

## Innovative Adaptation and Dissemination of AHRQ Comparative Effectiveness Research Products

### Application and Dissemination of a Culture-Centered Approach to Tailoring Comparative Effectiveness Research Summaries

#### Description

The purpose of the project was to develop, apply, and evaluate the effectiveness of the culture-centered approach (CCA) for tailoring AHRQ's Comparative Effectiveness Research Summary Guides (CERSGs) so that they impact selected target populations of African Americans in Lake and Marion Counties of Indiana. The CCA worked through a partnership with a local community organization. The CCA seeks to develop academic-community partnerships that move the locus of decision making and strategic choice to the community partner. The CCA uses community-based participatory strategies to address healthcare disparities by emphasizing the central role of the community in defining the health problem and corresponding health solutions.

#### Project Aims

The project aims were to:

- 1) Develop and test the CCA for training local leaders of an African American community on how to tailor health information related to hypertension and how to develop a strategy for creating awareness of tailored products that will work in the local context.
- 2) Develop and test a health disparities hub that can be accessed by community leaders seeking to tailor CERSGs and serve as a distribution mechanism for their local populations.
- 3) Increase the use of tailored hypertension CERSGs in underserved African American communities in Indiana.

#### Findings

Across Lake and Marion Counties, the overall intervention contributed to greater knowledge for each of the knowledge areas covered in the CERSGs when compared to the knowledge in the same areas in Allen County (comparison group).

#### Study Populations

African American

#### Health Condition Addressed

Heart Disease (specifically hypertension)

#### Dissemination Tool and/or Method

Culturally-centered research summaries  
A hub that served as an electronic platform for collaboration and participation among community members and academic partners

**Principal Investigator:** Mohan Dutta  
**Institution/Partner:** Purdue University  
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**Publications:** None as of 12/19/14

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