What is community?

• Importance of defining community
  – Affects inclusion exclusion criteria
  – Informs CE activities
  – Informs identification and categorisation of stakeholders based on likely responsiveness
  – Saves resources and limits accountability space
Ethical Goals of CE

- Instrumental Community Engagement: helping to improve the quality of research; maintaining community interest (recruitment and retention)
- Intrinsic Community Engagement: building respect and trust, protecting communities, relevant research
- CE is increasingly being used for intrinsic goals to achieve good participatory practices
CE in Community Randomised Trials

• Whole communities can be units of randomisation

• Messaging and CE activities
  – People may not have a choice but to be ‘bothered’ by some activities
  – Potential confusion and contamination in control sections of the community

• Involves large numbers of field staff- 650
Recruitment

- Having well trained staff
  - Understand the protocol and targets
  - Give right information to potential and current participants
  - Do not waste people’s time
  - Theory vs practice
- Flexible working times
  - that fit into the participant’s working schedule
    - Working over weekends, reporting early for work, knocking off late
Recruitment

• Involving Community based stakeholders
  – Traditional leaders, CAB members, peer groups members, other CBOs
  – well known and respected in the community
  – can communicate messages on sensitive issues – blood and satanism issues
  – help locate individuals and households who have moved outside/ in study area

• Frequent field technical support visits
  – Appraise staff skills, quality control
Retention

• Community dialogues
  – Ongoing feedback- progress Vs new developments
  – Ongoing stakeholder engagement
  – Constantly reviewing representation on community representative structures

• Incentives
  – Non financial ‘tokens’ of appreciation
  – Incentivising retention and not recruitment
Retention

• Incentives- community level
  – Study visibility and show of genuine partnership
  – Infrastructure projects- ‘community gift’
  – Training in life skills
  – Building community organisation skills- resource mobilisation
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