



Detroit Community-Academic Urban Research Center

Procedures for Dissemination-Related Activities

ADOPTED BY THE DETROIT URC BOARD¹

Established in 1995, the Detroit Community-Academic Urban Research Center (Detroit URC) is a community-based participatory research (CBPR) partnership conducting research and interventions to reduce and ultimately eliminate health inequities in Detroit. Our partnership involves the University of Michigan Schools of Public Health, Nursing, and Social Work, the Detroit Health Department, eight community-based organizations (Community Health and Social Services Center (CHASS), Detroiters Working for Environmental Justice, Detroit Hispanic Development Corporation, Eastside Community Network, Friends of Parkside, Institute for Population Health, Latino Family Services, and Neighborhood Service Organization), and Henry Ford Health System.

Please note that no one set of dissemination guidelines is applicable to all contexts and participants involved. We suggest the following core underlying qualities for you to consider in developing and adopting a set of dissemination guidelines for your own CBPR efforts.

Please reference the Detroit URC when citing this document.

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¹ This document was initially developed by the Detroit URC Dissemination Committee, a committee of the Detroit URC Board, which included partners from Butzel Family Center, Community Health and Social Services Center, Inc. – CHASS, Henry Ford Health System, the University of Michigan School of Public Health, and the Centers for Disease Control and Prevention (CDC). It was revised and approved in November 2012 by the Detroit URC Board, and reformatted with minor updates in November 2018 and in July 2020.

DISSEMINATION ACTIVITIES AND PROCEDURES

This document lists the guidelines and procedures that the Detroit URC Board has agreed upon for conducting dissemination-related activities related to the overall Detroit URC, in keeping with the following community-based participatory research (CBPR) principle adopted by the URC: “CBPR disseminates findings and knowledge gained to the broader community and involves all partners in the dissemination process.”

The following standardized acknowledgement of the Detroit URC will be used for all publications, presentations, and other dissemination-related activities:

“The Detroit Community-Academic Urban Research Center (Detroit URC) was established in 1995. Our mission is to provide economic and public health benefits focused on eliminating health inequities in Detroit. We focus on enhancing understanding of the relationship between the social and physical environmental determinants of health, and translating that knowledge into public health interventions, programs, and policies that build upon community resources and strengths. The Detroit URC involves collaboration among the University of Michigan Schools of Public Health, Social Work and Nursing, Detroit Health Department, eight community-based organizations in Detroit (Community Health and Social Services Center, Inc. - CHASS, Detroit Hispanic Development Corporation, Detroiters Working for Environmental Justice, Eastside Community Network, Friends of Parkside, Institute for Population Health, Latino Family Services, and Neighborhood Service Organization), and Henry Ford Health System.”

1. Guidelines for deciding who will attend and participate as presenters at conferences, seminars and workshops, and be a representative of the Detroit URC on advisory boards, and working groups focusing on the work of the Detroit URC Board.

(See website for a list of presentations: detroiturc.org/resources/publications.html)

Criteria for who will attend, participate and/or be a representative:

- To the extent feasible, there should always be at least one university and one Detroit community partner co-presenting;
- Board members who have the most expertise on the given topic will have first priority to be a co-presenter;
- Priority will also be given to those Board members who have been most involved with the particular topic to be addressed in the presentation;
- A rotating system for selecting participants will be used when more than one person meets the criteria for attending conferences;
- Flexibility will be maintained in choosing participants for conferences based on the needs of the presentation; and
- Opportunities will be provided for junior researchers whenever possible.

Procedure:

- Community partners should be involved as much as possible in making presentations - particularly in areas where they'll have more opportunity for capacity building;
- Selected co-presenters must be actively involved in the planning of the presentation;
- When time allows, the criteria for deciding who should be a co-presenter will be brought to the Board for discussion and a decision;
- When time doesn't allow, the lead person for the presentation will first check with the proposed co-presenter(s) and if they agree to participate, will send an email to inform the Board;
- To the extent possible, and especially when the purpose and importance of the presentation seems to necessitate it, co-presenters will have the opportunity to practice "dry runs" of their presentations; and
- If someone who has agreed to participate is unable to do so, the decision for a replacement will be made by the lead person.

2. Guidelines for deciding on authorship of academic and popular press publications about the work of the Detroit URC Board.

(See website for a list of publications: detroiturc.org/resources/publications.html)

Criteria for authorship:

- To the extent feasible, there should always be at least one university and one Detroit community partner as co-authors;
- Board members who have the most expertise on the topic will have first priority to be a co-author;
- The number of co-authors will depend on the requirements of the publication. If the publication's guidelines limit the number of authors, a rotating system will be used for selecting co-authors;
- Priority will also be given to those Board members who have been most involved with the particular topic that will be addressed in the article; and
- Opportunities will be provided for junior researchers whenever possible.

Procedure:

- Selected co-authors must be actively involved in the development of the article;
- When time allows, the selection of who should be a co-author will be brought to the Board for discussion and a decision;
- When time doesn't allow, the lead person for the article will first check with the proposed co-author(s) and if they agree to participate, will send an email to inform the Board;
- Regardless of the co-authors, all Detroit URC Board partner organizations will be acknowledged in every article; and
- If someone who has agreed to be a co-author is unable to do so, the decision for a replacement will be made by the lead author.

The Detroit URC will refer to the following designation by the Council of Science Editors as useful guidance in determining authorship:

All persons designated as authors need to qualify for authorship. Each author must have participated sufficiently in the work to take public responsibility for the content. Authorship credit will be based only on substantial contributions to: a) conception and design, or analysis and interpretation of data for that manuscript; b) drafting the article or revising it critically for important intellectual content; and on c) final approval by the coauthor of the version to be published. Conditions a), b) and c) must all be met. All parts of the article must be the responsibility of at least one author for each component of the article that is critical to its main conclusions (for example, one or more co-author must take responsibility for the accuracy of data presented in statistical tables). It is understood that editors may require authors to describe what each contributed, and that this information may be published.²

3. Procedures regarding communication about Detroit URC Board-related activities and findings to the media and at public meetings.

Procedure

- Whenever a Board member is contacted by the media regarding Detroit URC Board activities, he or she will refer the contact to the Detroit URC Communications Specialist, who will direct the media to the appropriate Detroit URC partner (this does not preclude a Board member from talking about the Detroit URC in an interview);
- Whenever an article or press release is given to the media regarding Detroit URC Board activities, the article or press release will be provided to the Detroit URC Communications Specialist, who will share it with the Board; and
- Whenever making a presentation, Detroit URC-affiliated partnerships/projects will acknowledge their affiliation with the Detroit URC.

4. Procedures regarding the relationship between Detroit URC Board and Detroit URC affiliated partnerships'/projects' dissemination activities.

Procedure:

- Detroit URC-affiliated partnerships/projects need to develop their own set of dissemination guidelines and procedures separate from the Board's; and
- Detroit URC-affiliated partnerships/projects will provide copies of their dissemination guidelines (updated when applicable), and a list of articles and presentations to the Detroit URC Center Manager on at least an annual basis, to be posted on the Detroit URC website.

² Adapted from: Mario Biagiolo, Judith Crane, Pamela Derish, Mark Gruber, Drummond Rennie and Richard Horton (1999) Draft White Paper, Council of Science Editors, CSE Task Force on Authorship, http://www.councilscienceeditors.org/services/atf_whitepaper.cfm.

5. Procedures for identifying core publications regarding the work of the Detroit URC Board for dissemination through academic outlets.

Procedure:

- Ideas for articles may be proposed to the Board by academic or community partners for its review and approval along with an abstract.

6. Strategies and procedures for educating community residents, organizational, local, state, and Federal level policy makers and funders on the benefits and results of community-based participatory research (CBPR) in order to promote policies supportive of CBPR and health inequities research.

Procedure:

- Whenever possible, Detroit URC partners will seek out and engage in opportunities to promote CPBR within their organizations and communities;
- Detroit URC Partners will attend and participate in meetings/seminars/conferences/ workshops focusing on CBPR to communicate findings from and policy implications of Detroit URC-affiliated partnerships/projects and Board-related activities.

7. Monitor the dissemination activities of the Detroit URC to ensure that the guidelines and procedures listed above are being followed.

Procedure:

- The Detroit URC Board will review and update as needed these dissemination procedures and ensure that they are relevant and being adhered to.