Background

The Health Extension Program is a key community engagement component of the Community-Academic Partnerships Core (ICTR-CAP) of the Institute. The ICTR-CAP core seeks:

- To transform academic research infrastructure to facilitate Type 2 Translational research, through a variety of ways:
  - Training and professional development
  - Provision of various research resources
  - Funding for type 2 translational research pilot projects
  - Incentives and opportunities to identify potential collaborators for future research

- To build community infrastructure, via engagement of:
  - Networks of clinicians and community organizations to participate in research
  - Policy-makers in public and private settings

The Community Engagement Component of ICTR-CAP

“To develop a statewide system to promote interactive ideas and community projects, the knowledge of which will influence research at the University and in communities.”

Health Extension Vision, Partnerships and Organizational Model

**Vision:** is to become a trusted presence that: supports a two-way process for identifying and communicating regional translational health research priorities and resources, and offers a platform for sharing research resources and expertise.

“... we will build a stable community-based research infrastructure for the Health Extension Program through collaboration with the Wisconsin AHEC System.”

“Although based with AHEC, we will model our Health Extension Program on the UW Extension .... which uses a collaborative model for knowledge development, transfer and exchange between the community and the University.”
A Regional Approach

Health Extension’s Regions
(Based on existing AHEC regions)
Health Extension: Specific Aims

• Create systematic process to identify regional research resources, priorities, opportunities
• Engage UW faculty in two-way communication with communities
• Work to match community research needs with appropriate researchers
• Help coordinate and communicate information on professional development and potential funding opportunities, collaborative activities, research results
• Develop and effectively utilize internet technologies for communication and engagement

Regional Research Councils

Regional Research Councils help Health Extension engage in that two-way process of communication and resource sharing. Through the work of these councils, Health Extension works to spark active and continuing engagement in fruitful conversations with regional researchers, communities, and clinical practices about important issues for which research has the potential to improve health and/or health care delivery.

Specific Roles of Regional Research Councils. In order to invite and incorporate perspectives from a wide variety of health-related interests, the Regional Research Councils work with Health Extension to:

• help identify:
  o regional health and translational research priorities
  o regional researchers conducting applied health research projects

• provide advice/information to ICTR-CAP about regional research priorities and potential projects

• sponsor regional research forums and other opportunities to support translational health research in their regions

Council Membership. Types of organizations represented on (or being sought for) Regional Research Councils:

• Practicing clinicians
  o Wisconsin Research and Education Network (WREN)
• Health systems, hospitals
• Colleges, universities:
  o Researchers, regional UW campuses, other WI colleges/universities
• UW Extension regional staff
• Regional/local public health
• Disadvantaged, underserved groups
• Local AHEC directors, board members (health professions educators)
Regional Research Coordinators support the mission and vision of Health Extension by:

- **Collection, organization and sharing of information**
  - Regional health and translational research priorities
  - Regional researchers conducting applied health research projects
  - Potential practice settings or community partners for “matches” with research projects

- **Facilitation, support of Regional Research Councils**
  - Two-way communication of ideas and opportunities to and from ICTR-CAP
  - Dissemination of information, research results

- **Information dissemination on ICTR-CAP professional development opportunities to regional stakeholders**

- **Assistance to regional investigators in accessing ICTR-CAP research resource consultations**

- (Potentially), provision of support/facilitation of community-based research projects

**Capacity Building: Current/Future Plans and Activities**

- **Evolution of Regional Research Councils**
  - Mission, charge, leadership roles
  - Membership representation
  - Establish/support lines of communication between Councils and ICTR-CAP
  - “Methods” development for identifying regional research needs and resources

- **Toward a “Community of Researchers”**
  - Information gathering: Inventories of researchers/projects in regions
  - Regional research forums
  - “Match-making” as opportunities arise

- **Communication and Engagement**
  - Coordinate with ICTR-CAP colleagues, other partners to develop effective vehicles for dissemination of professional development opportunities, research results
  - Develop content for Health Extension presence on ICTR-CAP web portal

- **Strengthen Collaborations, Explore Sustainability Issues;**
  - ICTR-CAP/Community Engagement colleagues (WREN, Education, Research Resources, Evidence-based Policy Project)
  - Marshfield Clinic
  - Other ICTR components
  - Other UW departments, schools, campuses
  - AHEC, UW Extension

- **Active Participation in National/Regional CTSA Community Engagement Activities**
ICTR-CAP Community Engagement/Health Extension Faculty and Staff

- John J. Frey, Director of Community Engagement  
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- Terry Cohn, Research Specialist  
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- Our Regional Research Coordinators
  
  - Gail Kell, Regional Research Coordinator, Northern Region  
    Health Extension  
    Community-Academic Partnerships Core  
    UW Institute for Clinical and Translational Research  
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  - Renee Koenig, Regional Research Coordinator, Northeast Region  
    Health Extension  
    Community-Academic Partnerships Core  
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  - Recently hired Regional Research Coordinator, Southeast Region (August, 2008)

  - Regional Research Coordinator for Southwest Region to be hired in the future