



Community Scientist Program (CSP): Bringing Communities and Investigators Together

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Background/Purpose:

The current landscape of Public Health suggests that the scarcity of active public participation in scientific research has become a significant concern. The NJACTS Community Scientist Program (CSP) aims to tackle this challenge by promoting partnerships between community members interested in being involved in research and researchers looking for community collaborators. The purpose of this project was to develop a marketing plan to promote CSP among community partners, creating awareness and recruiting new participants for the first cohort (Spring 2023).

Methods:

This project consisted of three parts. First, a literature review of 58 Community Scientist Programs (16 with a certification component); secondly, a SWOT (Strength, Weaknesses, Opportunities, and Threats) analysis and benchmarking of the CSP; and lastly, the production of a marketing plan along with several promotional materials.

Results:

The marketing plan presented two main goals: (1) introduce the Community Scientist Program to target audience by creating awareness about the steps and benefits this initiative offers for community partners, and (2) recruit enough participants for the first cohort (Spring 2023). To accomplish these, an informative flyer, brochure, and postcard were generated, along with a monthly calendar plan to trace communication and recruitment efforts via email and through the weekly digest quarterly newsletter.

Impact:

This marketing plan brings communities and investigators together to collaborate in scientific research and aims to serve as a guide for future communication efforts promoting the SCP.

