Utilizing Community-Based Participatory Research to Assess the Role of Civic Infrastructure in Economic Development of Marginalized Communities

LaMecia Ward, MPH, CHES
Central Valley Health Policy Institute
California State University, Fresno

FRESNO STATE
Central Valley Health Policy Institute

Introduction

LaMecia Ward MPH, CHES

Pronouns: she/her/hers

Research Associate

Central Valley Health Policy Institute

California State University, Fresno

Presenter Disclosures

LaMecia Ward MPH, CHES

(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

FRESNO STATE
Central Valley Health Policy Institute

DRIVE Background

The Fresno Developing the Regions Inclusive Vibrant Economy (DRIVE) Initiative aims to directly address factors contributing to economic and racial inequity by building local power through a civic infrastructure (CI) network. The civic infrastructure (CI) network, included:

- Two large community-based organizations

- Nine small resident-led hyper-localized grassroots (hubs)

Fresno DRIVE has assembled the hubs for three main reasons:

1. build robust community voice and power

2. Serve as an access point for referrals and services

3. Lead neighborhood-sourced-and-staffed hyper-local improvement projects

DRIVE Background

Purpose

- Establish a baseline understanding of what residents felt about their neighborhood.

- This study focused on the residents' perspective on the ability to build civic infrastructure within their neighborhoods based on current assets and challenges.

  - Each hub is associated with a neighborhood in Fresno that geographically serves one of Fresno Unified School District elementary schools.

    - Addams
    - Birney
    - Calwa
    - Jackson
    - King
    - Lincoln
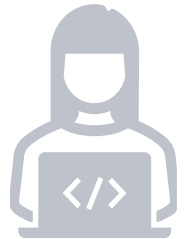   - Webster South and North
    - Winchell

Methods

Monthly Trainings
July 2021-August 2022

Quantitative Data Collection
May-August 2022

Quantitative Analysis
September-November 2022

FRESNO STATE
Central Valley Health Policy Institute

Methods Cont.

Quantitative Instrument

- Self-efficacy scale was computed as a mean of the following five Likert scale items developed by Romppel et al. (2013).
    - "I can find the means and ways to get what I want."
    - "It is easy for me to stick to my aims and accomplish my goals."
    - "Thanks to my resourcefulness, I know how to handle unforeseen situations."
    - "I can solve most problems if I invest the necessary effort."
    - "I can remain calm when facing difficulties because I can rely on my coping abilities."
    - "No matter what comes my way, I'm usually able to handle it."

- Neighborhood Equality was a dichotomous single-item measure.
    - "Do you feel that your neighborhood is treated equally to other neighborhoods by the local Fresno government?"

FRESNO STATE
Central Valley Health Policy Institute

Demographics

Neighborhood	%
Webster	19.9%
Winchell	14.0%
Jackson	13.2%
Addams	11.8%
Lincoln	11.8%
King	11.0%
Birney	9.6%
Calwa	8.8%

Race & Ethnicity	%
Hispanic or Latino	68.7%
Black or African American	10.3%
White	9.6%
Asian or Pacific Islander	8.8%
Multiracial or Biracial	1.5%

Age Groups	%
35-49	28.7%
18-34	21.3%
50-64	20.6%
65 and above	8.8%

Gender	%
Female	66.9%
Male	31.6%

FRESNO STATE

Central Valley Health Policy Institute

Findings: Self-efficacy

Figure 1. Mean of Self-efficacy by Age

Note:
*F= 2.9; P = 0.041

FRESNO STATE
Central Valley Health Policy Institute
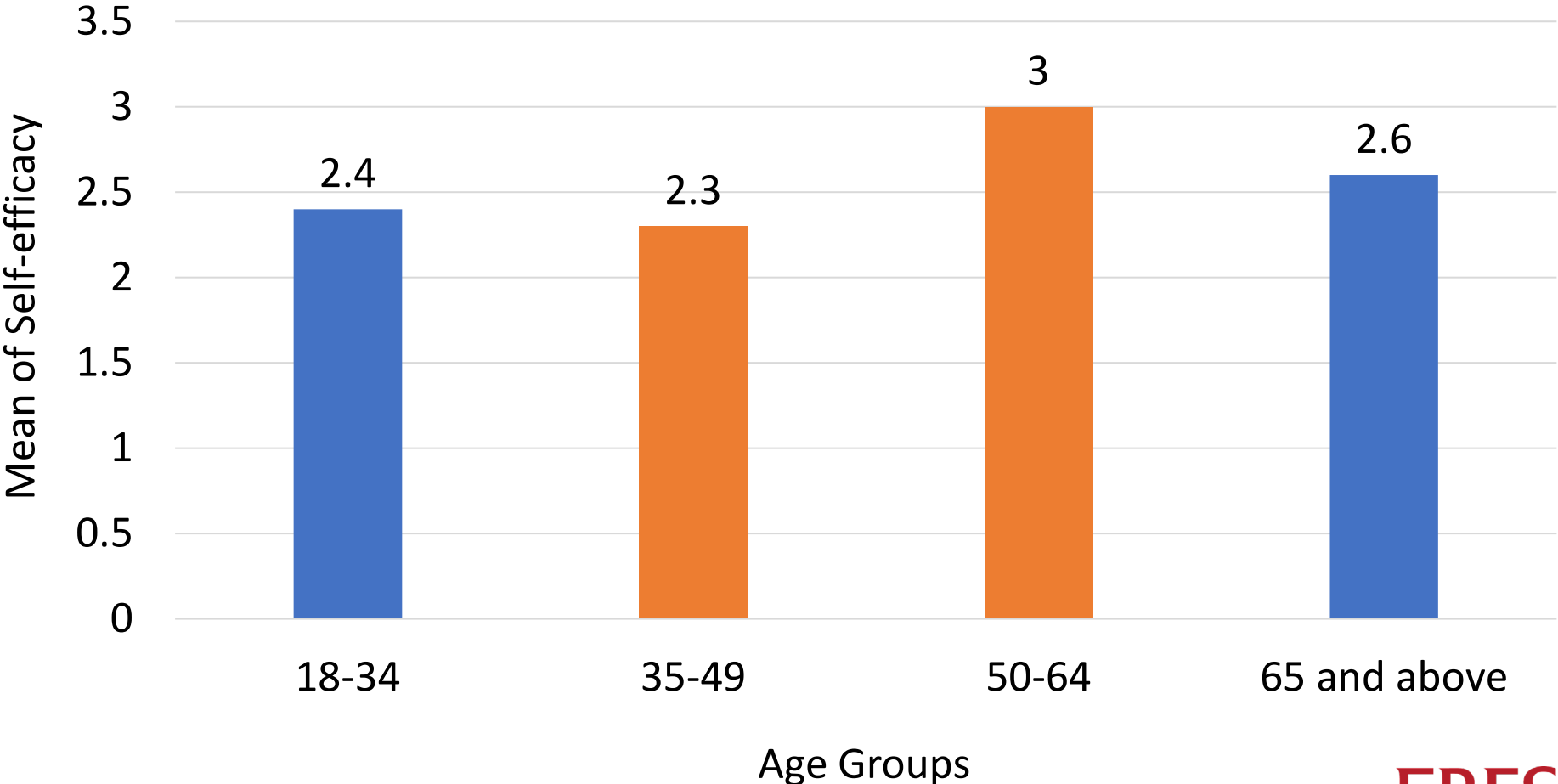
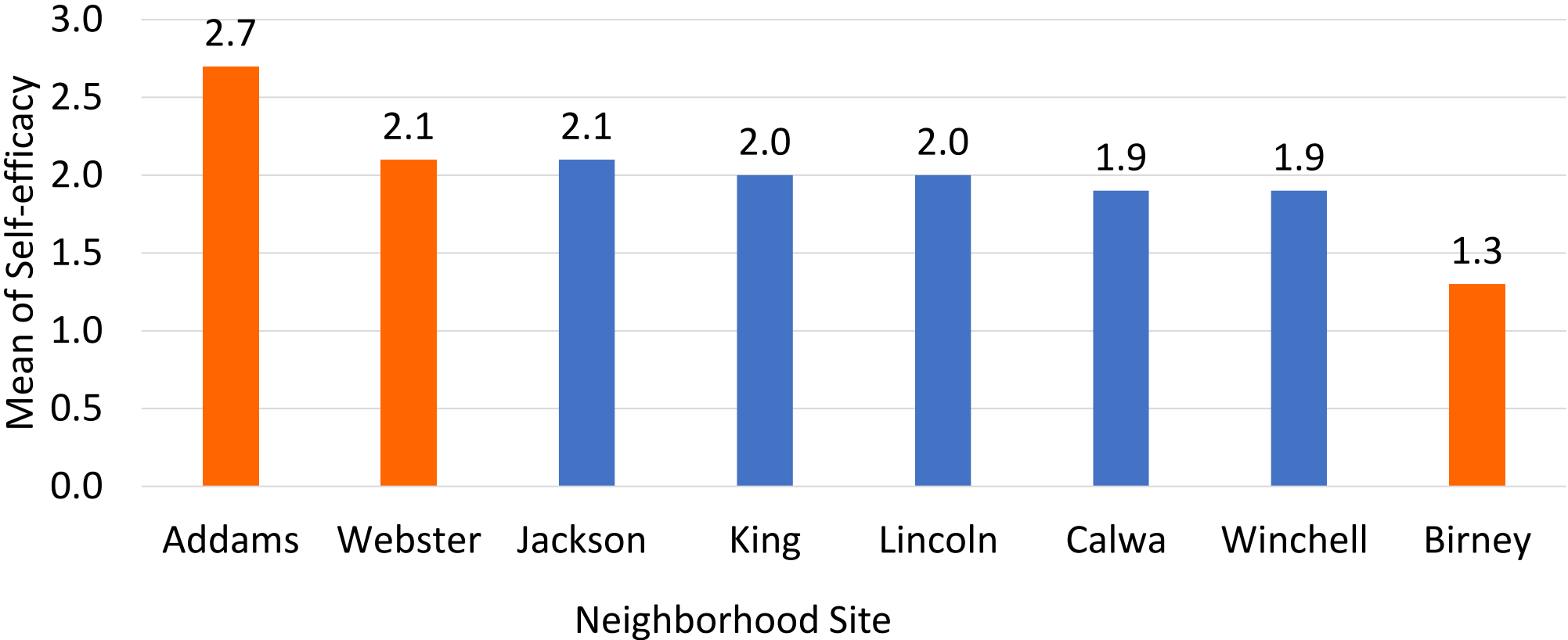# Findings: Self-efficacy Cont.

Figure 2. Mean of Self-efficacy by Race/Ethnicity
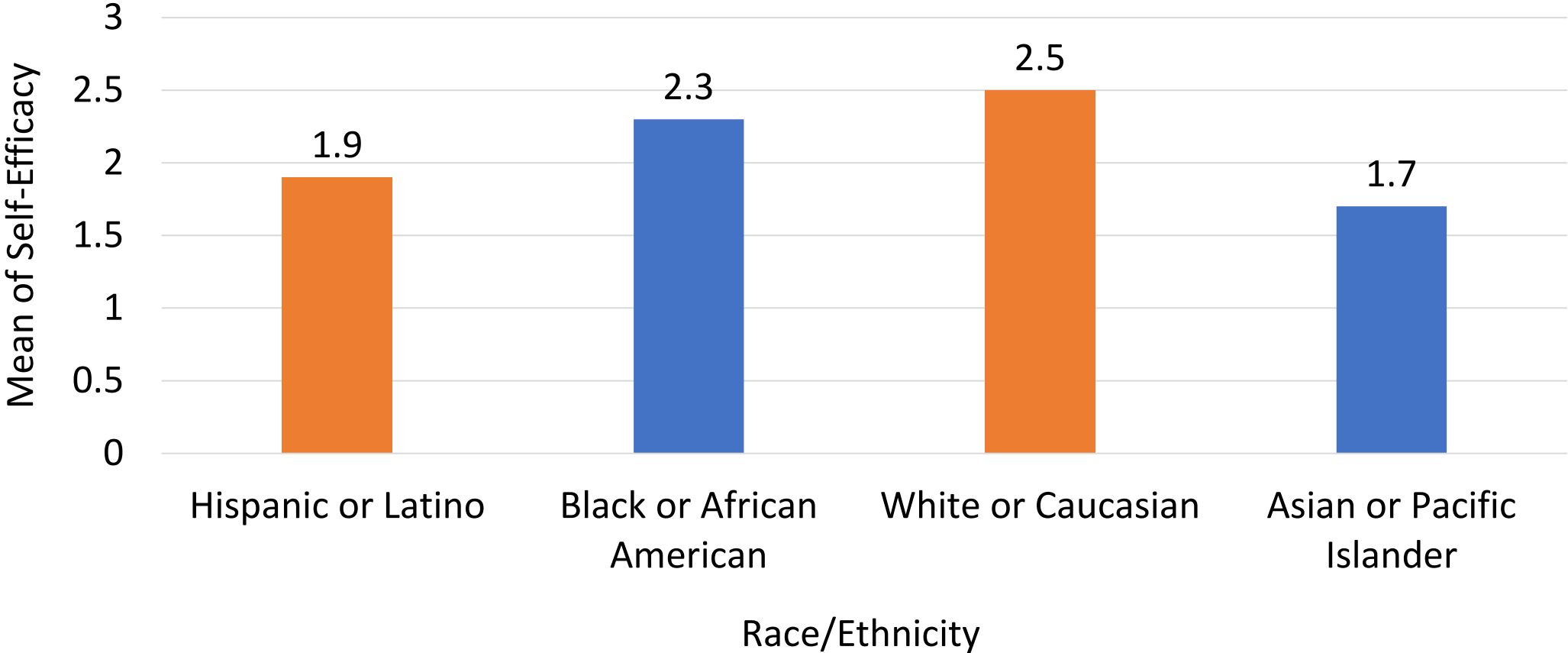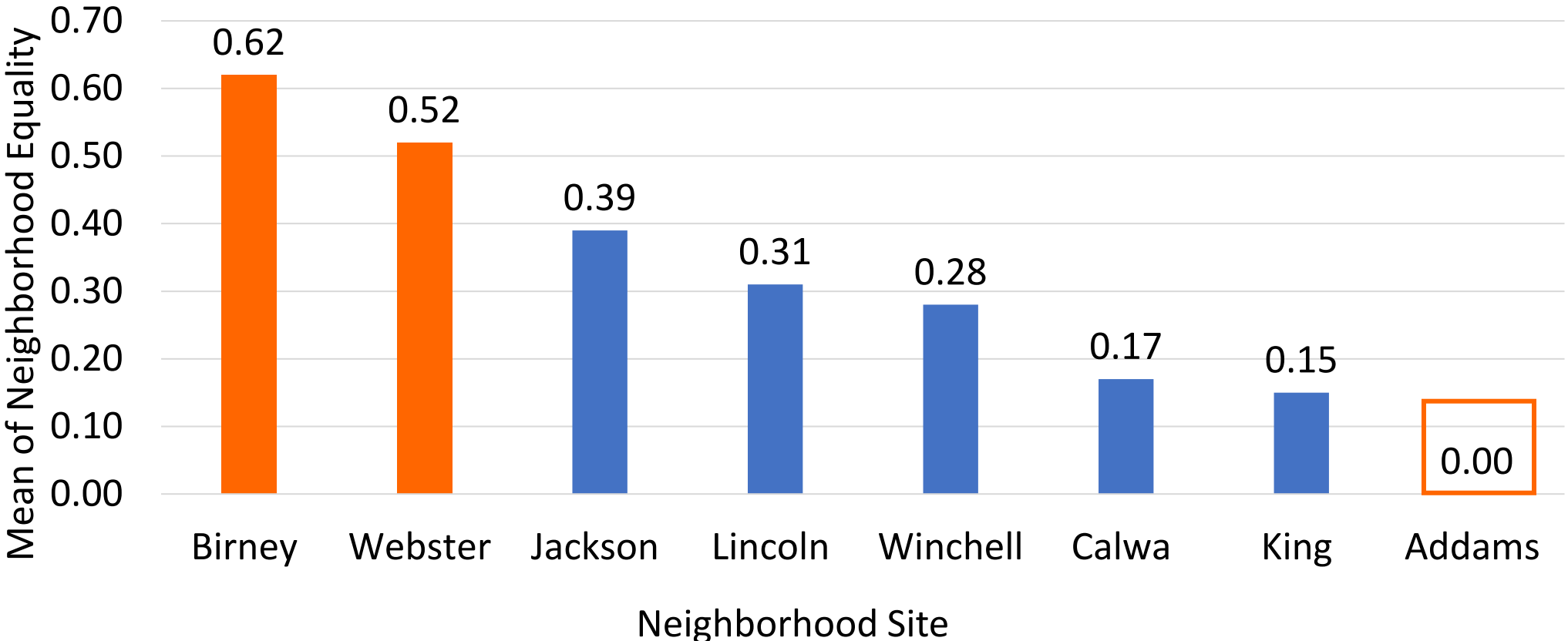
Note:
*F= 2.6; *P* = 0.015

Findings: Self-efficacy Continued

Figure 3. Mean of Self-efficacy by Neighborhood Site

Findings: Neighborhood Equality

Figure 4. Mean of Neighborhood Equality by Neighborhood Site

Lessons Learned

- The survey both serves as a model of how to involve hub leaders and residents in research.

- Local CBOs and the government need to build trust with residents to increase civic engagement.
  - Younger people may need further motivation for engagement.

- Data indicates that residents need help trusting their local government and that there is a need for built civic infrastructure among these communities.

FRESN�STATE®
Central Valley Health Policy Institute

Limitations and Implications for Future Research

- The residents' participation in the *PE Community Member Survey* did not fully represent those living near the specified school areas.

- Self-reported information that could have potentially led to response bias.

- There is a potential for expanding research on data that was collected.

FRESNO STATE
Central Valley Health Policy Institute

Recommendations

- Conduct a follow-up survey to compare with baseline data and track the level of community changes over time:

    - To comprehensively understand, comparing data across all neighborhood sites is important.

    - Receive snapshots of each neighborhood's progression to address neighborhood issues and their collective self-efficacy.

    - Identify shifts in community members' beliefs and attitudes toward their neighborhoods.

THANK YOU!

Authors:
LaMecia Ward, MPH, Sonia Mendoza, BS, Emanuel Alcala, PhD, Tania-Pacheco-Werner, PhD, John A. Capitman, PhD,

Questions, please contact LaMecia Ward at

LaMecia@csufresno.edu

A special thank you to our funders!
Center Valley Community Foundation (CVCF)

FRESNO STATE
Central Valley Health Policy Institute