Advanced Engagement Steering Committee
Meeting Notes
March 24, 2023

Attendance: Amy E. (funder), Beverly C. (older adult), Edward M. (academic), Erin M. (staff), Kate W. (academic), Marc C. (staff), Marcus E. (funder), Missy D. (staff), Myrna F. (older adult), Odette V. (funder), Tamara C. (academic)

Welcome, Review of Agenda & Materials

The group conducted introductions, reviewed the meeting agenda, and review the list of meeting materials. The group welcomes our newest member, Tamara (Tammy) Cadet, PhD, LICSW, MPH, Associate Professor at University of Pennsylvania's School of Social Policy & Practice. Tamara will contact Sophia if she feels the need for a more extensive review of the first phase of the project. Going froward, Sophia will assume the lead in managing the Steering Committee (SC), including scheduling and facilitating meetings and communicating in between meetings. Missy will continue to attend and participate in SC meetings. The group reviewed meeting guidelines and had nothing new to add.

Project Overview

Missy provided a brief overview of phase 2 of the Learning Collaborative, Advanced Engagement. The following key points were discussed:

Research Terms

- Patient-Centered Outcomes Research (PCOR) focuses on research topics, questions, and outcomes most important to patients and those who care for them.
- Comparative Effectiveness Research (CER) compares two or more available healthcare options to determine what works best for which patients and under what circumstances.
- Our project focus centers around PCOR, however our funder, Patient-Centered Outcomes Research institute (PCORI) prioritizes CER and expects funded projects to promote CER and PCOR.

Project Objectives and Aim

- Our project objective is similar to phase 1, which is to increase the willingness and readiness of researchers to implement PCOR/CER with older adults and their caregivers. However, phase 2 prioritizes engaging individuals from traditionally underserved and underrepresented communities.
- This project aims to 1) educate stakeholders on PCOR/CER benefits and strategies; 2) train more aging-focused researchers and broader stakeholders to apply PCOR/CER skills, and 3) obtain buy-in from academic leaders and funders to include PCOR/CER in their research curricula and funding portfolios.

Project Activities

- Engage older adults, caregivers, students, funders, and academics through multiple engagement structures to guide our work.
- Assess outstanding needs for multi-media education (videos/podcasts/Aging Research Network) and develop new products to address these needs.
- Adapt and expand our Training and Mentoring Program to support more researchers, students, and older adults to apply engagement concepts.
- Modify and expand our PCOR Self-Assessment to new academic programs and funders.

Engagement Structures

This project is guided by 4 engagement structures: Project Management Team (PMT), Steering Committee (SC), Older Adult Subcommittee, and task-specific Workgroups. Below we review our discussions relevant to our engagement structures' meeting frequency, expanding diversity, and outreach strategies.

Meeting Frequency

- The SC discussed meeting frequency and agreed meeting more frequently (e.g., every-other month) is more productive than quarterly, however these meetings should be shorter and more targeted.
- Project updates can be provided by newsletter (all members agreed to read), which will allow for time for deeper discussions during meetings. All members agreed to this approach going forward.

Expanding Diversity

- Our goal is to engage more individuals and organizations from underrepresented communities. The SC discussed the definition of "underrepresented" and agreed it includes people of different race, ethnicities, abilities (mental and physical), socioeconomic status, veteran status, and language spoken.
- Suggestions included developing outreach strategies and product content that specifically targets "hard to engage" or often left our communities, such as folks with disabilities, those who speak languages other than English, or family caregivers
- Sophia will share outreach materials with SC members to assist in recruiting diverse new members to the SC and/or Subcommittee.

Outreach Strategies

- Geriatric nursing communities through GSA, Hartford Centers, and universities (Tammy)
- American Geriatrics Society and American Society on Aging (Tammy and Marc)
- NIA funded initiatives and NIA center programs (over 100) (Odette)
- Michigan Center for Urban African American Aging Research (Tammy)
    - Missy explained we have an existing relationship here through Healthier Black Elders Center
- Consider expanding conference presentations, such as that done at GSA, to additional related conferences, including the Council on Social Work Education conference (Tammy)
- Connect with the Society on Social Work Research (SWRR) (Tammy)
    - Tamara sits on the SWRR Board
    - SWRR accepting abstracts until 4.15.23 (may be appropriate for next year)
    - SWRR also has a specific Gerontology track

Project Update

Below is a review of activities since our last meeting (December 2022, previous grant)

OLLI Talk

- We hosted an OLLI Talk to gather research topics that matter most to older adults. This resulted in a [tool](#) outlining research topics that matter most to Older Adults and is intended for students to use when considering a research topic.
- Key topics that emerged from the Talk include, social connections, accessibility, heath and health care, transportation, and housing.
- SC members discussed how this tool can be shared including:

- o Prior to COVID, USC had older adult volunteers. This program is slowly coming back. These volunteers are interested in being engaged. The OLLI Tool process could be replicated via the methods described in the tool.
  - o The tool could be incorporated into coursework readings
  - o Because OLLI Is a national organization, we need to reach out to OLLI to share the tool with their teams across the country
  - o Marcus works with the Patients Priorities Care Project, which is a related project. Connecting with this project may be valuable for outreach.
- Sophia will share the OLLI tool with academic representatives on this team to begin this dissemination, as outlined above.

PCORI Call to Action

- PCORI wants to expand its understanding of patient centered outcomes, specifically how healthcare may impact a patient's economic situation. Researchers asked stakeholders what "patient-centered value" meant to them and created a list of 48 "attributes" that are important parts of VALUE in health and health care. PCORI issued a Call to Action for community feedback on this list of attributes.
- We asked our Older Adult Subcommittee to review the report (47 pages!) and discuss PCORI's specific request for feedback and the report in general.
- Members responded to PCORI's specific request regarding attributes, however a larger lesson was learned. Through the process, members communicated that the report was very long and difficult to understand because of research "jargon." For instance, concepts such as "defining/measuring patient centered value" are challenging, and noted what constitutes value may change over time.
- Meeting participants recommended that some terms be reconsidered, reframed, or at minimum, better defined, including the use of the words disease, patient, and value.
- We shared this feedback and a full report of our findings with PCORI.

Listening Sessions

We will be hosting small group sessions to obtain opinions about our existing video series and ideas about how future products can be designed and marketed. Participants will be asked to view 3-5 short videos (appx 4 minutes each) prior to the listening session and will be provided questions to consider while viewing the videos. SC members agreed the purpose of the sessions is clear. Members offered opinions on terminology, expressing that "listening session" may not convey the type of activity we want to host and that "Focus group" may be more accurate.

SC members provided input to methodology, questions we want answered, and ideas for new topics. Points made during this discussion are described below.

Methods

- Think Aloud Method
  - o Allows participants the space to voice any and all feedback that comes to mind while they are reviewing the process.
  - o It is not a method suited to all tasks, but does help break down the barrier of participants concerns around "what kind of opinions we want to hear."
- Teach Back Strategy
  - o Allows participants to explain in their own words what they heard in the product.
  - o Provides insight into how well our intended purpose is translating to a general audience.
  - o Provides opportunities to explore novel interpretations of our product.

- o Members emphasized the important of our questions being open ended, to ensure the "teach back" reflects participants experiences rather than what we want to hear.
- "Net Promoter Score"
  - o This is a customer loyalty and satisfaction measurement taken from asking customers how likely they are to recommend your product or service to others on a scale of 0-10.

What we Want to Learn
- Does it "sell" the intended message; does the purpose match across participants?
- Would you recommend the product to a friend/colleague?
- Does this product move people to action?

Ideas for New Topics
- Benefit of Engagement: Valid Results
- What it takes to do engagement well (how do you train people to do it well)
- Taking us to the community- A benefit of engagement is it allows passionate people, who love working directly with a target community, to bring work with that community into research rather than artificially separating the two fields
- Right-fit engagement strategy

Next Steps
- Sophia, Missy, and Erin will incorporate "Listening Session" feedback into session outreach materials and protocol and update SC members on this process
- Sophia will share the OLLI Tool with our academic partners to ensure dissemination activities, as described above
- Sophia will share the video series with Tamara
- SC members will review one or more videos prior to our next meeting, if they feel they need a refresher
- Sophia will send out a meeting poll with specific focus on Fridays
- Sophia will send outreach materials to SC Members to share with potential partners from diverse communities, as noted above
- SC members will share outreach materials in locations identified during outreach discussion
- Myrna will discuss OLLI Tool dissemination across OLLI branches with OLLI Team