TODAY’S ROADMAP

❖ Background on Social Network Analysis - *what it is & why it’s important*

❖ Social Networking & Bootcamp Translation
  ➢ *What did we do?*
  ➢ *What did we create?*

❖ Lessons Learned
WHO WE ARE
SOCIAL NETWORK ANALYSIS
WHAT IS SNA?

Social network - relationship between people

Social Network Analysis - way to study relationships between individuals, groups, organizations
WHAT DO WE USE SNA FOR?

- Understand paths of information, flow of resources, etc.
- Visualize relationships to uncover patterns
- Identify key players
- Identify key areas of leverage
Organizational Chart

Social Network
KEY CONCEPTS

- **Nodes** - people, groups, organizations
- **Ties** - relationship between nodes
- **Degree** - how many nodes each node reaches. Connectedness
- **Strength of ties** - weak ties vs. strong ties
Northern Colorado Social Network Study
Northern Colorado Social Network Study
SOCIAL NETWORKS & BOOTCAMP TRANSLATION
BOOT CAMP TRANSLATION / COMMUNITY TRANSLATION

- A community engagement method to translate medical and public health information to improve the uptake of evidence-based guidelines in diverse communities.
- Partnership between academic researchers and communities
- Produces messages and materials that are disseminated via community channels

What does our community need to know?  
Who in our community needs to know it?  
How will we tell them the information?  
What do we want them to do with the information?
RAPID BCT + SOCIAL NETWORK ANALYSIS

- November 2023 – January 2024
- Denver & Aurora Black / African American Community
- Topic: Heart disease, diabetes, and mental health
- 8 Rapid BCT meetings
- 4 SNA meetings
SNA ACTIVITIES

Meeting 1: SNA Background & Personal Networks

Meeting 2: Diving deeper into personal networks & ties to community organizations

Meeting 3: Identifying organizations in the community

Meeting 4: Digging deeper into community organizations

ORGANIZATION NAME

ORGANIZATION TYPE

Ties: Direct / Indirect

Role in Dissemination

POPULATION SERVED
<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Organization Type: General</th>
<th>Organization Type: Specific</th>
<th>Populations Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Shield Community Center</td>
<td>Community</td>
<td>Community center</td>
<td>All</td>
</tr>
<tr>
<td>Volunteers of America</td>
<td>Community</td>
<td>Human Services Organization</td>
<td>All</td>
</tr>
<tr>
<td>Families Against Violent Acts</td>
<td>Community</td>
<td>Community Non-Profit</td>
<td>Specific: Families affected by violence</td>
</tr>
<tr>
<td>Montbello Committee Organization</td>
<td>Community</td>
<td>Community Organization</td>
<td>Specific: Montbello Community</td>
</tr>
<tr>
<td>Colorado Community Church's Morelife Center</td>
<td>Community</td>
<td>Social Services</td>
<td>Underserved</td>
</tr>
<tr>
<td>Sacks of Love</td>
<td>Community</td>
<td>Community Non-Profit</td>
<td>Youth</td>
</tr>
<tr>
<td>Struggle of Love</td>
<td>Community</td>
<td>Community Support Group</td>
<td>Youth</td>
</tr>
<tr>
<td>Families Forward Resource Center</td>
<td>Community</td>
<td>Community Support Group</td>
<td>Families</td>
</tr>
<tr>
<td>Prince Hall Free Masons</td>
<td>Community</td>
<td>Freemasonry community</td>
<td>Men</td>
</tr>
<tr>
<td>Rise 5280</td>
<td>Community</td>
<td>Community Support Group</td>
<td>Youth</td>
</tr>
<tr>
<td>Compound of Compassion</td>
<td>Community</td>
<td>Community service</td>
<td>All</td>
</tr>
<tr>
<td>Thelma Dream</td>
<td>Community</td>
<td>Community service</td>
<td>All</td>
</tr>
<tr>
<td>Denver Chapter, The Links, Inc.</td>
<td>Community</td>
<td>non-profit organization</td>
<td>Youth</td>
</tr>
<tr>
<td>The Caregivers Guardian</td>
<td>Community</td>
<td>Community Organization</td>
<td>Families</td>
</tr>
<tr>
<td>Denver Broncos Boys &amp; Girl Club in Montbello</td>
<td>Community</td>
<td>Sports/ community services</td>
<td>Youth</td>
</tr>
<tr>
<td>Dr. Martin Luther King, Jr. Marade</td>
<td>Community</td>
<td>Community service/education</td>
<td>All</td>
</tr>
<tr>
<td>Soul2Soul Sisters</td>
<td>Community</td>
<td>Community service/education</td>
<td>Women</td>
</tr>
<tr>
<td>Center on Colfax</td>
<td>Community</td>
<td>LGBTQ community center</td>
<td>LGBTQ* Community</td>
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<tr>
<td>SPIN</td>
<td>Community</td>
<td>philanthropic community</td>
<td>Women</td>
</tr>
<tr>
<td>100 Black men who cook</td>
<td>Community</td>
<td>Non-profit organization</td>
<td>Men</td>
</tr>
</tbody>
</table>
Map of Organizations
Promoting Health in the Black Community

Mapping the organizations that serve the Black community in the Denver metro area.

CU Anschutz Bootcamp Translation Group, 2023 - 2024
LESSONS LEARNED

**BCT FACILITATION**

- **Acknowledge Time Realities**
  The process may exceed initial time estimates

- **Prioritize Early Discussions**
  Address logistics, ownership, sustainability and community expectations from the outset

- **Allocate Time for Capacity Building**
  Plan additional time for community capacity building

- **Optimize Time Utilization**
  Conduct small group breakouts to maximize efficiency and gather network information

- **Cultivate Community Engagement**
  Invest time in securing community buy-in and establishing achievable expectations
LESSONS LEARNED

COMMUNITY PARTICIPATION

- Overcoming hesitancy
- Inspired by compiling list
- Maps brought list to life
Timing: SNA & BCT activities happening concurrently

Time to build relationships, buy-in, and build capacity

Focus on Organizational Ties

LESSONS LEARNED

FACILITATING SNA
THOUGHTS ON SOCIAL NETWORKS

- Enhances dissemination opportunity for BCT products
- Better understand where organizations are & connections in community
- Helps people process & understand information when shown in picture format
- Help us see where to take action, new opportunities in the community
- Help us to see our accomplishments
THANK YOU