



PHOTOVOICE (part 1)

A POWERFUL TOOL FOR ENGAGING COMMUNITY MEMBERS

September 25, 2018

Presented by the California Youth Advocacy Network

California Youth Advocacy Network

The California Youth Advocacy Network changes the tobacco use culture in California's youth population, colleges and universities, military installations, and other young adult communities by providing knowledge, skills, and tools to create local change for healthier communities.

CYAN offers the following:

- Technical Assistance
- Trainings
- Statewide Advocacy and Policy Campaigns
- Educational Materials and Publications
- Opportunities for Networking

*Funded by the California Department
of Public Health – Tobacco Control
Program*



Webinar Series

Photovoice in Tobacco Control

Designed to equipped tobacco control professionals with the knowledge and tools needed to successfully implement Photovoice in your community



A Powerful Tool for Engaging Community Members

September 25, 2018 @ 10:00am – 11:00am

California Youth Advocacy Network

Preparing Partners to Capture and Identify Community Problems

October 30, 2018 @ 10:00am – 11:00am

Tobacco Control Evaluation Center

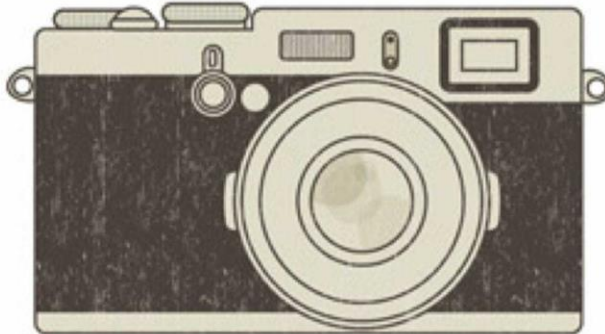
Turning Images Into Action

November 20, 2018 @ 10:00am – 11:00am

Center for Tobacco Policy and Organizing

Webinar Outcomes

- Provide an overview of what Photovoice is
 - History and framework of Photovoice
- Discuss why you should use Photovoice
 - Why it's useful in partnering with youth and community members to address tobacco
- Intro to how to use Photovoice





What is Photovoice?

A process in which people can...

CAPTURE community problems

critically **DISCUSS** and **ASSESS** issues

reach decision makers to encourage **CHANGE**



History of Photovoice

- Developed by Public Health researchers Dr. Caroline Wang and Dr. Mary Ann Burris in 1982 for people to *identify, represent, and enhance their community* by having their voices be heard
- Participatory action research method
- Tool for marginalized communities (including youth)





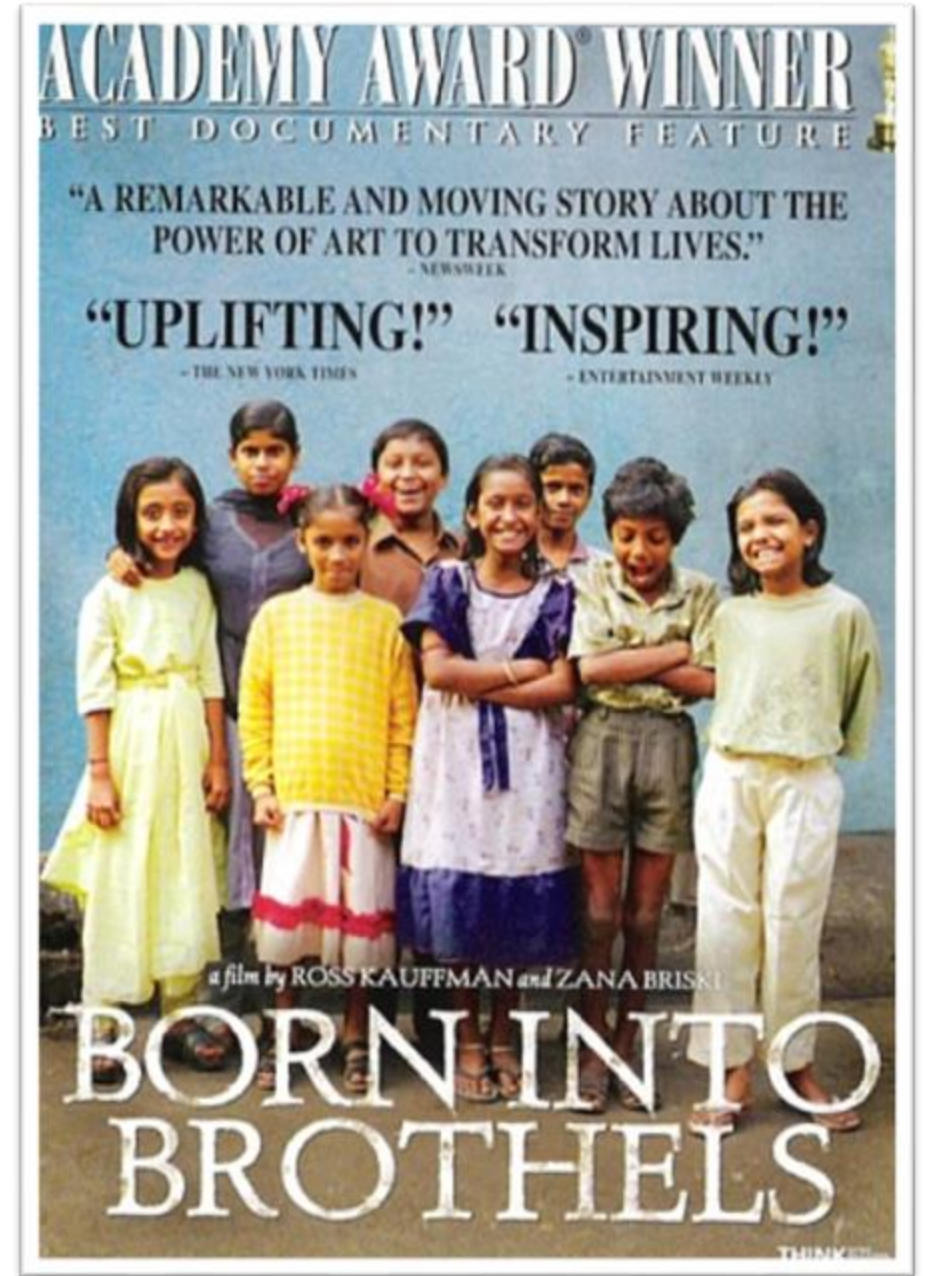
Born Into Brothels:
Key Elements of Photovoice

Empowers a vulnerable population

Gives children skills need to document
community conditions

Photos show world as they see it

Photos are used to advocate for change



Draws on 3 Disciplines

Documentary Photography

The power of photography to expose injustice

Critical Pedagogy

Critical reflection on how personal experience links to social injustice

Feminist Theory

Emphasizes the importance of personal voice



What Photovoice **IS** and what it **ISN'T**



It IS a...
**process of building skills and
empowerment**



It is NOT...

Program staff or professional photographers taking pictures for youth and community members

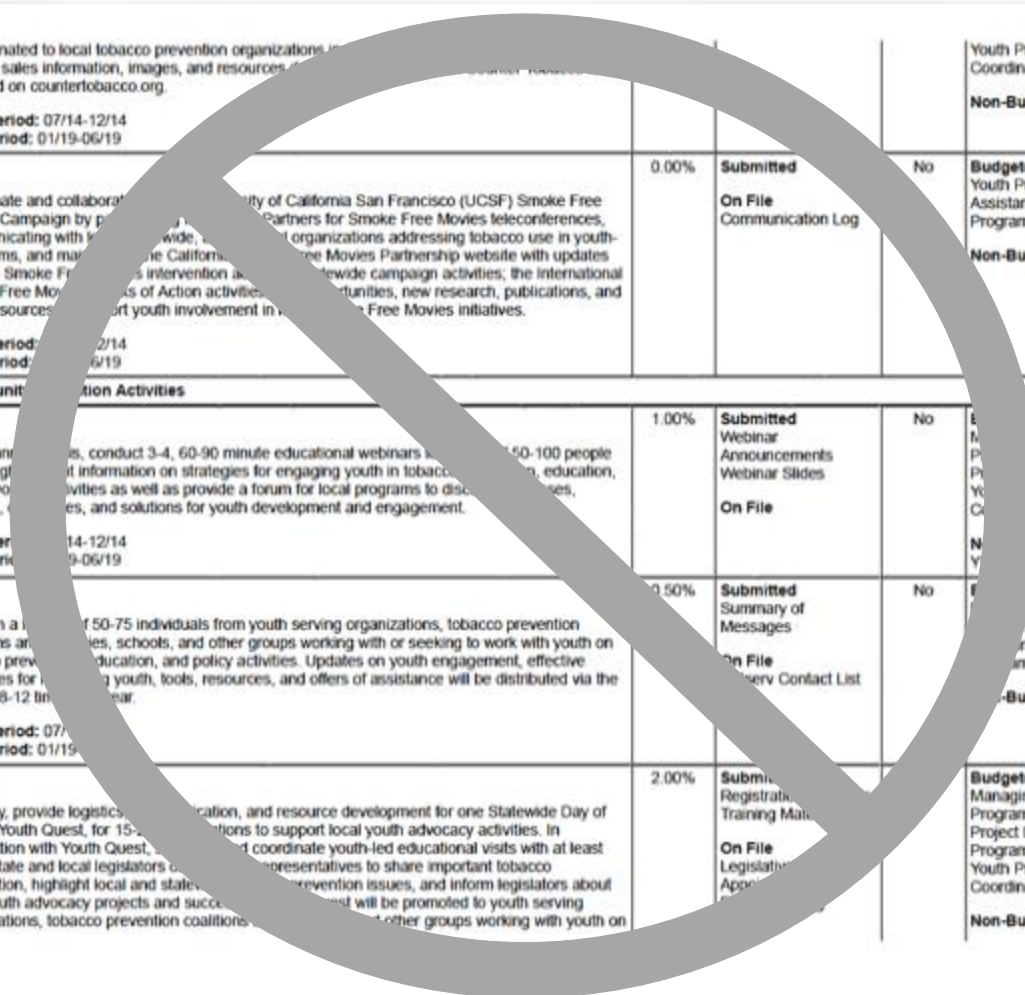
It IS a time for...

Youth and community members to critically reflect on their photos, identify community problems, and develop their story about the problem.



It is NOT...

Used to tell partners what you think the problems are in their community



disseminated to local tobacco prevention organizations for point of sales information, images, and resources. Resources included on countertobacco.org. Start Period: 07/14-12/14 End Period: 01/19-06/19				Youth Program Coordinator Non-Budgeted
2-1-4 Coordinate and collaborate with University of California San Francisco (UCSF) Smoke Free Movies Campaign by providing national Partners for Smoke Free Movies teleconferences, communicating with local, statewide, and national organizations addressing tobacco use in youth-rated films, and maintain the California Smoke Free Movies Partnership website with updates on local Smoke Free Movies intervention and statewide campaign activities; the International Smoke Free Movies Days of Action activities; opportunities, new research, publications, and other resources to support youth involvement in Smoke Free Movies initiatives. Start Period: 07/14-12/14 End Period: 01/19-06/19	0.00%	Submitted On File Communication Log	No	Budgeted Youth Program Assistant Program Coordinator Non-Budgeted
Community Education Activities				
2-2-6 On an annual basis, conduct 3-4, 60-90 minute educational webinars for 50-100 people to highlight current information on strategies for engaging youth in tobacco prevention, education, and advocacy activities as well as provide a forum for local programs to discuss issues, barriers, challenges, and solutions for youth development and engagement. Start Period: 07/14-12/14 End Period: 01/19-06/19	1.00%	Submitted Webinar Announcements Webinar Slides On File	No	Budgeted Managing Director Program Assistant Youth Program Coordinator Non-Budgeted
2-2-7 Maintain a list of 50-75 individuals from youth serving organizations, tobacco prevention coalitions and agencies, schools, and other groups working with or seeking to work with youth on tobacco prevention, education, and policy activities. Updates on youth engagement, effective strategies for reaching youth, tools, resources, and offers of assistance will be distributed via the listserv 8-12 times per year. Start Period: 07/14-12/14 End Period: 01/19-06/19	0.50%	Submitted Summary of Messages On File Listserv Contact List	No	Budgeted Program Assistant Program Coordinator Non-Budgeted
2-2-20 Annually, provide logistics, coordination, and resource development for one Statewide Day of Action, Youth Quest, for 15-20 organizations to support local youth advocacy activities. In conjunction with Youth Quest, staff will coordinate youth-led educational visits with at least 20-30 state and local legislators or their representatives to share important tobacco information, highlight local and statewide tobacco prevention issues, and inform legislators about local youth advocacy projects and success stories. Youth Quest will be promoted to youth serving organizations, tobacco prevention coalitions, and other groups working with youth on	2.00%	Submitted Registration Training Materials On File Legislative Appointments		Budgeted Managing Director Program Assistant Project Director Youth Program Assistant Youth Program Coordinator Non-Budgeted

It IS...

Showing the real, *lived*
experiences of tobacco in our
communities



It is NOT...

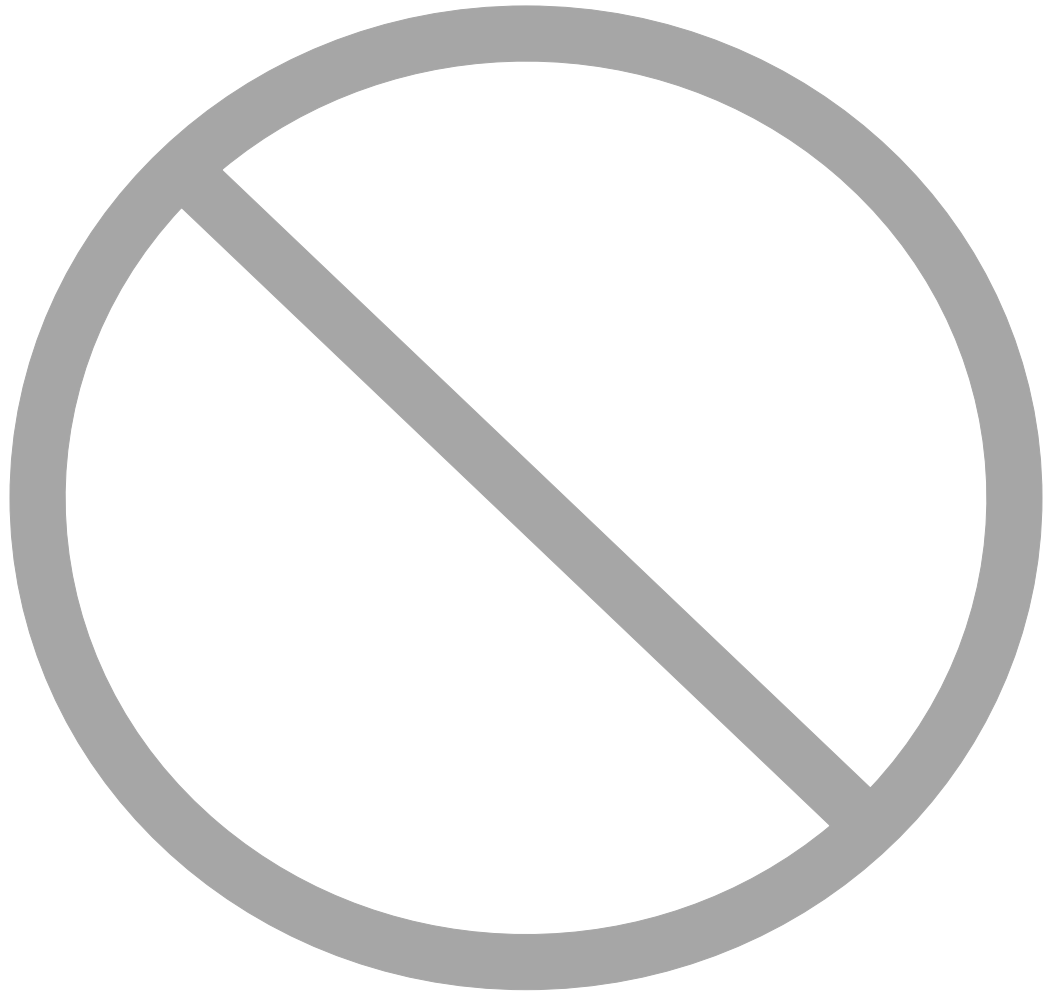
About taking staged pictures to use for media purposes





It IS...

**Using photos to advocate
for change**



It is NOT...

**Having partners take pictures
(because it's in your workplan) and
doing nothing with them.**

Why Use Photovoice?

Accessible

Community members can use their own technology or program's cameras to document problems

Fun and Creative

Taking pictures is something people enjoy doing and allows them to be creative

Easy to Do

Basic photography is easy to learn

Storytelling

Allows partners an opportunity to share their stories and thoughts through images (without having to publically speak)

Document Problem

Documents problems community members see that, many times, decision makers don't

Cycle of Advocacy





Photovoice and Youth

Youth Perspective

See the problem

- You(th) are targets of the industry

Youth Stories

Understand the problem

- It's their lived experience

Youth Advocacy

Recognize you(th) can be part of the solution

- Policy will change norms

When to use Photvoice

Inspire Action

- You have a specific action you want people to take.

Raise Awareness

- Your issue needs community support and attention.

Inform Policy Makers

- You want to influence decision makers.

Empower Individuals

- You are working with a disenfranchised group.

Gather Data

- You need to better understand how something is impacting a community.

When NOT to use Photovoice

Limited Time

- There's insufficient time to go through each step of the process.

No Facilitator

- No trained staff to facilitate the process and discussion.

Poor Visualization

- Problem is difficult to capture visually (or problematic to capture visually).

Lack Community Buy-In

- Project is not something the community wants to work on and address.

No Action

- The project doesn't result in creating change in the community.

Key Components of Photovoice Projects

Introduction to Photovoice project, concepts, and issues

Identifying and documenting strengths and concerns of the community

Personal and communal reflection and dialogue

Participatory policy-making and engagement



PhotoVoice Skill	Definition	Outcome
Visual Literacy	The ability to interpret, negotiate, and make meaning from information presented in the form of an image	Through Photovoice, partners learn to become aware of and critique their visual environment.
Research skills	Studious inquiry or examination	Partners generate new knowledge and awareness of issues in their community that is used to create change.
Advocacy	An activity by an individual or group which aims to influence decisions within political, economic, and social systems and institutions.	Photos create advocacy platform!
Critical Thinking	Disciplined thinking that is clear rational, open-minded, and informed by evidence	Youth need to develop critical thinking skills needed in order to combat the manipulative messages in tobacco marketing and advertising.
Teamwork skills	Ability to be able to work well with others	Youth can communicate clearly, participate and lead group discussions, and understand the strengths of themselves and others



Is Photovoice right for you?



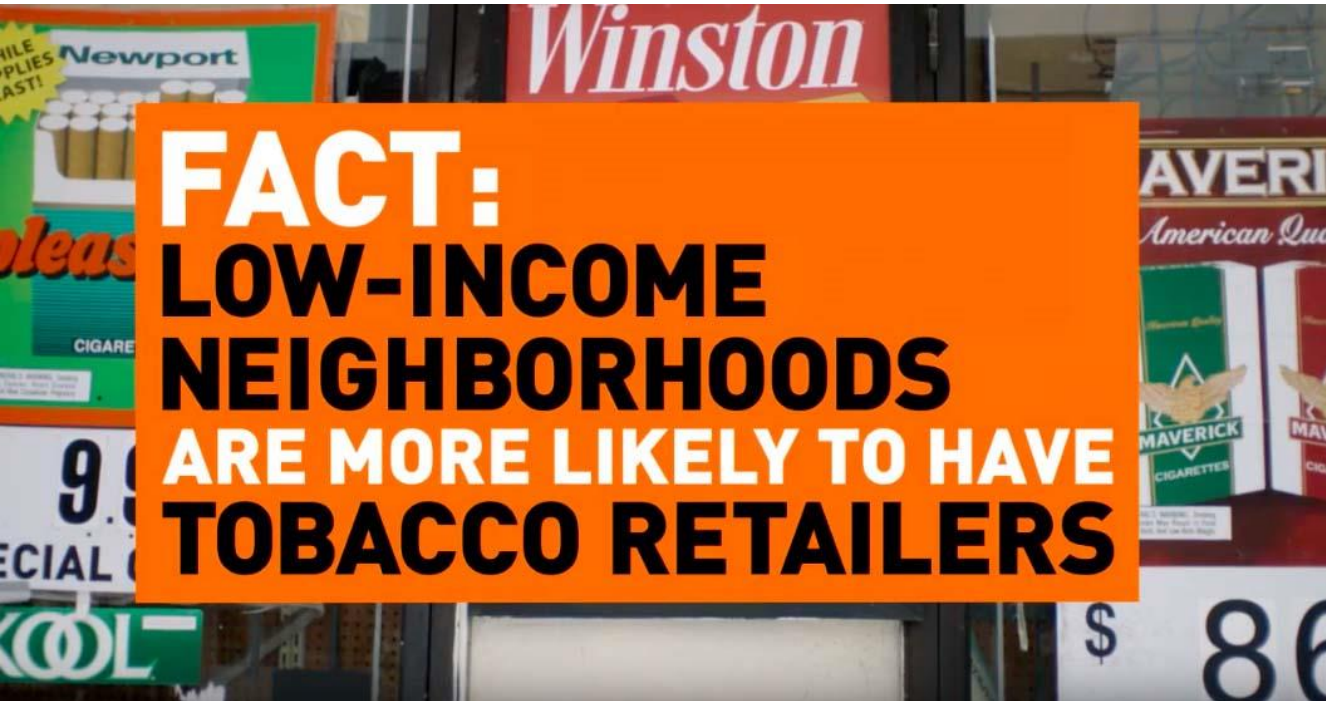
FOCUS ON BIG TOBACCO: A POINT OF SALE PHOTOVOICE PROJECT

The stores that youth visit every day are saturated with tobacco marketing. This marketing causes youth to start smoking, keeps current smokers hooked, and makes it harder to quit. Now youth can use the power of photography to speak out about what they see in their communities.

You have developed/adapted a curriculum for your project



Project leader receives training on what Photovoice is and how to facilitate the process



You plan on engaging community partners and their photos as part of an advocacy campaign

In Summary

Photovoice is a powerful tool for advocacy for youth and adults conducting tobacco control advocacy

Empowers individuals to show their community, their experiences, and the changes they wish to see in unique ways

Photovoice is intended to initiate the conversation and process of social change



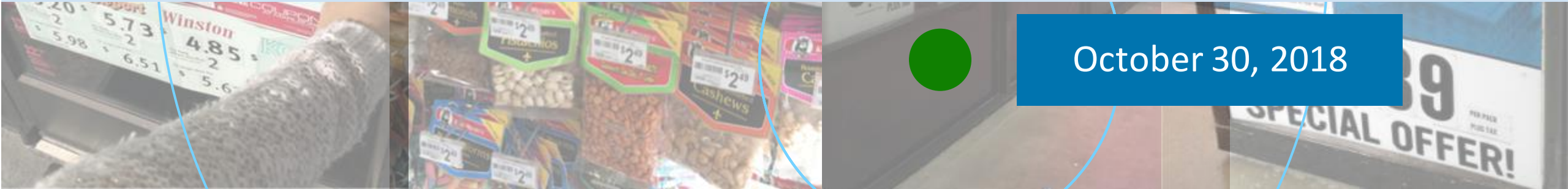


Remember...if your project doesn't contain critical elements around empowerment and advocacy, it's not Photovoice...it's just youth or community members taking photos (and that's okay, too).



PHOTOVOICE (part 2)

PREPARING PARTNERS TO CAPTURE AND IDENTIFY COMMUNITY PROBLEMS



October 30, 2018



Photos: cc US Air Force, Imagen Subliminal, Mike Gifford

Cohesion

Reflection

Discussion

QUESTIONS?

Additional support available for
Photovoice activities

California Youth Advocacy Network

Engaging youth in Photovoice projects (recruitment, training, advocacy)

Kim Homer Vagadori – kim@cyanonline.org

Kidan Araya – kidan@cyanonline.org

Tobacco Control Evaluation Center

Training adult partners, facilitating group discussions

tobaccoeval@ucdavis.edu

Center for Tobacco Policy and Organizing

Engaging adult partners in Photovoice projects

Theodros Gashaw – theodros.gashaw@lung.org



THANK YOU!