

# Session 1 Presentation - Gay Thomas



## Getting started in Stakeholder Engagement:

### *Putting the pieces together*

Spring 2022  
4-part workshop series



**GR THOMAS ADVISORS LLC**  
*ENGAGING DIVERSE VOICES TO PROMOTE RESEARCH AND POSITIVE HEALTH OUTCOMES*

1

## Helpful tips for Virtual Meetings

-  Find a quiet, private place to sit for the whole meeting.
-  Log in 5-10 minutes before the start time
-  Consider using headphones for better sound
-  Stay muted when you aren't speaking.
-  Use "raise hand" feature, literally raise your hand or use the chat box to let us know you've got a comment/question.
-  Allow pauses after speaking so colleagues aren't talking over one another. (There can be small delays with video)
-  When you talk, please start by saying "This is [your name]..... So we know who is speaking.
-  Keep your video on during the meeting when possible.

2

## Overview & Introductions

### 4-part workshop series

- Learning objectives
- Session preparation
- Overview of workshop sessions
- Questions?

### Introductions:

- Name and one positive word a friend/relative would use to describe you

3

## WHO are Stakeholders in Research?

- Concannon TW, Meissner P, Grunbaum JA, McElwee N, Guise JM, Santa J, Conway PH, Daudelin D, Morrato EH, Leslie LK. A new taxonomy for stakeholder engagement in patient centered outcomes research. *Journal of General Internal Medicine*, 2012 Aug; 27 (8):985-991. doi: 10.1007/s11606-012-2037-1



4

## WHY involve Stakeholders?

"Projects are expected to involve collaborations with relevant organizations or groups or stakeholders, such as academic institutions, health service providers and systems, state and local public health agencies or other governmental agencies such as housing and transportation, criminal justice systems, school systems, patient or consumer advocacy groups, community-based organizations, and faith-based organizations."

<https://www.niddk.nih.gov/research-funding/current-opportunities/rfa-md-21-004>.

5

## The Department of Defense Spinal Cord Injury Research Program (SCIRP)

Applicants are asked to involve people with an SCI, their family members, and/or their care partners to provide ongoing advice and consultation throughout the planning and implementation of the research project. The SCIRP believes that capturing and integrating the unique perspectives and experiences of these individuals will enable better and more impactful outcomes for people living with SCI.

6

## Researchers benefit from an outside perspective



7

## Stakeholder impact on research materials

### Cognition and Heart Failure Study

- *Thinking and Memory: The Heart-Brain Connection*

### Detection and Neurological Impact of Cerebrovascular Events In Noncardiac Surgery Patients

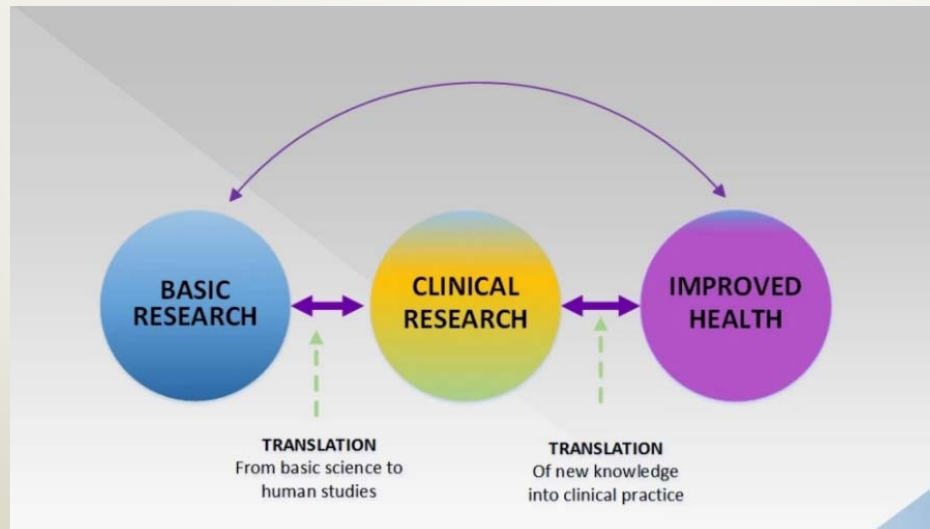
*Learning more about strokes during surgery*

### Question:

*Does your child live or stay in more than one home on a regular basis?*

8

## Connection to Basic Science



9

Image adapted from: Zerhouni EA. 2007. Translational research: moving discovery to practice. *Clinical Pharmacology and Therapeutics* 81:126-128.



### Example from Rockefeller University

Used with permission of  
the Rockefeller University  
Center for Clinical  
Translational Science.



Patient-reported outcomes led  
to exploring new hypothesis

10

## Benefits of Engagement

- Improve study design
- Improve data collection instruments and processes
- Help interpret study findings
- Improve recruitment
- Increase retention rates
- Help develop materials and processes for disseminating study results to various audiences
- Enhance communication with all stakeholders
- Improve public/community attitude toward research & researchers; build trust

11

## Review – learning objectives

- ✓ Identify stakeholder categories and groups most relevant to research team
- ✓ Understand how stakeholders can affect research and research outcomes
- ✓ Understand how stakeholder engagement could add value to your program of research
- Describe key steps in planning stakeholder meetings
- Recognize important elements in a stakeholder engagement plan
- Gain awareness of existing resources to support stakeholder engagement



12

## Preview of Coming Attractions

- Tues. April 12<sup>th</sup> - HOW of engagement
  - Focus on making effective use of time with stakeholders
  - Work together to prepare for May meeting with CARDS
- Background preparation to get the most of out April workshop:
  - Read: *A Case Study of Engaging Hard-to-Reach Participants in the Research Process: Community Advisors on Research Design and Strategies (CARDS)*<sup>®</sup>
  - Watch 1-3 brief videos on CARDS

**GR THOMAS ADVISORS LLC**

ENGAGING DIVERSE VOICES TO PROMOTE RESEARCH AND POSITIVE HEALTH OUTCOMES

13