

BACKGROUND

The SEED Method for Question Development and Prioritization was developed in 2014 as a participatory framework for engaging a variety of stakeholders in research development. Two demonstration projects were funded by the Patient-Centered Outcomes Research Institute (PCORI) from 2014 to 2017. Since then, the SEED Method has been updated and adapted. It has been included in some 18 research and action planning projects.

Project Setting

Opioid use disorder is a leading public health issue in the United States, with complex drivers. The unique economic, physical, social, and policy conditions in rural communities affects the level of opioid misuse risk and its associated harms. Public health professionals, policymakers, and concerned residents must understand the local context in rural communities as they seek solutions to the problem.

We are working in 3 rural Virginia counties impacted by opioid misuse to implement community-engaged approaches to developing local action plans to address opioid misuse and evaluating the effectiveness of those approaches.



PROJECT OBJECTIVES

The primary objectives of the project are as follows:

1. Evaluate the process and impact of opioid action planning projects in 3 rural Virginia communities,
2. Evaluate and compare the effectiveness of the SEED Method and a modified Delphi process in community engagement (e.g., building trust, developing partnerships), development and prioritization of stakeholder-driven priorities, and improved community capacity to address the opioid crisis (mobilization)
3. To disseminate findings locally, regionally, and nationally.

EVALUATING THE IMPACT OF ENGAGEMENT



To test the effectiveness of participatory research approaches, we are conducting a 3-arm randomized controlled trial.

ARM 1 - SEED Method (2 counties)

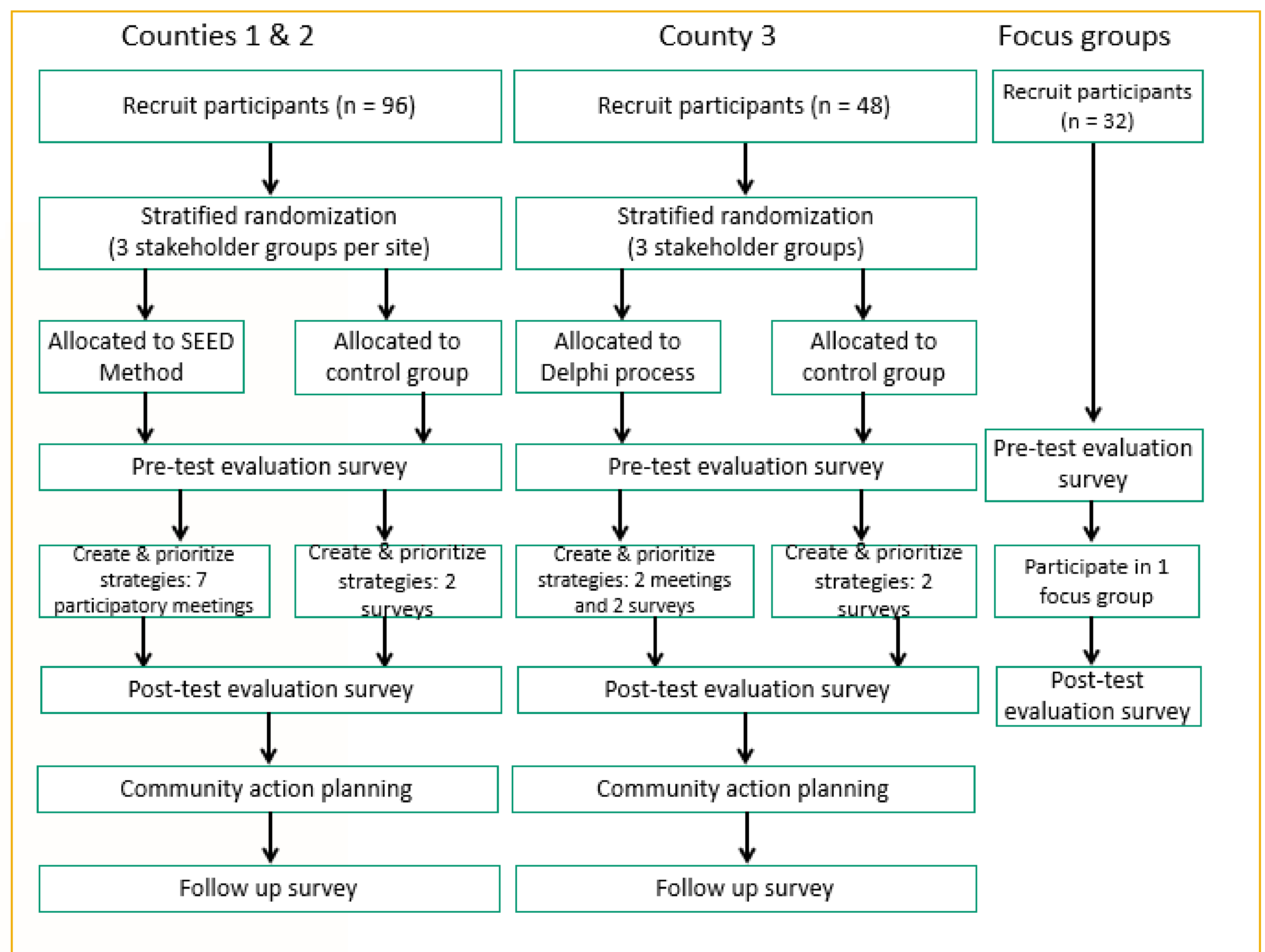
ARM 2 - Modified Delphi process (1 county)

ARM 3 - Control group intervention (all 3 counties)

Outcome Measures:

- Individual and Community Mobilization*  
- Number and variety of strategies created per arm and site
- Partnership context, process, outcomes and satisfaction using the CBPR model**

RCT FLOW DIAGRAM – DESIGN OF STUDY (3 years)



FUNDING

- PCORI Methods (ME-1310-07664), Engagement (19985 VCU)
- CNCS (18REHVA001)
- AmeriCorps 22REAVA002
- USDA 2022-46100-38163

*Jakes, Susan S. & Shannon, Lisa C. (2002). Individual and Community Mobilization Survey

**CBPR Model - <https://hsc.unm.edu/population-health/research-centers/center-participatory-research/cbpr-community-engagement/cbpr-model.html>