# Work Assignment 2/3\_Track A

# Landscape analysis and stakeholder engagement goal setting

*Remember to save a personal copy of this completed work assignment for future reference.*

# You have two weeks to complete this assignment.

# Purpose

In this assignment, you will complete a rapid environmental scan in order to better identify what needs to be accomplished as a result of the stakeholder engagement process. You will strategically define an overarching goal and concrete objectives for your stakeholder engagement program.

# Instructions

* Answer all of the questions in Sections 1 & 2.
* Collaborate with your wider team to the greatest extent possible, as this feedback will help you with your real-world engagement program planning.

# Section 1: Environmental Scan

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| **Research program**  |
| 1) What are the overarching goals of your team’s overall research program?  |
| 2) List the trial or multiple trials that are occurring or upcoming in your context.  |
| 3)List the stakeholder engagement requirements of your trial funders. |

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| **Research readiness** |
| **Pay special attention to any items for which you respond ‘moderately’ or ‘not at all’**

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| 1) How many clinical trials have been conducted by your team (or at your site) in the past 5 years? | 0 | 1–3 | 3< |
| 2) How many trials involving the current target population has your team conducted in the past 5 years? | 0 | 1–3 | 3< |
| 3) Has your team been successful in engaging a diverse range of stakeholders (e.g., with a variety of perspectives, backgrounds, experience, skills) throughout the entire research process? | Not at all | Moderately | Extensively |
| 4) How often do members of the target population come to the site for non-trial services (e.g., events, information, education, health care)? | Never | Occasionally | Often |
| 5) How knowledgeable are local community members (the population around the trial site) about clinical research? | Not at all | Moderately | Extensively |
| 6) Have members of the community expressed any negative views or misunderstandings about the target population in the past? | Not at all | Moderately | Extensively |
| 7) How well informed are members of the community about participant rights during a trial? | Not at all | Moderately | Extensively |
| 8) To what extent do community members understand how the research affects or benefits them? | Not at all | Moderately | Extensively |

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| **Community advisory mechanisms**  |
| 1. Was the CAB supportive of stakeholder engagement in past trials? In what areas did CAB members take initiative? Were their efforts effective? Why or why not?
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| 1. What are the CAB’s strengths? What are its weaknesses?
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| 1. Is the CAB’s membership appropriately representative of the trial population? If not, which group/s are over- and underrepresented? If there is under representation, do the majority of members have understanding, demonstrated through their work, leadership or conversations with the research team, about the potential public health needs and social issues related to the trial population?
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| 1. List any additional stakeholder advisory mechanisms (e.g., focus groups, interviews, suggestion boxes) you have used in the past. Note which were effective, which weren’t, and why.
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| **Sociocultural, political, and economic landscape**  |
| 1. List attitudes, beliefs, or sociobehavioral factors in the local community (the population around the trial site) that could interfere with the research (e.g., social stigma, religious and traditional beliefs or practices, gender discrimination, misconceptions about research, mistrust of research and researchers).
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| 1. List any political, economic or social issues (e.g., poverty, lack of education, unemployment, legislative issues, such as criminalization of homosexuality; political stances, such as opposition to the proposed research from influential leaders) that may impact the planning conduct of the research.
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| 1. Has previous or similar types of research received balanced coverage in the local and national media? Has the coverage been positive or negative? Are there aspects of the media coverage (past or ongoing) that might interfere with trial planning or conduct (e.g., retention once the trial is in process)?
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| 1. Is the research likely to draw the scrutiny of any advocacy or activist groups? List the potential issues and possible reactions. Draw on previous trials to inform your response.
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| 1. List any regulatory bodies (e.g., institutional review boards, national ethics committees) that have authority to approve or reject clinical trial proposals, as well as those with the potential to impact trial conduct, product or strategy approval, or rollout. How experienced are they in reviewing research and well versed in the research area of the proposed trial?
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# Section 2: Stakeholder Engagement Goal and Objectives

Specifically defining the long-term results or ‘big picture impact’ that your team wants to achieve through better relationships with stakeholders on research outcomes is the critical starting point for a more extensive engagement process

Additionally, when guided by a well-defined purpose, all stakeholders are more likely to invest their time, input and energy toward contributing to the desired outcomes.

Answere the following four questions.

1. What is the broad goal for your stakeholder engagement program that is aligned to your research agenda?

*Remember: your program goal should describe change across multiple trials in the next 5-10 years, e.g. To increase acceptability and understanding of the HIV prevention research agenda for female adolescents in country X*

1. Briefly review on your responses in the previous section of this assignment. Describe any key issues that require special attention at this stage or particularly sensitive or controversial which stakeholders can help your team to address?

*E.g. Some influential newspapers are publishing inaccurate information about vaccine research*

1. Develop 1-2 SMART objectives for the engagement program based on your research priorities, community needs or key barriers identified in the scan above.

*E.g. To increase the knowledge of community leaders in districts x and y on HIV vaccine research by Q4 2016.*

*E.g. Ensure greater collaboration with at least one local media outlet in trial planning (Q1 &2 2016).*

1. Describe a strategy you can implement to monitor and evaluate the engagement process and/or the results or outcomes of your longer-term engagement program.