



Dr. Diana Campanella Schow, is an Assistant Professor in the Department of Community and Public Health and the Executive Director of the Southeast Idaho Area Health Education Center at Idaho State University. She has conducted participatory research to create health equity for more than 20 years. She has worked in rural and underserved settings in the United States, Peru and Europe. She holds an MA and MHE from Idaho State University and a PhD from Friedrich-Alexander University, Erlangen-Nürnberg.

«Participatory Research: Gain Trust, Gain Equity, Trust Qualitative Design»

Participatory approaches engage individuals and communities in research processes like data collection and analysis. Doing so builds trust and can change values, attitudes, behaviors, policies and systems. Qualitative design of participatory approaches includes exploration of complex and compelling human stories, which enables us to untangle and address social problems that stand in the way of achieving true health equity.

In this talk, Diana will use two recent research projects to share:

- 1) how to develop participatory approaches with limited capacity
- 2) how to get the most out of qualitative design

Project One: CommuniVax Idaho - using rapid, Research as Intervention methods to develop just-in-time interventions that a) increase awareness of and access to COVID-19 vaccines and b) increase sustainable participation of underserved communities in local public health decision-making (*CommuniVax Idaho was funded by Johns Hopkins Center for Health Security - This work is a product of CommuniVax (Monica Schoch-Spana and Emily K. Brunson Pls). Funding was provided by the Chan Zuckerberg Initiative, with additional support from the Rockefeller Foundation.*)

Project Two: Use of a Research as Intervention approach to explore telebehavioral health services during the COVID-19 pandemic in southeastern Idaho (*funded by University of Washington, WWAMI AHEC and Idaho State University*).

Join the lecture on Thursday, 27 January 2022 at 4:00 pm online on zoom!

Join the lecture on zoom:

<https://unibe-ch.zoom.us/j/65585832544?pwd=NUFFaXMvbUxqeFIDd1BkUHNWUzNLUT09>

(Meeting ID: 655 8583 2544, Passcode: 204755)