Photovoice: A participatory tool for strengthening individuals, families, and communities

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Why are we here?

- We want individuals, families, and communities to be healthy~
- We are committed to participatory, engaging strategies~
- We seek to improve what we do and how we do it…
What is photovoice?

- A systematic participatory process that yields the "voice" of a collective group about a mutual community concern and generates policy recommendations.
- Photographs are the primary vehicles through which perspectives, ideas, and recommendations emerge.
- Facilitated group processes ensure diverse voices are represented and photograph meanings are accurately expressed.

What is Photovoice trying to do?

- Photovoice is a process used for:
  - engaging and empowering individuals,
  - enhancing community participation efforts, and
  - encouraging public policy change (reach policy makers).

How has photovoice been used?

- As Surveillance tool:
  - Needs assessment
  - Asset mapping
  - Identification of problems, strengths, and evaluation

- As Community building tool:
  - Community development

- As Advocacy:
  - Reaching policy makers

- Individual-level approach (Underutilizing method)
- "Systems"-level approach (Maximizing method)
Implementing Photovoice

WHO & WHY
WHERE/WHEN/HOW LONG
EQUIPMENT
- Camera types, film development
- Weekly supplies
SUPPORTIVE LOGISTICS
- Childcare
- Transportation
- Refreshments, incentives
- Computers

Photovoice Facilitators

DECISIONS AROUND FACILITATOR SELECTION:
- How many?
- Similar/different characteristics of participants?
  - Gender
  - Age
  - Ethnicity
- Insider/Outsider (if group is held at specific agency)?
- Previous participant?


Weekly Sessions (template)

Introductory Session
- Introductions, consent/assent
- Project purpose
- Confirm meeting time/location/frequency
- Camera use—training—practice assignment

Sessions 2-5 (or more)
- Ice-breakers, check-in
- Sharing photos & meanings
- Building toward key messages

Sessions 6-7 (or more)
- Develop and create exhibit
- Practice presentations

Session 8
- The Exhibit
Strategy for fostering discussion of photo (verbal, writing):

What do you *See* here?
What’s really *Happening* here?
How does this relate to *Our* lives?
Why does this problem, concern, or strength *Exist*?
What can we *Do* about it?

Write your story about your photograph here...

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Photovoice Ethics

What might you need to think about for your photovoice project?

Be diligent in monitoring the ethical use of photographic images and the safety of participants.
Ensure that participants see themselves as the experts.
Provide links to community networks and policy makers that youth or other participants might not know of or be able to access.
Have fun with the cameras and process!

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Questions?
Comments?
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Thank you!