Asking the Community for Input

Community members report feeling more connected to health data and information presented through personal stories.

**Description:** Piloting the SHOW Project Community Advisory Board: Partners in Dissemination formed an African American community advisory board (CAB) to gain insight into the complex factors contributing to Milwaukee’s health disparities and provide community members with an opportunity to interpret and respond to health data and survey findings. It acknowledged the existence of the gap between traditional academic research and community members.

**Results:** CAB members asked to interpret health research and provide recommendations for community action reported feeling more connected to data presented through personal stories, including tours of neighborhoods and digital storytelling, than through brochures, graphs and statistics. This project and its results contributed to a National Institutes of Health (NIH) research project grant and several other proposals.

**Partnerships:** The academic partner and CAB members presented findings at community meetings, university public health classes and a poverty symposium. Findings were also published in brochures distributed to key community stakeholders and partner websites.

**Next Steps:** Integrating a community voice is a valuable model for interpreting population health data, addressing health disparities and disseminating health information and research findings to communities and individuals. This illustrates a “life-as-it-is, life-as-it-should-be” approach that allows for the reflection of the underlying economic and social issues that exist in the community, which are contributors to health disparities and social determinants of health.

**PILOTING THE SHOW PROJECT COMMUNITY ADVISORY BOARD: PARTNERS IN DISSEMINATION**

- **Grantee:** Social Development Commission
- **Contact:** Ella Dunbar, MS, Social Development Commission, e-dunbar@cr-sdc.org
- **Academic Partner:** Loren W. Galvão, MD, MPH, Center for Urban Population Health, UW-Milwaukee, lgalvao@umn.edu
- **Award:** $56,950 over one year and six months