

Abstract for NCS Day at NIH on August 24th, 2011

Recommended category: Community Outreach and Engagement

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Title: Community Linkages: Outreach Strategies and Activities

Submitting Study Center: Gateway Study Center, St. Louis City Study Location

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Description of Activity:

Introduction: Community engagement in research activities assures that those affected can fully participate in and influence decision-making related to these activities. The linkage systems developed are an important way to facilitate research participation and collaboration. Our community outreach plan focuses on comprehensive community input; participation in decision making, as appropriate and feasible; addressing community concerns and developing relationships based on trust. We have used a phased approach that requires that we not only attend community events, but also support community efforts as they relate to child health and well-being.

Methods: The Community Outreach and Engagement Team has tracked community presentations, Gateway Study Center sponsored events, participation in community fairs, back to school events; trainings and activities to assure that barriers to participation are addressed; as well as service to the community in the form of committee work, community education and lectures. We will report:

- Event/activity sponsor
- Number of events/activities
- Event categories
- Event length
- Number of individuals contacted by
 - Race/ethnicity
 - Sex
 - Developmental Status (Adults or children)
- Presentation length
- Giveaways distributed
- Handouts/postcards distributed
- Media activities

- Selected anecdotes

We will also report on outcomes that might be reasonably linked to our outreach activities, such as local earned media, supportive endorsements, number of volunteers, and calls and emails to determine eligibility.