

Juggling the Various Components of Stakeholder Engagement: A Hands On Approach

Mónica Pérez Jolles, PhD

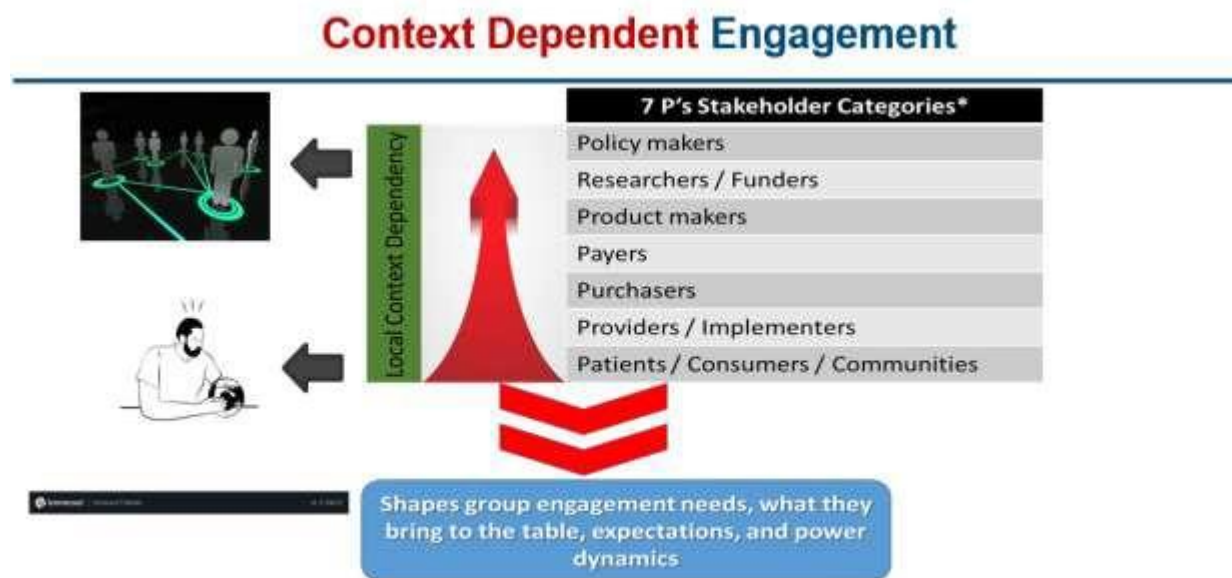
Learning Objectives

1. Understanding of the concept of stakeholder engagement as a multi-component, dynamic concept during the implementation of a pragmatic trial
2. Awareness of practical approaches/methods for stakeholder engagement
3. Learning of challenges and lessons learned from an illustration on the use of CBPR in a PCORI-funded pragmatic trial

Now that we are rolling out the pragmatic trial, how do I keep stakeholders engaged/meaningfully involved?



Framework



*Adapted from: Concannon TW, Meissner P, Grunbaum JA, et al. A New Taxonomy for Stakeholder Engagement in Patient-Centered Outcomes Research. *J Gen Intern Med.* 2012;27(8):985-991.



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Interactive Activity #1 – “Padres Efectivos: PCORI-Funded Research Project Leads to Sustained Partnerships” (https://youtu.be/9Ri_oYz1mvc)



Interactive Activity #2 – Discussion Questions

1. What human, financial, and concrete resources would you need to have in place to meet the various needs of your stakeholders?
2. What could make stakeholder engagement more challenging in dynamic, diverse, and complex settings?
3. If stakeholders' needs and priorities change throughout the implementation process, how can you maintain their engagement while still meeting your study set goals and milestones?
4. What concrete engagement activities could best lead to a co-created group process?
5. In your view, how can this context dependent engagement lens promote social justice and equity?

Resources / Readings

1. Patient-Centered Outcomes Research Institute (PCORI) Engagement Tool and Resource Repository (Filter: Implementation Phase): https://www.pcori.org/engagement/engagement-resources/Engagement-Tool-Resource-Repository?f%5B0%5D=field_engage_award_phases%3A1897
2. PCORI (Patient-Centered Outcomes Research Institute): PCORI Engagement Rubric, Published February 4, 2014, Updated June 6, 2016 <http://www.pcori.org/sites/default/files/Engagement-Rubric.pdf>
3. Salloum, R.G., Shenkman, E.A., Louviere, J.J. *et al.* (2017). Application of discrete choice experiments to enhance stakeholder engagement as a strategy for advancing implementation: a systematic review. *Implementation Science*, **12**, 140. <https://doi.org/10.1186/s13012-017-0675-8>

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4. Interactive Online Tool created by a community-led stakeholder group: Patient- Centered Outcomes Research (PCOR) Toolkit for Community Behavioral Health Organizations Serving Latinos: <http://pcor-toolkit.elfuturo-nc.org/>

[Notes]



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