

Audio Recording: Jennifer Bishop-Crawford Spotlight

[John Anderton] Welcome to another Community Guide audio segment.

I'm John Anderton, and today we're talking with Jennifer Bishop-Crawford, the director of the Division of Strategic Communications in the HHS Office on Women's Health. Dr. Bishop-Crawford has more than 17 years of experience working in health communication, health policy development, and program evaluation in the federal government and private sector. She is a past member of the County Human Services Council in Fairfax County, Virginia, and serves as an adjunct faculty member at the Johns Hopkins University, Krieger School of Arts and Sciences.

Let's start with the basics. Dr. Bishop-Crawford, tell us about the Office on Women's Health's interaction with The Community Guide.

[Jennifer Bishop-Crawford] Well, first thank you John for having me on your podcast, and just wanted to talk a little bit about how our project came to be. We are currently working with The Community Guide to do a systematic review to discuss interpersonal violence; as it's one of the focus areas for the Office on Women's Health. And we're actually doing a host of different activities so, in addition to that review we're also working on a fact sheet for community-based health professionals to identify key women's health issues and what are evidence-based interventions that can assist them in reducing the risk for women in their communities.

[John Anderton] Think back a little bit. How did you originally hear or find out about The Community Guide?

[Jennifer Bishop-Crawford] Truthfully I found out about The Community Guide when I was getting my master's degree. I think it was one of the first few years of The Guide itself, but it was highlighted as one of the key resources that public health practitioners had for identifying evidence-based interventions without having to do trial and error. And so it's something that I've always integrated into my public health practice; and now as an educator I ensure that my students are aware of this resource because it's great to have it available, and not have to re-invent the wheel.

[John Anderton] So that's the student piece. Tell me how The Community Guide is used or provides benefit for the HHS Office on Women's Health.

[Jennifer Bishop-Crawford] So I don't think we use The Guide as much as I'd like us to. And once I joined the Office on Women's Health I tried to work with our regional women's health coordinators to one, ensure that they knew The Guide existed but also knew how to communicate the benefits of The Guide to the state and local public health practitioners that they interfaced with. So we've been working with The Community Guide branch to ensure that my team was educated on The Guide and its benefits and that they can educate others about it. So we're currently working on a fact sheet that highlights three women's health issues: cancer, heart disease, and mental health issues, primarily depression, because women are disproportionately suffering from these ailments.

[John Anderton] So tell me how you worked with your regional network of women's health coordinators.

[Jennifer Bishop-Crawford] Our regional women's health coordinators assisted us in designing our factsheet. Because they work on the local level, they really understand the needs of the local public health practitioner. So they worked with us to identify the content, make sure that it was clear, and that it really would resonate with the audience, but also to ensure that we are distributing it where it would actually reach the appropriate audience.

[John Anderton] So let's change gears just for a second, and tell me how you describe the work of the Task Force to colleagues who are completely unfamiliar with The Community Guide.

[Jennifer Bishop-Crawford] I liken it to the work that the U.S. Preventive Task Force [U.S. Preventive Services Task Force] does. And they assist in reviewing the current literature on a specific topic and determining whether or not there's significant evidence to demonstrate that the intervention has been successful or can be successfully replicated to reduce the risk of a specific health ailment. So these are a group of public health experts who convene 3 times a year, who assist the CDC and really understanding the public health literature, really digging deep into the research to understand whether or not there's significant information or a breath of information that suggests that the work that's been done or the studies that's been done demonstrate that there are effective interventions and they help identify these interventions. And The Community Guide ultimately will disseminate them.

[John Anderton] So, I guess you would describe that as maybe a strength or benefit of The Community Guide process?

[Jennifer Bishop-Crawford] Absolutely. And the fact that the individuals are from many different, I don't want to say walks of life, but there are individuals who are pediatricians. I love the fact that they include liaisons from the public health and health practitioner entities because I think they add a true understanding of the healthcare environment. So, it's a richer discussion by having all of these individuals at the same table discussing the research and also including an understanding of what happens in the real world. Because often times I think we tend to look at research from the ivory tower perspective and by having practitioners there who live and work and deal with communities and these risks on a day to day basis, we get a realistic view of whether or not the research and these interventions can be implemented with fidelity. Whether or not they're realistic. And I think that's definitely a strength of The Community Guide.

[John Anderton] How do you professionally keep up with their work, their findings?

[Jennifer Bishop-Crawford] I am a Community Guide stalker. And what I mean by that is that my very favorite tool is their website and their search engine. Whenever there's a health issue that I'm working on, that's one of the first places I go to try to understand well, what do we know about it and what works. And so it's really part of my, I'd say monthly routine, to at least go to the website and see if there's anything new, anything that I could share with my colleagues.

[John Anderton] What would you say is the most useful resource or tool on that website that you use the most often?

[Jennifer Bishop-Crawford] I would say probably the search engine, because often times, especially for when I'm looking at the perspective of my students who are unfamiliar with it -- they may be going

there with a specific question or a specific issue in mind, and I know it sounds very simplistic, but the fact that the search engine just brings you specifically to that content area, and lays everything out so clearly for you to look deeper into the recommendations -- it's simple but, elegant.

[John Anderton] Dr. Bishop-Crawford, thank you for joining me today and for talking about The Community Guide.

[Jennifer Bishop-Crawford] You're welcome.

[John Anderton] For more information about *The Community Guide* or *the Community Preventive Services Task Force*, visit thecommunityguide.org. This is John Anderton, and you've been listening to a spotlight, from The Community Guide.