



Centric

Community Engagement Training

Who is Centric

Centric offers a community research approach, incorporating academic literature reviews, ethnographic research, primary interview data and focus groups to uncover nuances which are often below the radar and deciphers sentiments within the urban locale. For this reason, there is a significance of bringing communities into the discussion, as we have seen in our previous research into COVID-19 and medical scepticism. There has to be equitable collaboration, away from tokenism, towards working with communities with strategic direction in mind.

Centric's community research approach is unique in that our model involves upskilling people from local communities to engage in research in their own communities. Our approach emphasises including groups and sections of the communities who do not usually come forward in such processes, to tap into their unheard voices and perspectives and therefore upholds an equitable research ethos which fosters a collaborative co-learning environment. Centric engages in continuous reflective practice based on our own challenges which has encouraged us to adapt our approach as necessary and take on board new learning. This has been important as a team which sits between both communities and institutions.

The success extends beyond Centric through philanthropic efforts like CenGiving, which now empowers communities globally, spanning regions such as Ghana, Gambia, the Dominican Republic, and more. CenGiving continues its mission by globally building local community capacity, conducting research, and initiating projects that address the pressing issues affecting their daily lives and the future of their communities.

Centric Literature

- What They Say About Us Without Us
- Brixton as a Locale of Subaltern Counter-Public Spheres

Blogs

- Emperor's Old Clothes
- Artificial Intelligence and the Black Intellect: The Cultural Nuances of Afropeanism

Creative Outputs

- Cost of Living Research Insights
- State of the NHS in the Heart of Brixton
- Cen-X Podcast Platform - Episode 3 with Farid Kelekun (Impact on Urban Health)

See more directly via our website or social media

Website: www.centric.org.uk

Affiliates:

www.cengiving.org / www.cen-x.com

Youtube Channels: [Centric](#) / [Cen-X](#)

Community Engagement Training

Centric combines academics and senior community researchers to build the capacity and capability of local communities to deliver research, whether this be within the team, or externally for other organisations. This approach facilitates a deep understanding of the theoretical and academic underpinning of the community research model, and a practical knowledge of how to implement this knowledge into community research. This ensures that those trained by Centric instill equitable research practices, while understanding the academic and historical context of why such approaches are necessary, ensuring they constantly reflect and refine their skills to build trust with and work collaboratively communities to deliver highly nuanced research. Training packages by Centric have already been delivered to organisations such as Southwark Council, Lewisham Council, King's College Hospital Foundation Trust and will now be delivered to you at King's College London!

Session 1 - Academic Underpinning and Theory

Understanding traditional models of research

- Exploring traditional models and their impact on inequalities.
- Assumptions, biases and blindspots
- What this means for the current climate you will be conducting research within

The importance of local knowledge

- Paolo Freire and local knowledge
- The insider vs the outsider approaches

Centric's community research model

- Key features of the community research model
- Cultural knowledge production and authorship
- How the model works in practice and live case studies

Session 2 - Research Practice and Engagement Skills

Principles of community engagement

- Understanding the local context
- Code of conduct for community engagement
- Equitable research practice

Facilitating community-led conversations

- Creating safe space for communities (settings)
- Semi-structured interviews, focus groups and roleplay
- Use of language, tonality, body language and other considerations

Conflict and difficult conversations

- Managing difficult conversations
- Dealing with conflict
- Reflective Practice