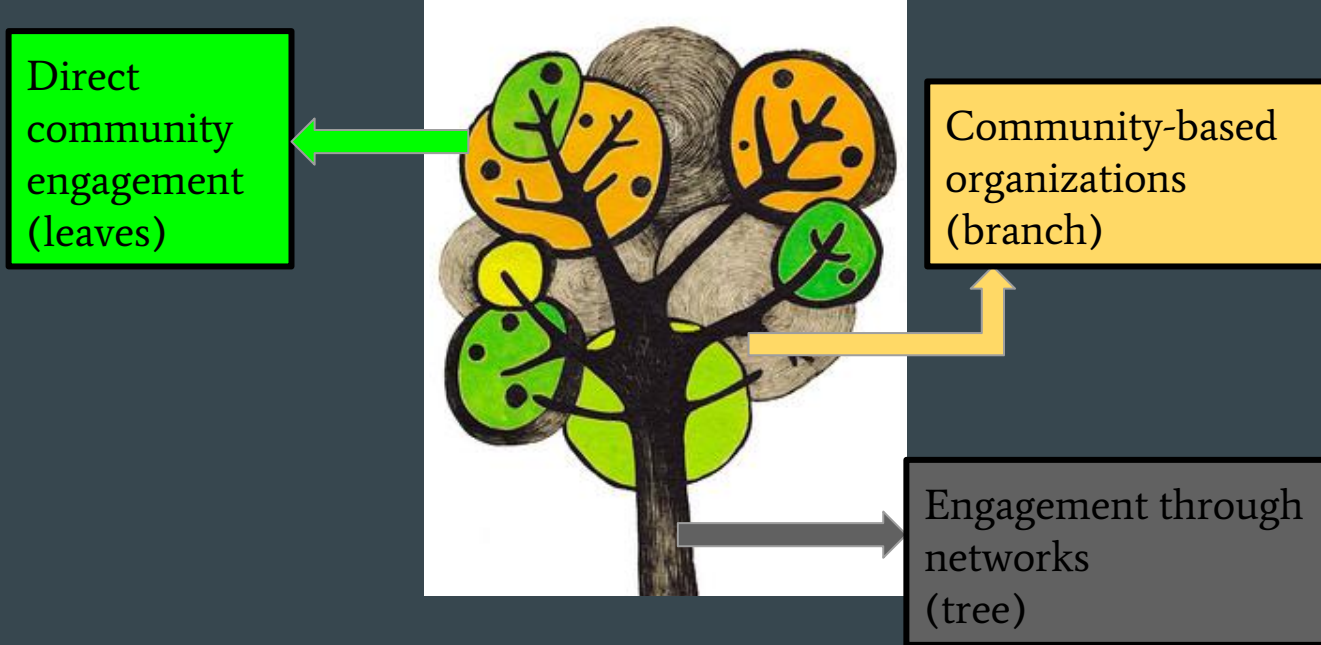




# Community Engagement (CE)



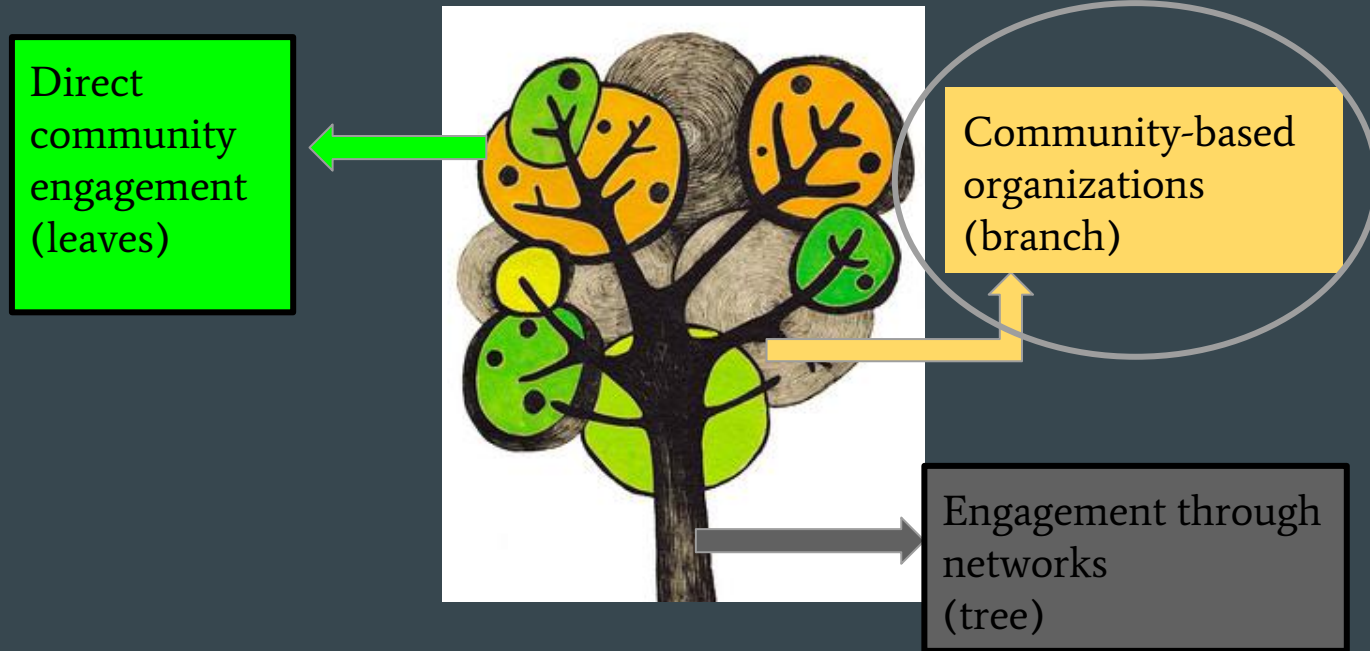
# CE: Approaches to Community Engagement



# CE: Direct Community Engagement



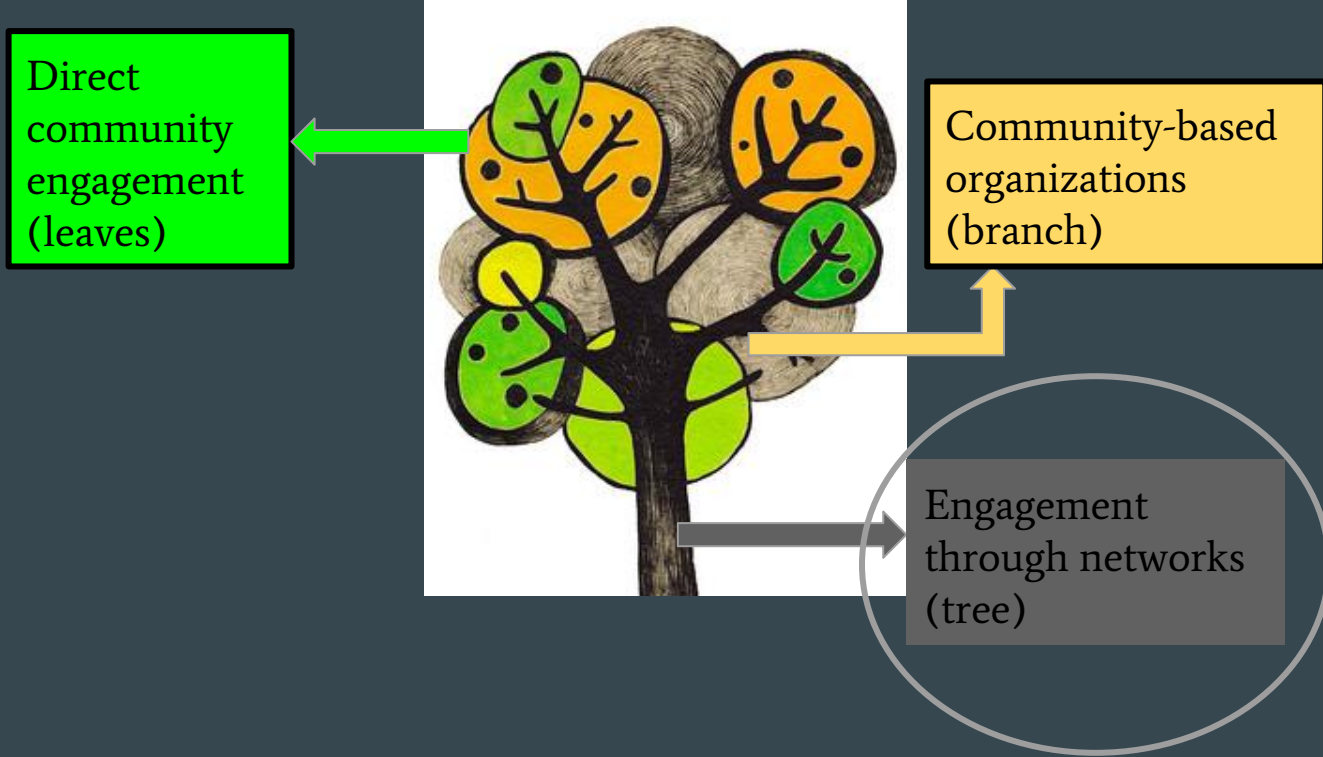
# CE: Approaches to Community Engagement



# CE: Community-Based Organizations



# CE: Approaches to Community Engagement





# CE: Engagement Through Networks



# Community Garden Project



Questions	Processes	Partners
1) What is the extent and nature of soil and pesticide contamination and exposure in NC community gardens?	<ul style="list-style-type: none"> <li>• GIS mapping</li> <li>• Interviews, focus group, participant observation, surveys, etc., with stakeholders at multiple scales</li> <li>• Lit. review &amp; analysis of existing outreach materials</li> </ul>	-NC Community Garden Partners -EPA C-FERST team <b>(Engagement of networks)</b>
2) What are the most common pathways of exposure? What are the actual and perceived health risks associated with those exposures? What are the most feasible & effective options for remediation or exposure reduction?	<ul style="list-style-type: none"> <li>• Interviews, focus group, participant observation, surveys, etc. with community garden participants and stakeholders</li> <li>• Soil testing</li> </ul>	3-4 community gardens <b>(Direct community engagement)</b>
3) What are the most effective tools for changing behavior to reduce health impacts and sustain reduction?	<ul style="list-style-type: none"> <li>• Social marketing campaign               <ul style="list-style-type: none"> <li>○ Outreach materials</li> <li>○ Focus groups</li> <li>○ Decision trees</li> </ul> </li> <li>• Report back to community groups</li> <li>• Evaluation</li> </ul>	-NCCGP, NC Extension -EPA, ATSDR -Social media - Gardens & support orgs <b>(Community-based organizations)</b>

# Overlap Between CE and RT

## Foam project

Stakeholders (Activity):

EPA, ATSDR and policy makers (RT)

Other research institutions and SRPs (RT)

Impacted communities (RT and CE)

## Angler work

Stakeholders (Activity):

VADEQ, health department (RT)

Other research institutions and SRPs (RT)

Elizabeth River Project (RT and CE)

Portsmouth and Cradock community anglers (CE)

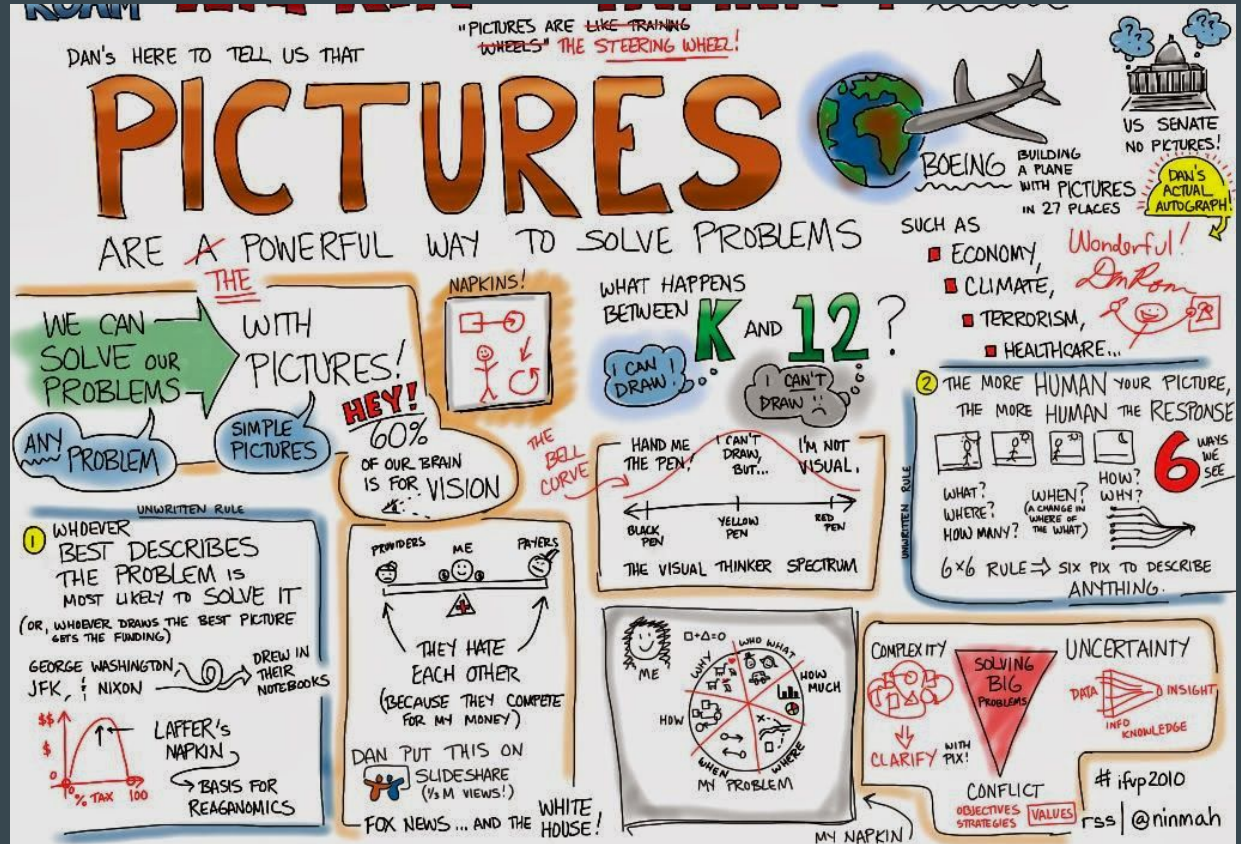
RT

Overlap

CE

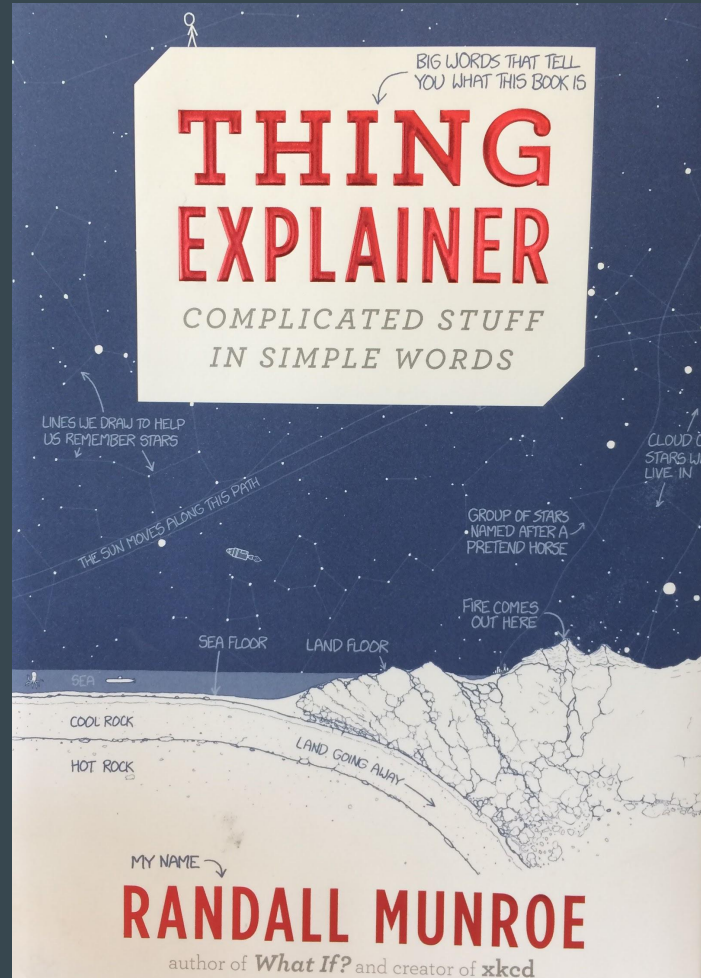
# Draw Your Research!!

1. Summarize your research in a picture (5 mins)
2. Gather in groups of 3-5 to share your drawing
3. Talk for 60 seconds each about your drawing
4. Within your group, choose the best drawing/explanation
5. Photo and email the best drawing to: [bjl28@duke.edu](mailto:bjl28@duke.edu)



# Thing Explainer

<http://xkcd.com/simplewriter/>





# How We Want to Work with You

We want to celebrate and promote your accomplishments!

- Publications
- Talks (Dr. Meyer & Periodic tables)
- Blog posts (Dr. Levin)
- Legislative (Dr. Stapleton)
- Public comments
- K12 STEM outreach

Editing work as appropriate

Incorporate community-engagement components into research

Trainee engagement



<http://superfund.berkeley.edu/>





Did You  
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Today?



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