

Increasing Levels of Community Engagement, Impact, & Trust

Outreach

Some community involvement.

Communication flows from one to the other.

Researchers provide the community with information.

Parties coexist.

Doing *to* people.

Community partners are passive; not part of research design or conduct.

Researchers make the decisions based on their own expertise.

Consult

More community involvement.

Communication flows to the community, then back.

Researchers get information or feedback from the community.

Parties engage on a limited basis.

Doing *for* people.

Community partners without power.

Community partners provide their perspectives, but researchers make the final decisions.

Involve

Better community involvement.

Communication flows both ways at different times.

Researchers engage community to shape how information is shared.

Parties cooperate with each other.

Doing *for* people.

Community partners with limited power.

Community partners provide their perspectives, some opportunities for community partner involvement, but researchers make the final decisions.

Collaborate

Stronger community involvement.

Communication flow is bidirectional.

Researchers and community partners actively exchange information.

Parties form bidirectional communication channels.

Doing *with* people.

Researcher shares power with the community partners.

Each party makes contributions of value to the process. Decision making, design & conduct of research is shared to *some degree*.

Shared Leadership

Strongest community involvement.

Communication flow is intentionally bidirectional.

Researchers and community partners share equal responsibility for exchanging information.

Parties actively partner with each other.

Doing *by and with* people.

Researcher shares power *equally* among the community partners.

Each party contributes to shape the process. Decision making, design & conduct of research is *completely* shared.