• Appropriately honor the time and effort invested by participants and community partners to support research.

• Effective outreach must involve connecting with ‘trusted voices’ in the community.

• Take intentional steps to move from conversation → meaningful outreach (i.e., potential to make a difference) → to genuine engagement (bi-directional, sustainable).

• Evaluate whether your ADRC and its investigators are willing and able to meaningfully invest in the community; Is your ADRC committed to 'sustainability'? What is the ADRC willing to do to ensure sustainability of this investment?