

# Telling *Your* Story with PhotoVoice: A Community- Based Participatory Research Tool

Workshop Presentation:  
Active Living Research Conference





# Presenters

## Presentation By:

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# Overview

- Workshop
  - Description
  - Learning Objectives
  - Goal
- The Center's Model
- Do Right! Block-by-Block Model
- PhotoVoice
  - Activity





# Workshop Learning Objectives

By the end of this workshop you should be able to:

1. Understand how PhotoVoice can be used to help inform the development of an intervention.
2. Use PhotoVoice techniques in a community needs assessment.
3. Synthesize PhotoVoice data and use it to identify opportunities for advocating for policy change.
4. Educate community residents on how to utilize results of PhotoVoice to advocate for changes.

# A Model to Ignite a Movement

## Grassroots Mobilization Model to Eliminate Health Disparities

### ENGAGE

- Educate and train community leaders
- Recruit community residents
- Partner with health organizations and government agencies
- Community research and sponsored events

### ADVOCATE

- Assess and respond to individual health challenges
- Navigating insurance, Medicare, Medicaid
- Health-wise food access in Food Deserts
- Practical ways to exercise
- Cooking and eating healthy

### EMPOWER

- Provide resources to sustain families' healthier lifestyles
- Leadership role in Food Access Task Force
- State and local government health committees

### CHANGE

- Healthier individuals
- Healthier families
- Healthier communities
- Healthier nation
- Health disparities eliminated



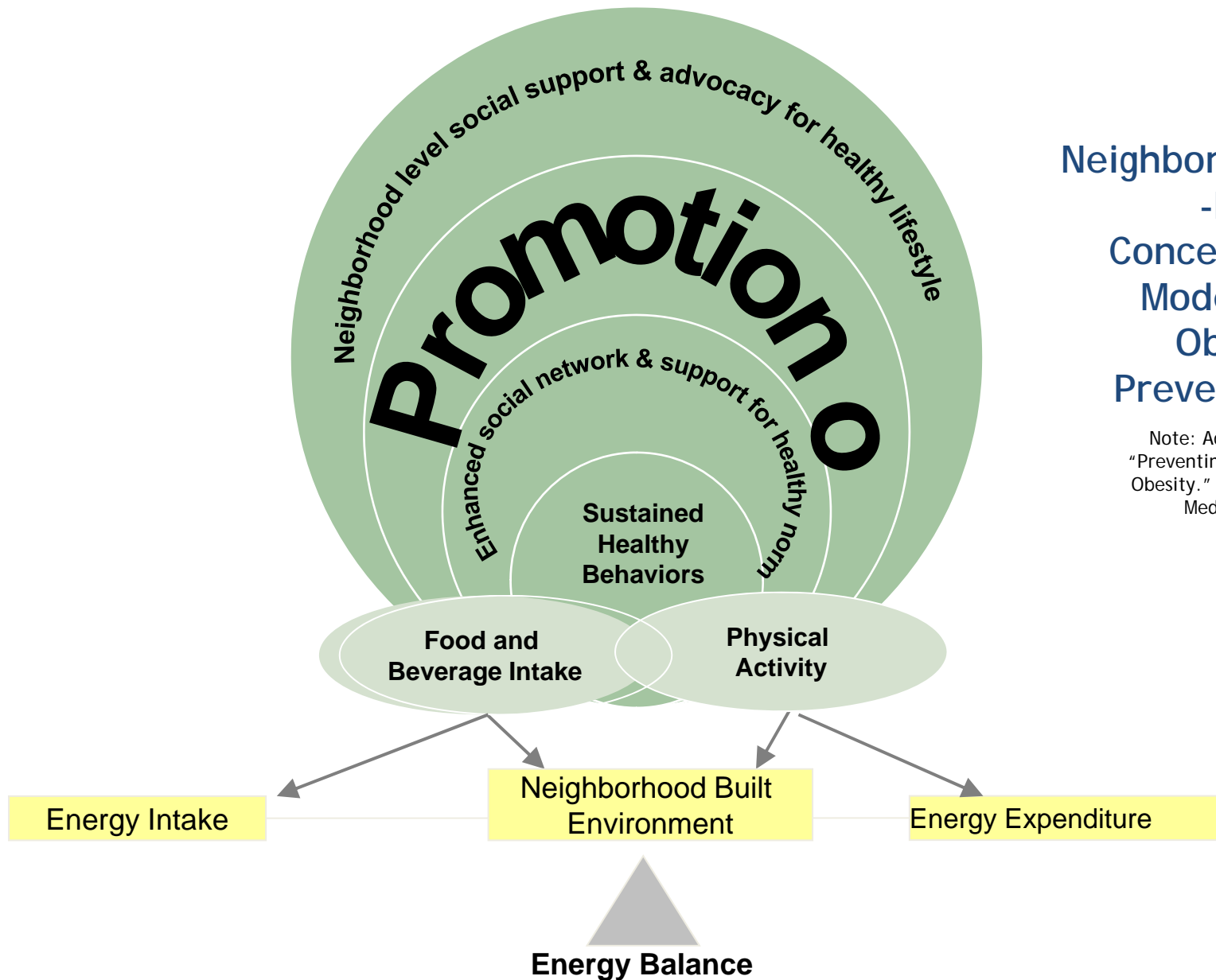
# Mt. Auburn Block-by-Block Pilot

- The Do Right! Health campaign was launched in 2008 to combat family obesity.
  - There have been almost **20,000** participants to date.
- Promoted healthy living through nutrition & physical activity.
  - Increased perceived capacity for advocacy
  - Sustainability strategies needed





# What We've Learned



## Neighborhood -Level Conceptual Model for Obesity Prevention

Note: Adapted from  
"Preventing Childhood  
Obesity." Institute of  
Medicine, 2005.



The mission of the Do Right!  
Campaign is to empower  
communities to improve  
nutrition and physical activity.







# Mt. Auburn Block-by-Block Pilot

- **Aim 1:** To determine the efficacy of the resident-led Block-by-Block lifestyle modification intervention, based on the 5-3-2-1-almost none campaign, on physical activity level & dietary outcomes among households in blocks involved in the intervention.
- **Aim 2:** To evaluate the impact of the Block-by-Block intervention on neighborhood resident self-efficacy to advocate for changes to improve the built environment.





# Mt. Auburn Block-by-Block Pilot

Phase 1: Recruitment & Canvassing

Phase 2: Health Captain Training

Phase 3: Program Implementation

Phase 4: Evaluation





# PhotoVoice

- CBPR Methodology:
  - Needs Assessment
  - Formative Research
  - Powerful tool to enable sustainable social change
  - People are experts in their own lives
- Process involves:
  - Taking pictures
  - Writing brief descriptions to document the realities of an environment
  - Identifying opportunities to advocate for positive change



# Benefits of PhotoVoice

Photographs are:

- Creative art forms
- Low in cost
- Easily accessible & shared through mobile devices & apps

People are experts in their own lives.

The social significance & iconic power of still image(s) to:

- Communicate & leave lasting impressions
  - Commemorate & communicate who we are (e.g., community, organization, etc.)
- Shed light on & raise awareness of important social & global issues
  - Spur a call for action & act as a catalyst for change
- Cross cultural & linguistic barriers
- Generate open dialogue & discussion



# Review of Literature

PhotoVoice has been used to:

- Identify needs in a community (needs assessment):
  - Develop interventions
  - Create facilities
- Persuade policymaking within local communities
- Influence people:
  - In communities
  - Leading interventions





# PhotoVoice

## Materials:

- A camera (e.g., disposable, digital, phone, tablet, etc.)
- Assessment questionnaires
- Note pad or journal
- Markers, colored pens, etc.
- Construction paper to mount photos
- Poster or foam board
- Tape/glue
- Photo/video release form



# PhotoVoice Group Activity

## Group Protocol:

- See how many participants brought in photos from their community
  - Divide group into smaller groups (~5 people/group)



# PhotoVoice

## 3 Step Process:







# PhotoVoice

## 1. Collect Data

Enable people to record and reflect their community's strengths and concerns.



# PhotoVoice Learning Activity

## 1. Collect Data

### Assessment

#### Questionnaires:

- Recreation Facility Evaluation Tool
- Sidewalk Assessment Tool
- Walkability Checklist

#### Collect Photos:

- Pre-printed photos, either:
  - Your own
  - A set provided by The Center



# PhotoVoice

## 1. Collect Data





# PhotoVoice Learning Activity

## 1. Collect Data

Each group spends time collecting their "data."



# PhotoVoice

## 2. Group Discussion

To promote critical dialogue & knowledge about personal & community issues through large and small group discussions of photographs.



# PhotoVoice Learning Activity

Develop a resource guide with pictures & descriptions

## 2. Group Discussion

- Identify themes among the photos
  - Reminder: Think about themes surrounding advocating for policy change.
- Choose one theme to display on a storyboard
  - Develop a title & write it on your board
- Include briefs for your photos
  - Consider connecting back to the title & overarching theme
  - Allow the briefs to communicate & document the realities of the photos



# PhotoVoice Themes

## 2. Group Discussion

### 3 Themes:

- Built Environments
- Nutrition
- Physical Activity



# PhotoVoice

"PLAYING FOR KEEPS"

STEP RUNNING  
AN EXCELLENT EXERCISE?  
There are many steps slower  
Mount Auburn

THE CHANGING  
Face of Mt. Auburn

## 2. Group Discussion

USE whatever resources  
you can find to get  
a good workout

BROKEN DREAMS





# PhotoVoice Learning Activity

Each group will develop a resource guide with pictures & descriptions

## 2. Group Discussion

- Identify themes and choose one
  - Develop a title & write it on your board
- Write briefs for your photos
  - Consider connecting back to the title & overarching theme
  - Allow the briefs to communicate & document the realities of the photos



# PhotoVoice

3. Advocate  
for Change

To reach  
policymakers



# PhotoVoice Learning Activity

## 3. Advocate for Change

Brainstorm ideas:

- Future research efforts
- Advocate for policy changes



# PhotoVoice

- Advocate for your block!
- Self-efficacy and advocacy to advocate the changes in built environment
- You are the Key to the Change you want to see in your community!

## 3. Advocate for Change



USE WHATEVER resources  
you can find to get  
a good workout



# PhotoVoice Learning Activity

## Group Presentations!

- 3 group presentations:
  - Built Environment
  - Nutrition
  - Physical Activity
- Each group presents the title of their storyboard
  - Describe overarching theme(s)
  - Discuss the briefs for your photos
  - Share implications for future research & advocacy efforts
- Allow time for overall group discussion & suggestions





# Mt. Auburn

## Key Stakeholders:

- Christ Hospital
- Churches
- Mt. Auburn Community Council
- Taft Elementary School





# Mt. Auburn Today

## Present Day Snapshot:

- 2009—Senior Center CLOSED
- 2013—Mt. Auburn Community Rec Center CLOSED







# Mt. Auburn Today

## Advocacy Efforts:

Before:



After:







# Implications for Future Research

- Participants & Health Captains complete PhotoVoice activity during the program
- Easier way to obtain participant photos





# Workshop Recap!

## 3 Step Process:



- PhotoVoice can be used to help inform the:
  - Needs in a community
  - Development of an intervention
- Use photovoice data to advocate for policy change
- Educate community residents on how to utilize results of PhotoVoice to advocate for changes



*“Disparities in health will not be eliminated until conditions in communities are significantly improved.”*

Source: *Unequal Treatment*, Institute of Medicine, 2002



# For More Information

## The Center for Closing the Health Gap:



(513) 585-9872



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Thank You!

Questions & Answers





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