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Community-Based Participatory Research & Digital Storytelling-Best Practice
using Peer-led approaches

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The *Career* University

Community-Based Participatory Research & Digital Storytelling-Best Practice using Peer-led approaches*

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Session outline

Best practice using peer-led approaches

- Common frameworks: Community–Based participatory research approach (CBPR)
- Methods: Peer creative methodologies
- Application of CBPR in designing a campaign to reduce stigma towards PWUD in Ireland

Tokenism and Community Research

Appears to involve related community in the decision making of research/campaigns etc (Romsland et al., 2019)

Manifest as (Austin et al., 2021; Stowe et al., 2022)

- Low pay/ compensation for engaging in peer related research
- Devalue of other attributes (experience, related education)
- Cherry picking the ' correct' or ' right' lived experience which can results in unequal distribution in committees or research
- No power to shape/ change services

Level of Community involvement*

Low

High

Research/
Policy/
Organisation
driven.

RQ based on
specific interests

Community
placed
research

RQ is based on
a topic of
community
interest

Community
engaged

Research
agenda set with
some
community
input

Community-
Based
Participatory
Research

Researcher and
Community set
the agenda
based on mutual
interests

Community –
Driven

Community sets
the research
agenda based
on their
interests

*Adapted from Marquez, E., Smith, S., Tu, T., Ayele, S., Haboush-Deloye, A., & Lucero, J. (2022). Step-by-Step Guide to Community-Based Participatory Research. Nevada Minority Health and Equity Coalition. University of Nevada, Las Vegas.

Benefits of CBPR



Puts people with lived and living experience at the forefront of research which can help reduce tokenism

Improves trust in the community, autonomy and independence, greater understanding of what they feel they need.

Ethics are dependent on the subject matter and the types of methods used.

Principles of CBPR (Israel et al., 2001)

1. Community as a unit of identity
2. Builds on strengths and resources
3. Equitable collaboration and involvement throughout all phases
4. Co-learning and capacity building along all partners
5. Project development
6. Focus on relevant problems that are local to the community
7. Balance between knowledge and action
8. Results are shared in meaningful way to partners and the community
9. Long-term process and commitment to sustainability

Provides agency
and autonomy

CBPR and Peer Creative Research Methodologies

Focus group and Survey production

Digital Storytelling/ Film

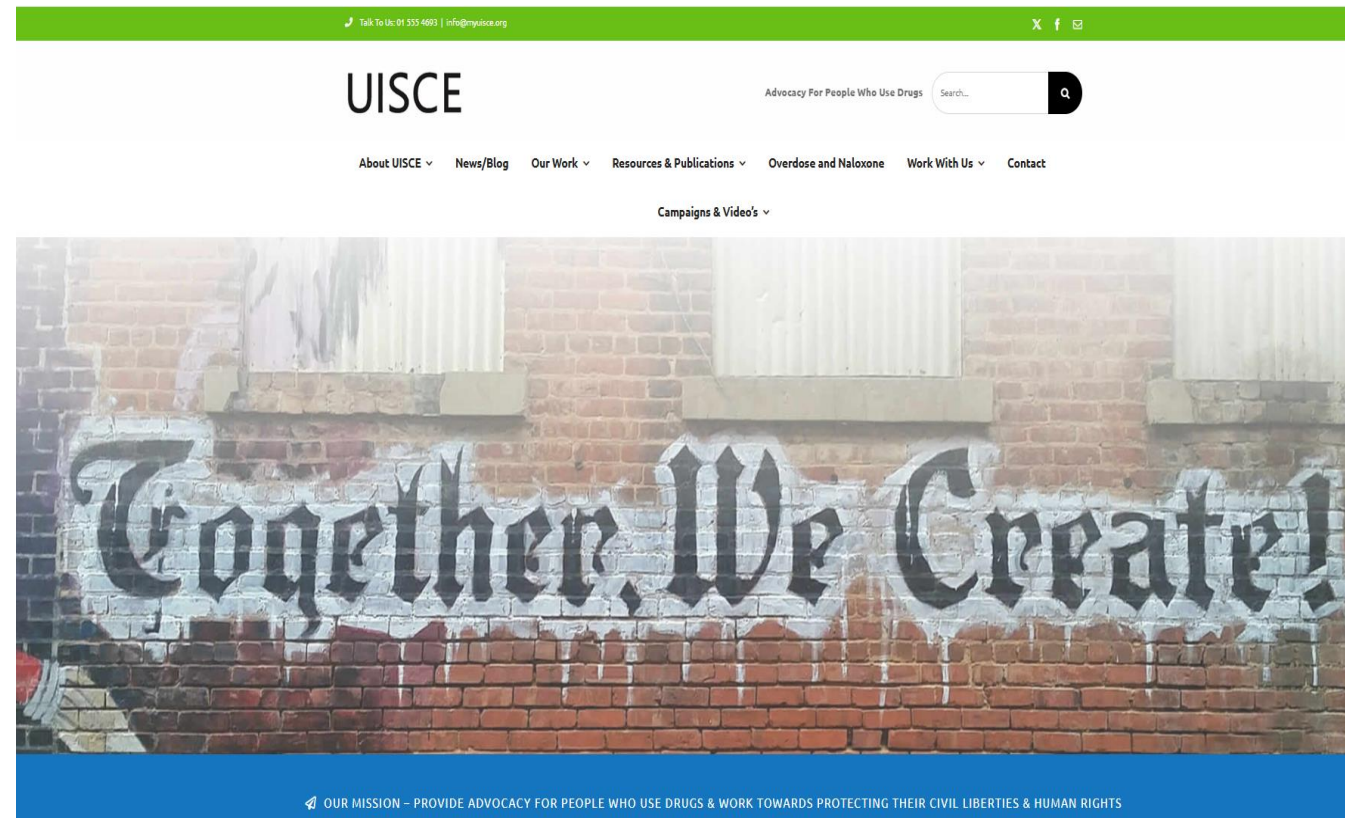
Photovoice



The Organization UISCE

UISCE ensures that the human rights of people who use drugs are protected in our laws, policies and services by advocating on behalf of a person or empowering them to self-advocate.

- Peer-led outreach and peer to peer naloxone programs
- Service User Forums and Advocacy Cases (specific individual experiences in services)
- Publishes a magazine (Brass Munkie), Youtube and Twitter



- Stigma is predictor of lack of support for naloxone, supervised injection/ consumption rooms (McGinty et al., 2018; Miller et al., 2022) and punitive approaches (Kennedy-Hendrick et al., 2017). High levels of stigma is related to inadequate care and poor social conditions (Livingston, 2022; Miller et al., 2023)
- UISCE contracted research with UWL to create a stigma reduction campaign using digital storytelling and CBPR.

Digital Storytelling & Photovoice

- Individuals create multimedia narratives to convey their stories
- Storyboarding which can capture the nuances of lived experience within a specific time frame
- Photovoice: teach participatory photography/photo literacy to use pictures to capture insights into a community problem and use these pictures as a discussion tool with stakeholder
- Photos and captions generated by the participants

Project Storyboarding

Title _____

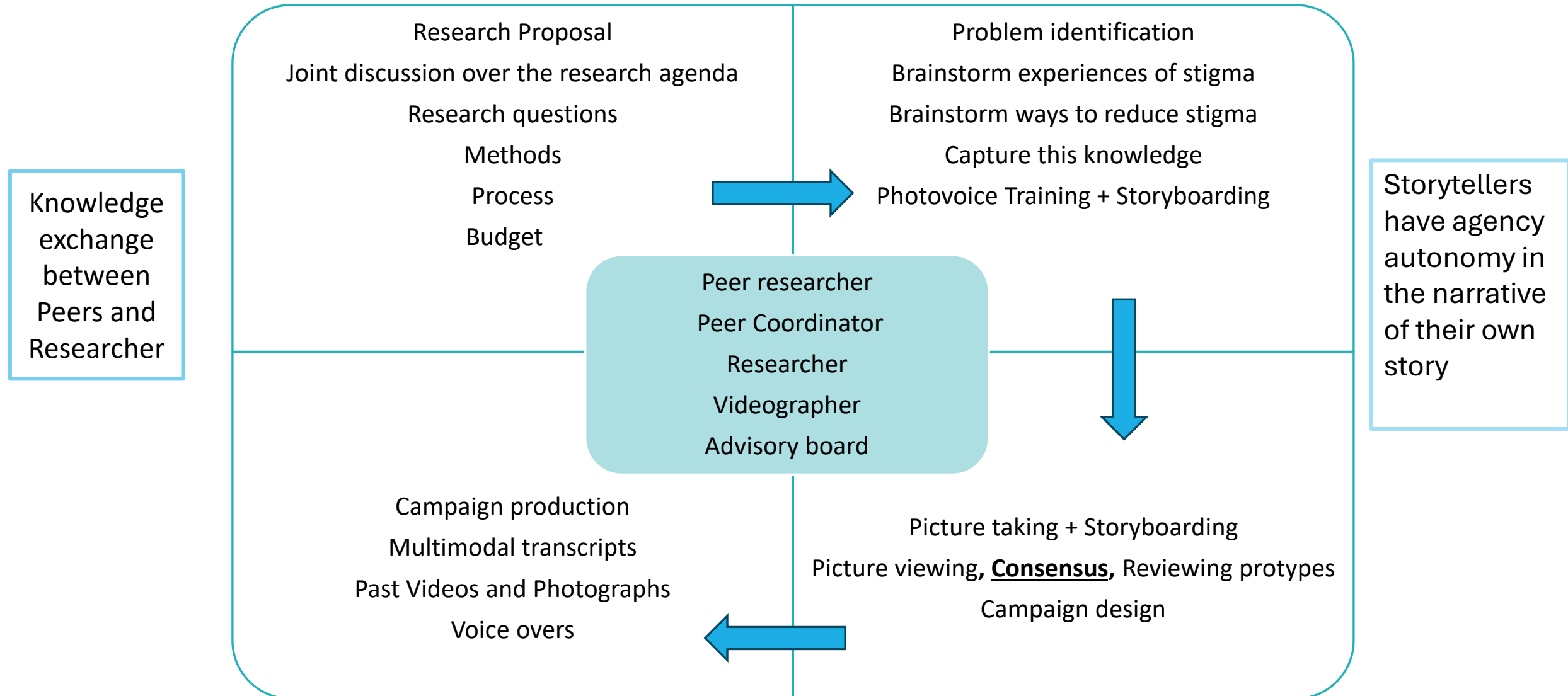
Beginning of the story

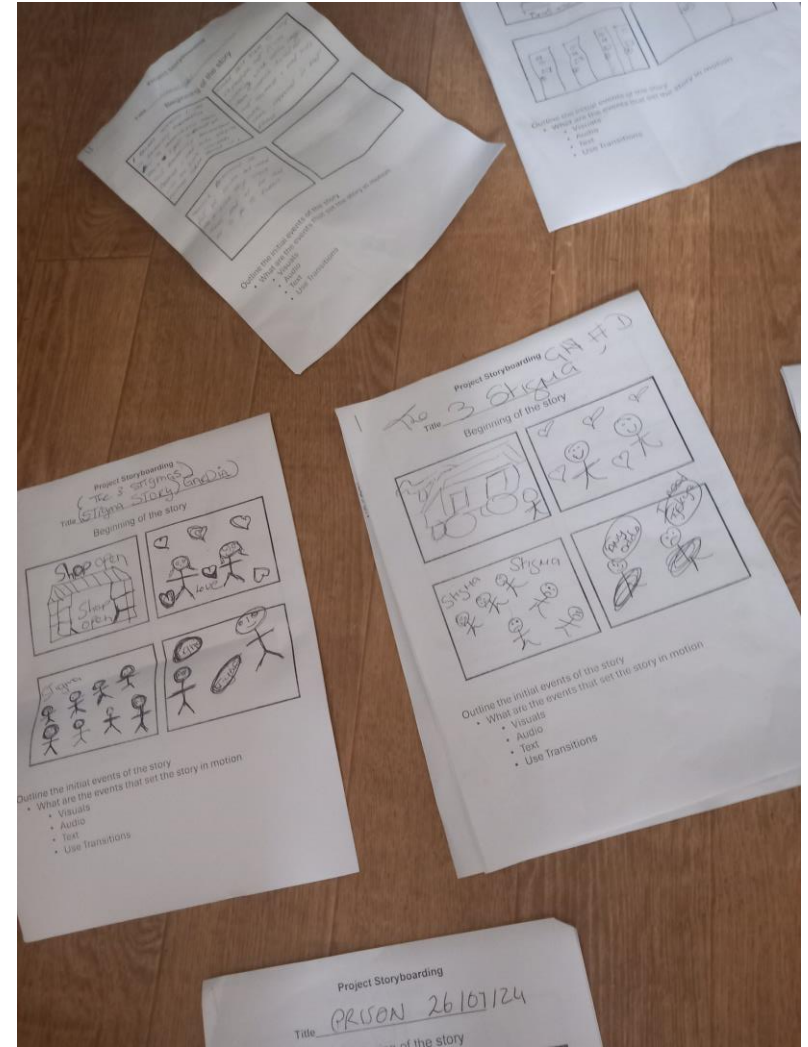
Outline the initial events of the story

- What are the events that set the story in motion
 - Visuals
 - Audio
 - Text
 - Use Transitions

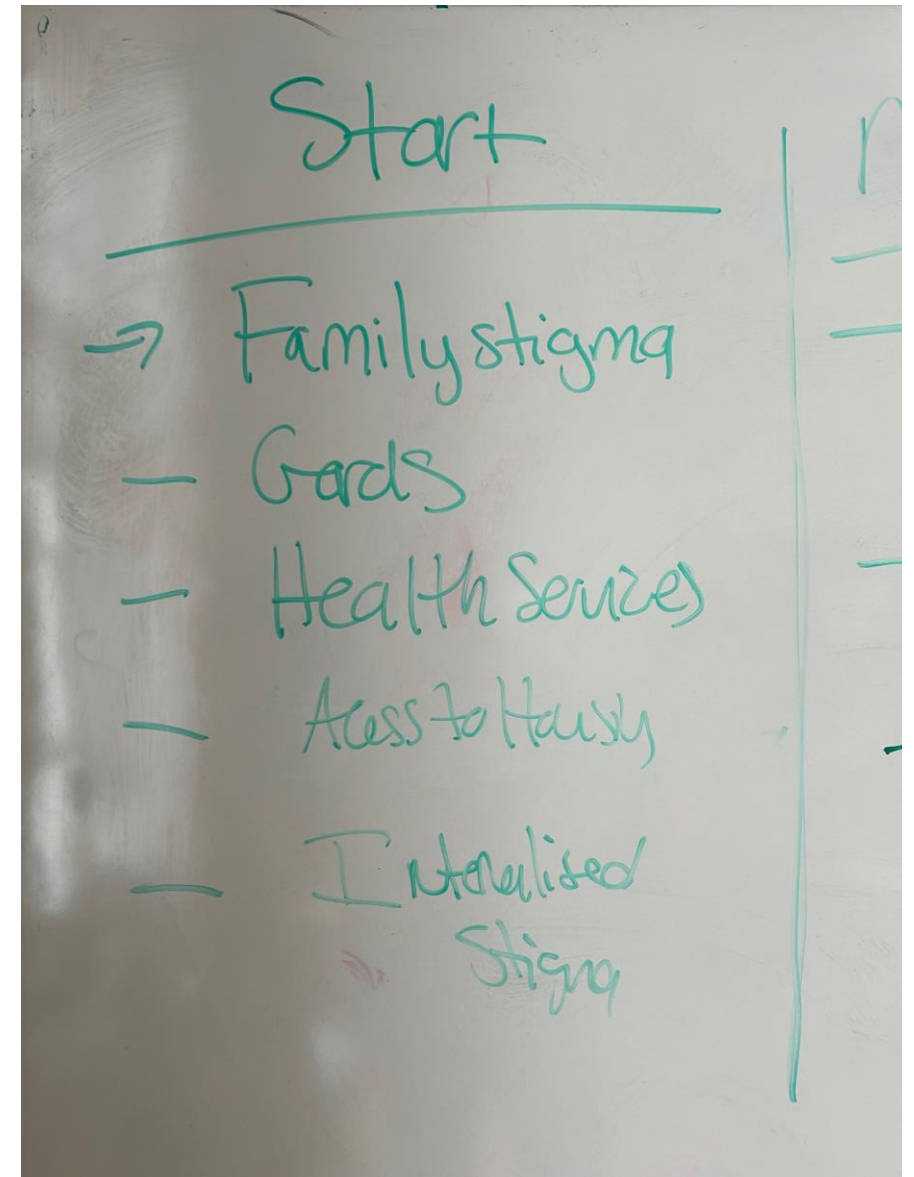
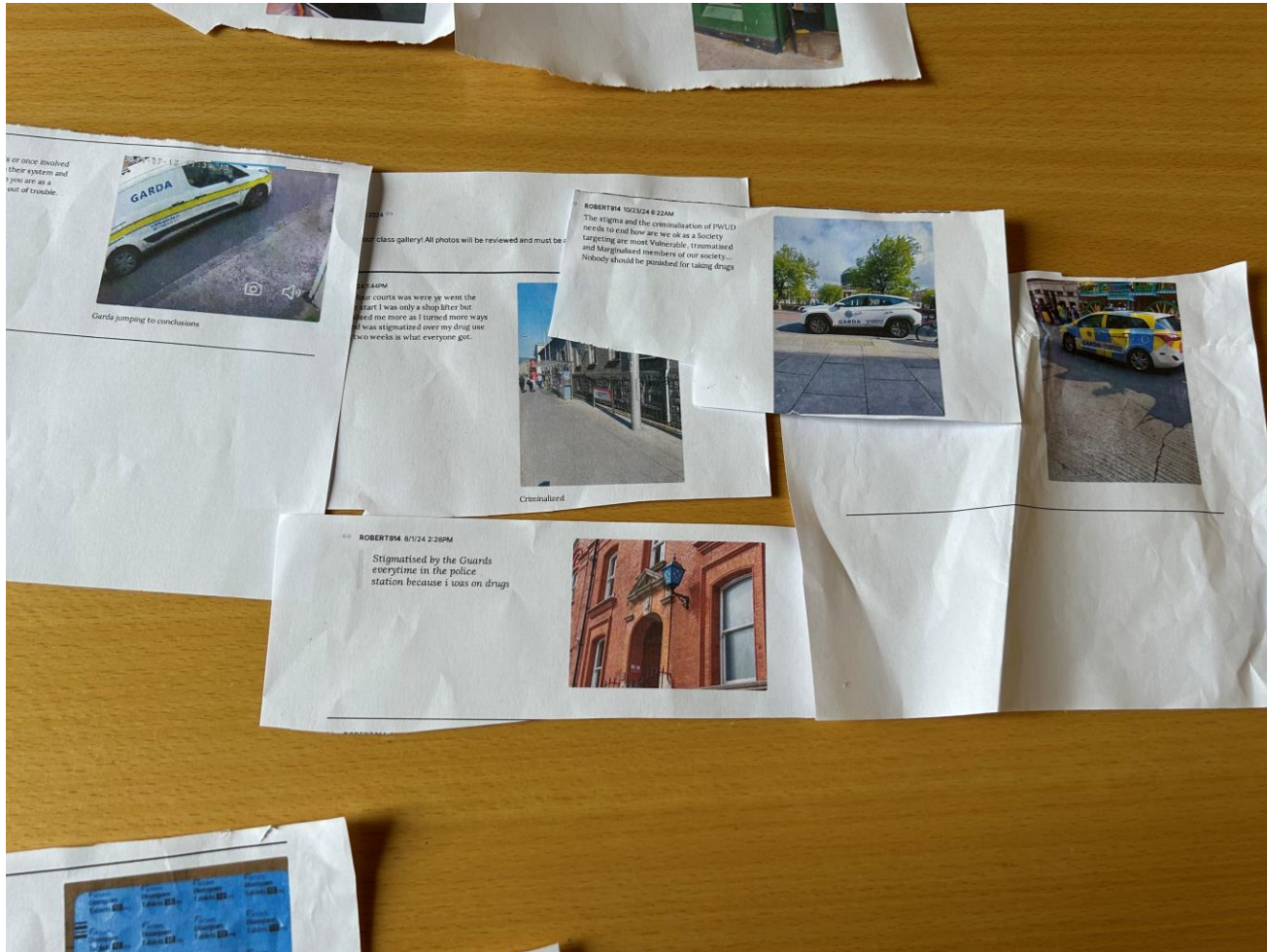


Stigma reduction campaign= High Contact + Education and elements of Protest











Walked over. Judged for been in a sleeping bag regardless of who they are.



Left in this corner with sleeping bag over him, nobody even checked if he was okay.

Summary

CPBR- Is an excellent framework to ensure lived experience is integrated in an ethical way, reduces tokenism, provide agency and autonomy.

Allows for development of contact-based interventions to reduce stigma

Creative methods allow the capture of complex and nuance of lived experience within constraints of time

Ethics- Consent, boundaries of photo taking, communication and discussion

Strengths: Integrated approach, knowledge exchange, accurate experience

Limitations: Time consuming, need a good team and collaborate with others, pivot, patience and iterative process

Thank you for listening!

If you would like to collaborate or share information, please contact
nicole.miller@uwl.ac.uk

If you use any information from this presentation to develop campaigns or other forms of research let me know!

Follow on twitter for further information of the campaign
[@NicoleM_Miller](https://twitter.com/NicoleM_Miller)

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