

# Delivering Culturally Appropriate Communications in Community-Engaged Research

National Institute of Environmental Health Sciences

The Partnerships for Environmental Public Health

Jada L. Brooks and Kim A. Pevia

02.15.2019

# Land Acknowledgment

In this country where the land was stolen from Indigenous Peoples, and where settler colonialism still exists, Land acknowledgements offer visibility and honor to those who have gone unnoticed and been dishonored by these practices.

“There have always been indigenous peoples in the spaces we call home, and there always will be,”  
Kanyon Sayers-Roods, a Mutsun Ohlone activist in Northern California

# JADA L. BROOKS

**Jada** (Lumbee) was born and currently lives in Robeson County, NC. As an Assistant Professor in the School of Nursing at The University of North Carolina at Chapel Hill, Jada conducts community-engaged research that fosters health equity and empowers tribal communities regionally and nationally.



# KIM PEVIA

Kim Pevia (Lumbee) was born and educated in Baltimore, MD. and currently lives in Robeson County, NC. She serves on many local, state and national boards that support community activism and local economy through arts, food, culture and tourism. She is a writer and is the founder of Artist Market-Pembroke, providing retail opportunities for local and regional artists in southeast North Carolina. Her love of community and films led her to curate the annual Lumbee Film Festival and the monthly CommUnity Cinema.



# Terminology Used to Describe Us

- Native American
- American Indian
- Indigenous

# People and Connection

- Who's Your People
- Connection to place and people
- Relationships and Partnering
  - Organizations (e.g., AIWPN)
  - Research Projects (e.g., ITC Project, HAPPI Study, HOPE Study)
  - Community Advisory Board (e.g., partnership to strengthen perinatal health among mothers in Robeson County)

# Building Partnership with Cultural Leadership



© Lumbee Tribe of NC, 2016



# Facts and Figures

Currently, there are 573 federally recognized (AI/AN) tribes, and more than 100 state recognized tribes. There are also tribes that are not state or federally recognized.

- As of 2015, **6.6 million** people who were classified as American Indian and Alaska Native alone or American Indian and Alaska Native in combination with one or more other races. This racial group comprises **less than 2%** of the total U.S. population.
- **22%** of American Indians and Alaska Natives **live on reservations** or other trust lands.
- **78%** of the AI/AN **live outside** of tribal statistical areas.
- **60%** of American Indians and Alaska Natives live in **metropolitan** areas; this is the lowest metropolitan percentage of any racial group.

# Facts and Figures

## Educational Attainment

- In 2012, 82 percent, age 25 and over have at least a high school diploma, as compared to 92 percent of non-Hispanic Whites.
- 17 percent of age 25 and over have at least a bachelor's degree, in comparison to 33 percent of non-Hispanic Whites.
- 6 percent have at least an advanced graduate degree (i.e., master's, Ph.D., medical, or law), as compared to 12 percent of the non-Hispanic White population

## Economics

- The median household income is \$37,353, as compared to \$56,565 for non-Hispanic Whites.
- 29 percent of age 16 and over work in management and professional occupations, in comparison to 40 percent of Whites.
- Also, 26 percent live at the poverty level, as compared to 11.0 percent of non-Hispanic Whites, in 2012.

# Community-Based Participatory Research Meets Indigeneity

## 4 Principles of CBPR

Commitment

Co-learning

Capacity Building

Shared Benefit

4 R's

Relationship

Responsibility

Redistribution

Reciprocity

# Community-Based Participatory Research Meets Indigeneity

## 4 Principles of CBPR

Commitment

Co-learning

Capacity Building

Shared Benefit

4 R's

Relationship

Responsibility

Redistribution

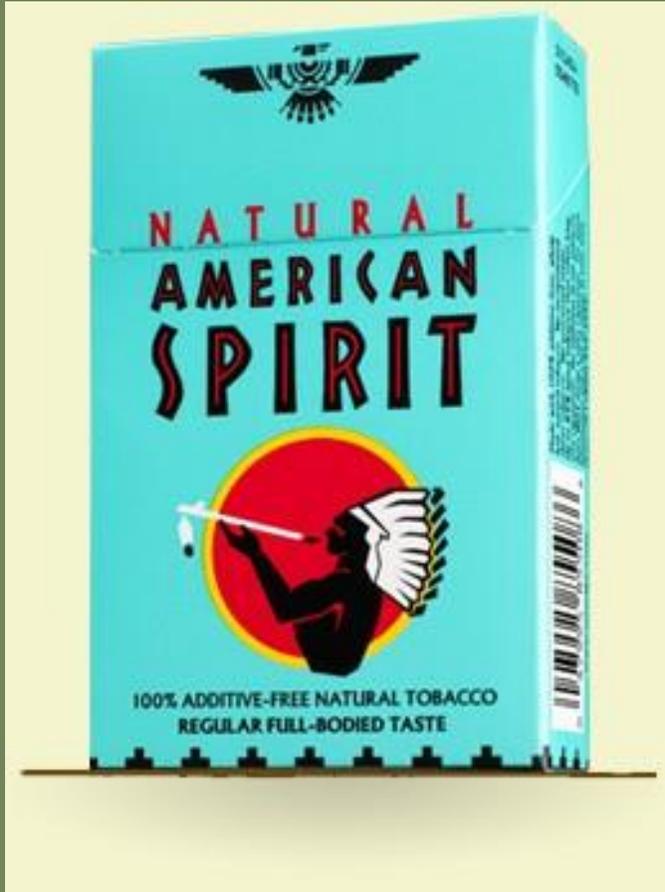
Reciprocity

Responsibility

# Culturally Insensitive Communication



# Culturally Inappropriate Communication



# Study Materials

1



## Session I

### Who's Your People?

1. Guidelines for a Successful Group
2. Some Reasons Why Youth Use Alcohol and/or Drugs
3. Pair Interview
4. Cover Design (Design a cover for next session on any 8 ½ x 11-piece of paper using any technique)
5. Final Questions



# Recruitment



## The *HAPPI* Study Hazardous Air Pollutants, Positivity, and Inflammation Study

### The *HAPPI* Study Hazardous Air Pollutants, Positivity, and Inflammation



#### Eligibility

- Are you female?
- Are you age 18 to 50?
- Do you speak English?
- Do you self-identify as Lumbee Indian?

If you answered YES, you might qualify for a research study. Join other women in helping us learn how environmental pollutants and well-being affect heart health.

There is no cost to you and you will be compensated up to \$200 for your time.



UNC  
SCHOOL OF NURSING



*The HAPPI Study*  
Hazardous Air Pollutants,  
Positivity, and Inflammation  
For more information  
Call 919-962-6239  
Email eghall@email.unc.edu



### The *HAPPI* Study

Hazardous Air Pollutants, Positivity, and Inflammation

If you meet the following criteria,  
you may qualify for a cardiovascular  
disease prevention research study!

- ✓ Female
- ✓ Age 18 to 50
- ✓ Speak English
- ✓ Identify as Lumbee Indian

There is no cost to you and you will be  
compensated for your time.

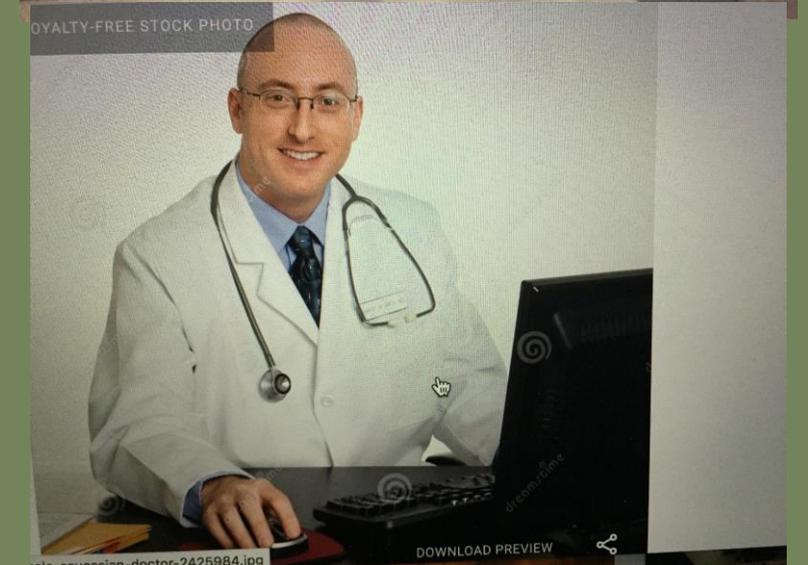
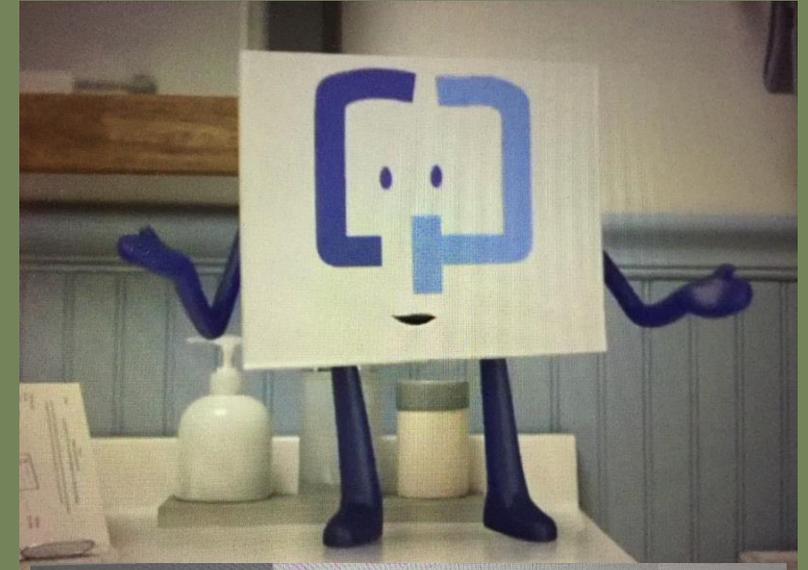
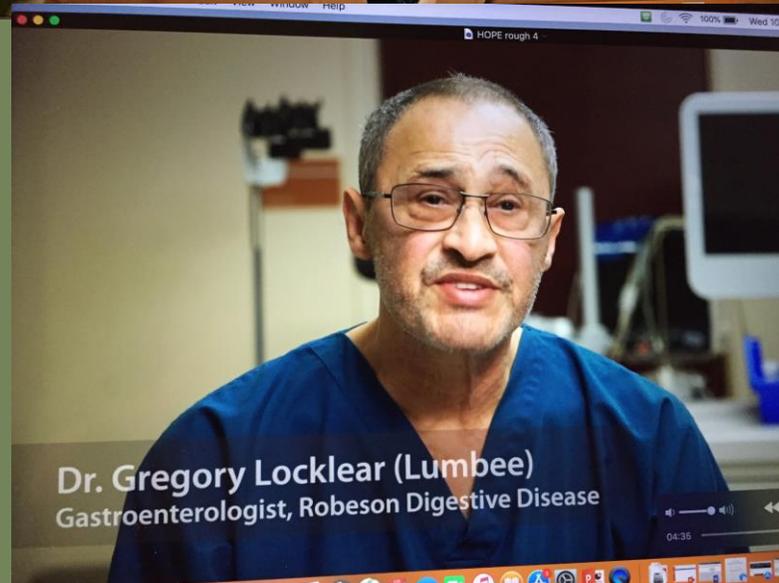
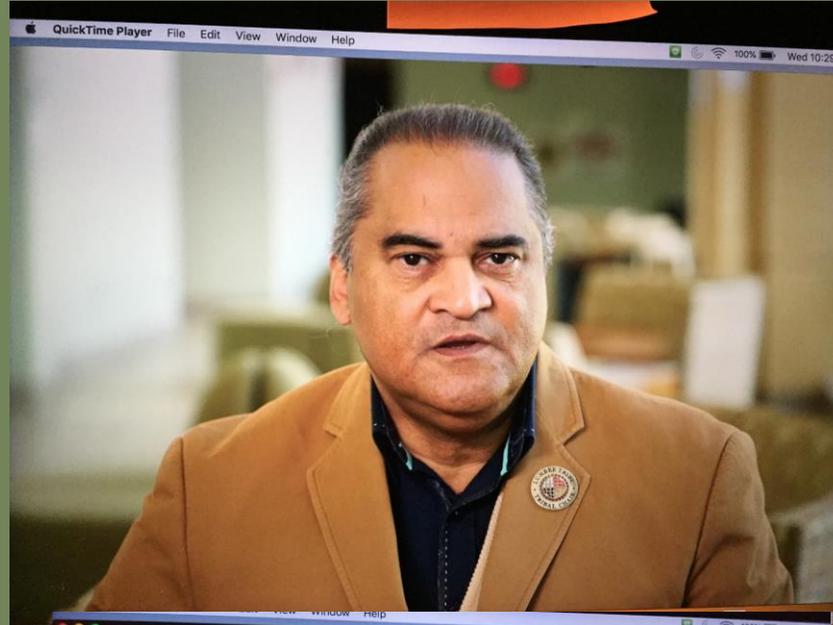


For more information  
please contact  
Principal Investigator  
Jada L. Brooks  
910.258.5389  
Project Manager  
E. Gail Currin  
919.962.6239



UNC  
SCHOOL OF NURSING

# Recruitment



# Clinic Visits



# Dissemination of Research Findings

## Managing Asthma In Your Child

Reduce Risk Factors and  
Promote Family Management Skills



Although asthma is common in American Indian children, little is known about how certain risk factors and family management styles are related to asthma control in this population.

We recently conducted a study with Lumbee families with children ages 4 to 12 who were diagnosed with asthma. We wanted to learn more about the relationship among family management styles, maternal depressive symptoms and health outcomes.

**Factors Related to Family Management and Asthma Control in American Indian Children**

Jada L. Brooks, PhD, MSPH, RN; Linda S. Beeber, PhD, RN, FAAN; and Josephine K. Asafu-Adjel, PhD

This study was supported by a NINR-sponsored T32 training fellowship (T32 NR007091) at the University of North Carolina at Chapel Hill School of Nursing.

**Did you know...**

- Asthma is more common among American Indian children than White children.
- Asthma is more common in rural counties than urban counties in North Carolina.
- Children in Robeson county experience increased asthma-related emergency department visits, hospitalizations, and healthcare expenditures.

## Better Child Asthma Control: Reduce Risk Factors and Promote Family Management Skills



**Study Findings:**

- The absence of environmental tobacco smoke (ETS) was found to be associated with better asthma control among children.
- The ability to manage asthma was also found to be associated with better asthma control. If a mother perceived asthma as a manageable condition, then she was able to better control her child's asthma.
- The effort required to manage asthma (CME) was found to be associated with maternal depressive scores. As symptoms of depression in the mothers of children with asthma increased, the mothers perceived an increase in effort to manage their child's asthma.

**DEFINITIONS/ABBREVIATIONS:**

ETS: Environmental Tobacco Smoke  
CMA: Condition Management Ability (ability to manage asthma)  
CME: Condition Management Effort (effort required to manage asthma)

Overall, our findings indicate:

- A non-smoking environment is important in controlling asthma in children.
- Mothers should be supported in their ability to manage their child's asthma.



During pediatric visits, healthcare providers can assess child exposure to environmental tobacco smoke. Assessing for maternal depressive symptoms may also be helpful.

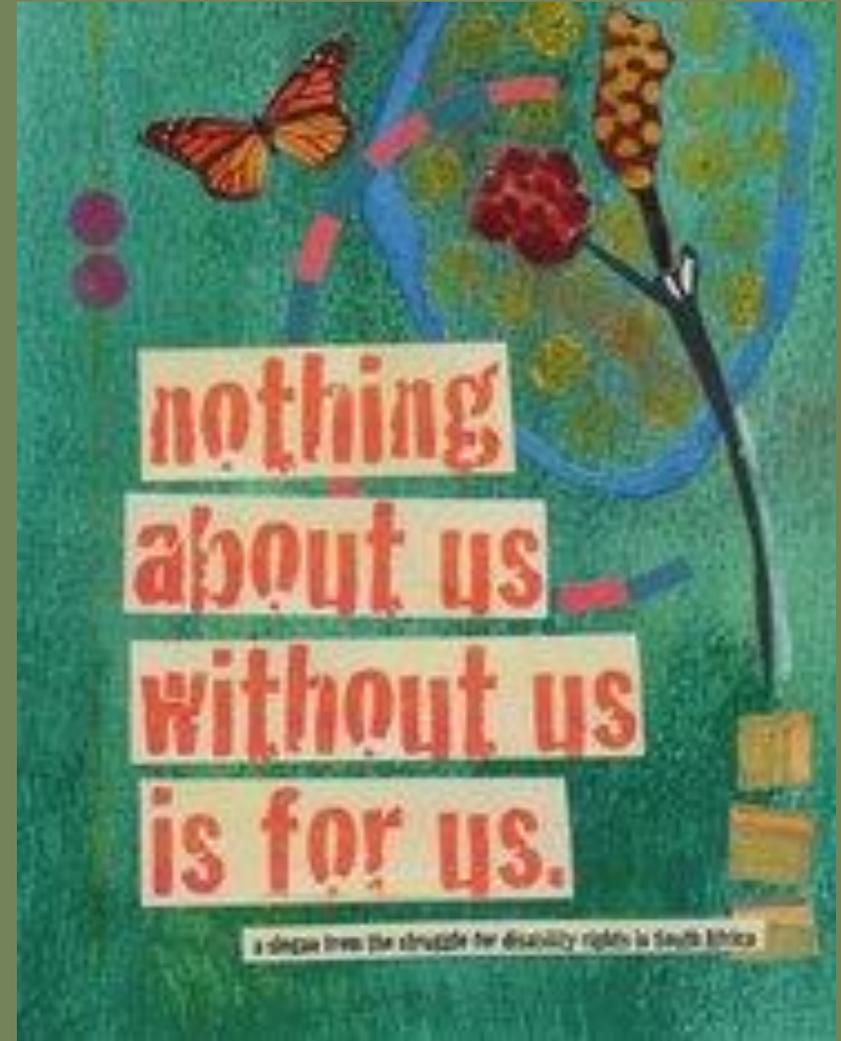
We hope the findings presented here will improve the lives of all American Indian children with asthma.

For More Information, Contact:

Jada Brooks, PhD, MSPH, RN \* Assistant Professor \* School of Nursing  
The University of North Carolina at Chapel Hill \* 504 Carrington Hall, CB #7460 \* Chapel Hill, NC, 27599  
E-mail: jada@email.unc.edu \* office: 919-966-9591 \* cell: 910-258-5389

# Inclusion

- Panels
- Presentations
- Documentation
- Reports
- Papers



# Communication Checklist

- ✓ Bi-Directional (i.e., two-way conversation)
- ✓ Culturally Sensitive (i.e., show consideration of culture)
- ✓ Transparent Communication (i.e., open, accountable)
- ✓ Culturally Appropriate (i.e., respect and value culture)
- ✓ Culturally Relevant (i.e., important)

# References

US Department of Arts and Culture. Honor Native land: A guide and call to acknowledgement. [www.usdac.us/nativeland](http://www.usdac.us/nativeland)

Israel, B. A., Schulz, A. J., Parker, E. A., Becker, A. B., Allen, A. J., & Guzman, R. (2003). Critical issues in developing and following community based participatory research principles. In M. Minkler & N. Wallerstein (Eds.), *Community based participatory research for health* (pp. 53-76). San Francisco: Jossey-Bass.

Harris, L. D. & Wasilewski, J. (2004). Indigeneity, an alternative worldview: Four R's (Relationship, Responsibility, Reciprocity, Redistribution) vs. Two P's (Power and Profit). *Sharing the Journey towards conscious evolution. Systems Research and Behavioral Science, 21*, 1-15. doi: 10.1002/sres.631

# ACKNOWLEDGEMENTS

- National Institute of Environmental Health Sciences (NIEHS)
- National Institute of Drug Abuse (NIDA)
- National Institute of Alcohol Abuse and Alcoholism (NIAAA)
- John Lowe, PhD, RN, FAAN
- Julie Baldwin, PhD
- Leah Fehricks, PhD

# Nya:weh (Thank You)

Jada L. Brooks

[Jada@email.unc.edu](mailto:Jada@email.unc.edu)

Kim A. Pevia

[kimpevia@gmail.com](mailto:kimpevia@gmail.com)

