“COMMUNITY ENGAGEMENT ACROSS THE SPECTRUM OF BIOMEDICAL SCIENCE: IS THIS POSSIBLE? “

Speaker: Veronica B. Ajewole, PharmD, BCOP, Dept. of Pharmacy Practice, College of Pharmacy & Health Sciences, Texas Southern University

Purpose: To address health disparities by understanding general cultural dimensions and beliefs related to specific research topics.

1. Cultural Sensitivity in Research:
   - Integrate cultural beliefs, characteristics, attitudes, values, traditions, experiences and norms of the target population into research design, implementation, evaluation and materials.
   - Health-related issues are especially important to understand through a cultural lens

2. Budgeting
   - Community individuals are *colleagues* with expertise in their lived experiences.
   - Include community participation in budget
   - Offer compensation/incentives to show value for their time/expertise. They have the option to decline incentives.
   - Work out the payment logistics with institutional purchase office or office of research

To learn more about Dr. Ajewole, her work and her team, click below:
- [Veronica B. Ajewole, PharmD, BCOP - CEC Staff Bio](#)
- [CBMHR Community Engagement Core - Veronica Ajewole](#)

The BCM IDDRC events, activities and services are supported in part by the National Institutes of Health *Eunice Kennedy Shriver NICHD (P50HD103555)* and the Jan and Dan Duncan Neurological Research Institute at TCH.