



# Engagement Tools and Key Process Elements from the SEED Method

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## BACKGROUND



The SEED Method engages diverse stakeholder groups in research development; they collaboratively build conceptual models and select research questions and priorities for future research.

The SEED Method was developed based on the principles of community-based participatory research (CBPR) and the belief that diverse stakeholders contribute unique perspectives and experience to research.

## SEED FRAMEWORK

Stakeholders participate through three modes of engagement:

### Collaborative research team

- A multidisciplinary partnership composed of stakeholders and researchers who lead the research process.

### Stakeholder participants (Topic groups)

- Groups of stakeholders brought together based on their experience and knowledge of the health topic.

### Consulting stakeholders

- For example, focus groups and interviews.

## ACKNOWLEDGMENTS

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## STAKEHOLDER MATRIX

The SEED Stakeholder Identification Matrices are designed to develop a comprehensive sampling plan for stakeholder engagement. They are adaptable by customizing the templates based on the study population and topic.

*Matrix 1: Patient Stakeholder Identification Matrix*, identifies stakeholder subgroups by demographic, social, and health-related characteristics.

*Matrix 2: Service Provider and Other Stakeholder Identification Matrix*, identifies subgroups of health care professionals and other stakeholder such as payers, policymakers, and researchers.

*Matrix 3: Stakeholder Recruitment Matrix*, identifies places to recruit by type (e.g., clinics, community organizations, churches, support groups, etc.).

**Matrix 1: Patient Stakeholder Identification**  
Identifying Priority Patient Subgroups

Purpose: This matrix will be used to identify potential patients and caregiver subgroups by demographic, social, and health-related characteristics.

#### Instructions:

1. Edit the 'Who is Affected' in the first column according to the data.
2. As a group, decide on a set of decision criteria (remaining columns).
3. As a group, gather data and fill in the criteria for each identified patient subgroup.
4. As a group, weight responses to each criteria and determine whether to specifically recruit within each subgroup. Place recruitment decision in 'Decision' column.

| Who is affected? (Patient Stakeholders)      | Criteria 1:<br>e.g. risk level (low, med, high) | Criteria 2:<br>e.g. presence in study area | Criteria 3:<br>e.g. vulnerable population | Decision |
|--|---|--|---|----------|
| <b>Age</b>                                   |   |  |   |          |
| School-age                                   |   |  |   |          |
| Adolescents                                  |   |  |   |          |
| Young adults                                 |   |  |   |          |
| Adults                                       |   |  |   |          |
| Seniors                                      |   |  |   |          |
| <b>Military/veteran status</b>               |   |  |   |          |
| Veterans                                     |   |  |   |          |
| <b>Race (break down further if relevant)</b> |   |  |   |          |
| Black/African American                       |   |  |   |          |
| White  |   |  |   |          |
| Asian  |   |  |   |          |
| <b>Ethnicity (custom list for study)</b>     |   |  |   |          |
| Hispanic                                     |   |  |   |          |
| <b>Disability</b>                            |   |  |   |          |
| Mobility impaired                            |   |  |   |          |

### Step 1: Choose patient sub-groups –

- Who is affected by the health condition? Who is at high risk? Who has trouble accessing services? Who might have a unique perspective?

### Step 2: Choose decision criteria:

- What are some decision criteria we should use? Prevalence? Presence in the community? Vulnerable groups? Risk of complications or poor health outcomes?

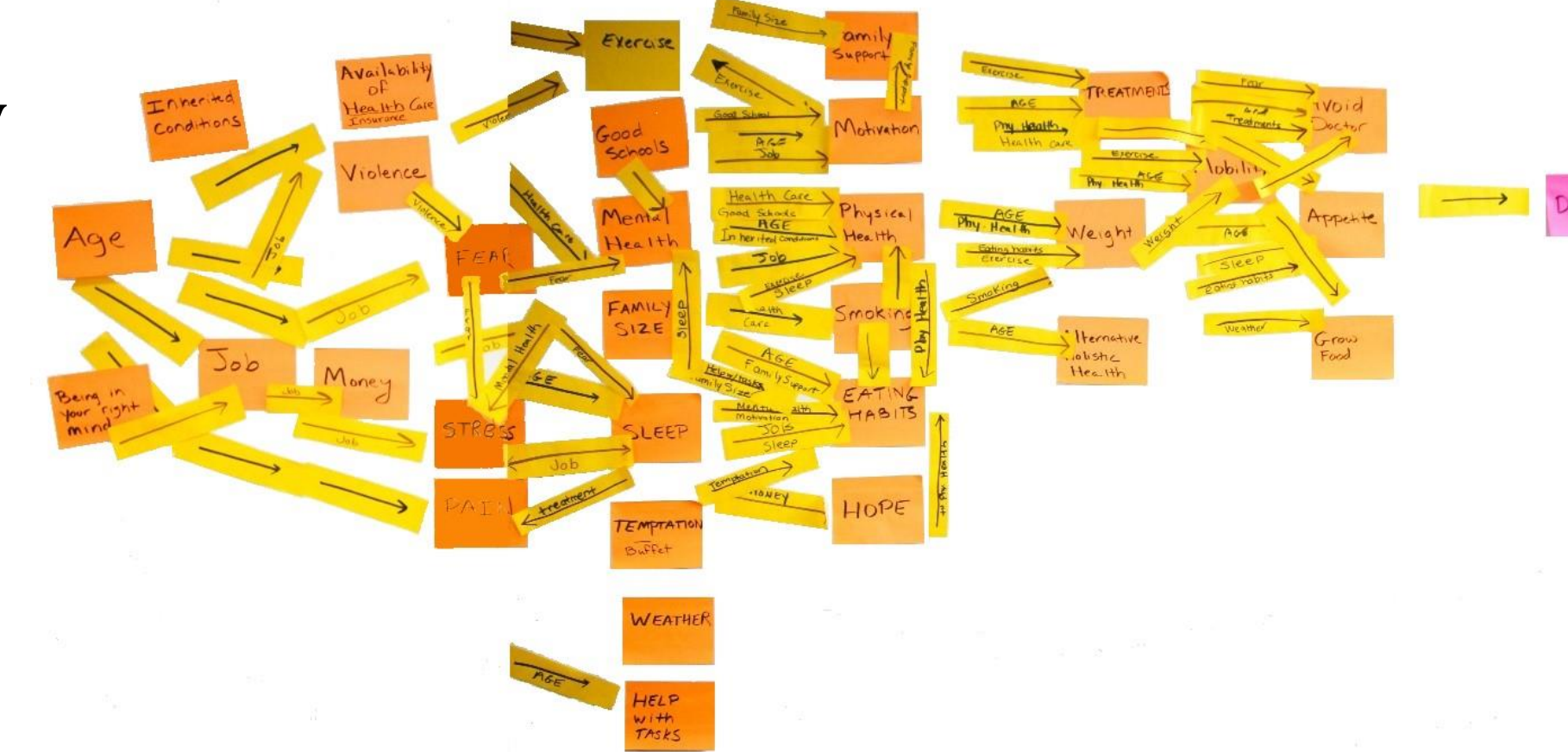
### Step 3: Rank each subgroup by selected criteria.

## PARTICIPATORY MODELING

**Part I:** Stakeholder participants identify as many factors as they can related to the health outcome of interest. The groups engage in discussions about the meaning, importance, and potential relationships among the factors.



**Part II:** Stakeholder groups use the factors to build conceptual models. Using a white board with sticky notes and arrows, the facilitator and participants can interactively move items as the model building progresses. The groups engage in discussion about the relationships of the factors and the causal pathways.



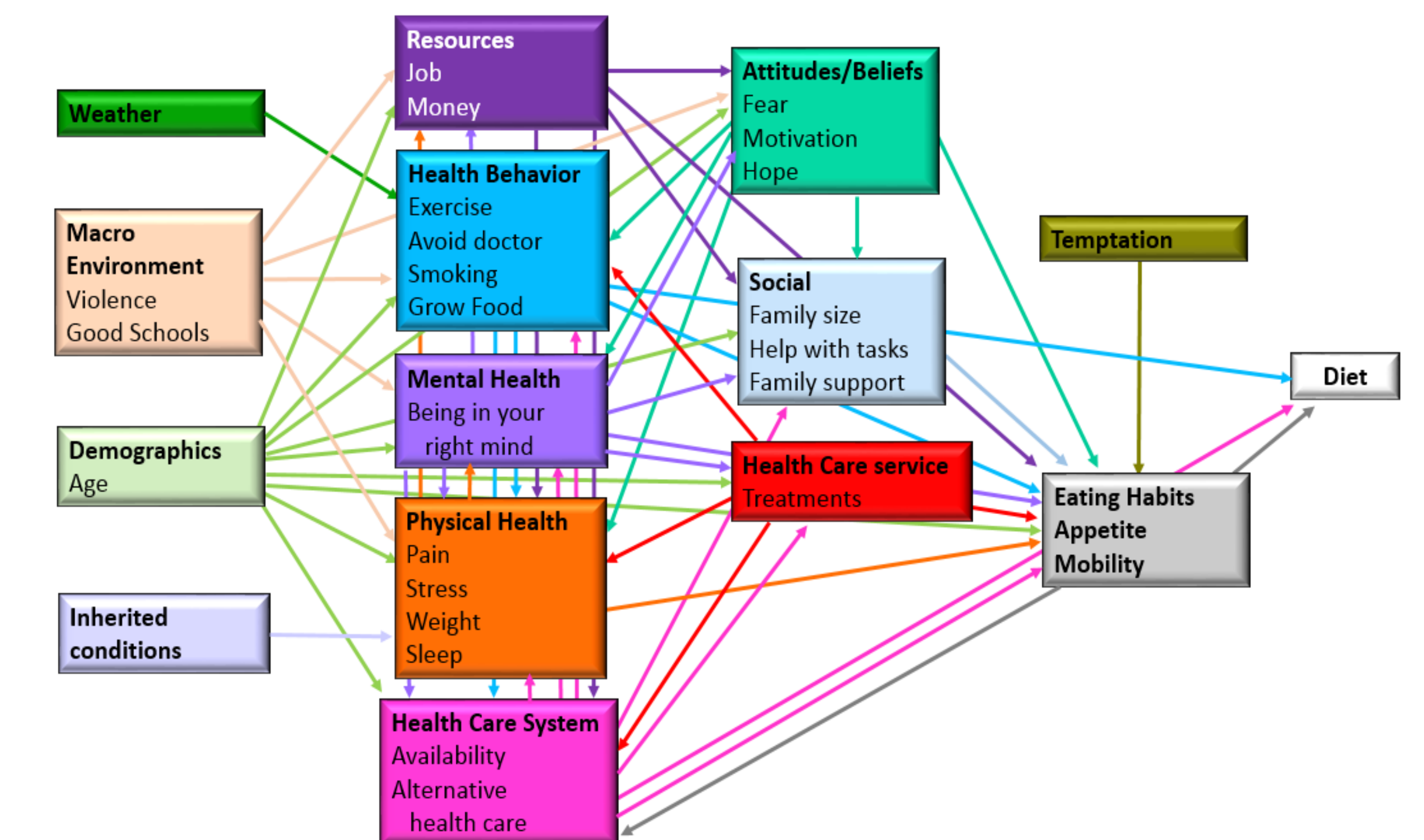
### Optional steps:

Create graphic versions of the models that are easier to read.

Compare models created by different stakeholder groups

Use the models to motivate group decisions about:

- Research priorities and questions
- Services and program planning
- Community action planning
- Intervention development



## RESOURCES

### Toolkit

- Instructions
- Facilitator Guides
- Templates
- PowerPoints

<https://societyhealth.vcu.edu/work/the-projects/the-seed-method-for-stakeholder-engagement.htm>