The Power of Pictures

Using Directed Photography for Advocacy

Hosted by the California Youth Advocacy Network

October 26, 2022

California Youth Advocacy Network

YOUTH

Increase and strengthen youth engagement in tobacco control work.

YOUNG ADULTS AND COLLEGES

Advocate for smoke and tobacco-free college and university campuses.

EMERGING PRODUCTS

Educate young people, adult partners, and communities about emerging tobacco and nicotine product as well as support quit attempts.

Photography is a powerful tool for **documenting and showing** community concerns.

Opportunity to engage youth and adult partners to see and hear their perspective on community issues and solutions.

History of Photovoice

Participatory Action Research Method

Developed by public health researchers, Dr. Caroline Wang and Dr. Mary Ann Burris in 1982.

Used to engage people to identify, represent, and enhance their community by having their voices heard.

Goals of Photovoice

Enable people to...
- Record and reflect their community's strengths and concerns
- Promote critical dialogue and knowledge about community issues through group discussions and photographs
- Reach policy makers

Source: Wang, C.C. (2022). The Tai Qui of Photovoice. Health Promotion Practice, 23(2).

Realities of Our Work

Funded to address concerns related to tobacco products, advertising, sales, etc.

Tobacco-related problems may already be documented before engaging community members

Photography activities may be directed

Photovoice Webinar Series

September – November 2018

California Youth Advocacy Network

A Powerful Tool for Engaging Community Members

Tobacco Control Evaluation Center

Preparing Partners to Capture and Identify Community Problems

American Lung Association of California

Turning Images Into Action

Photovoice Resources

*Topic Searches -
Other Tobacco Control Topics -
Photovoice*

☐	1. A 10-Year Systematic Review of Photovoice Projects With Youth in the United States	2021	View Full Record
☐ e	2. Clear the Air: Students Working Against Tobacco (SWAT) Youth Coalition PhotoVoice Project	2021	View Full Record
☐ e	3. El Dorado County Youth Commission PhotoVoice Project Video	2020	View Full Record
☐	4. Engaging youth through photovoice	2004	View Full Record
☐ e	5. Environmental Influences on Tobacco Use Among Asian American and Pacific Islander Youth	2013	View Full Record
☐ e	6. Facilitator's Toolkit for a Photovoice Project		View Full Record
☐ e	7. Focus on Big Tobacco: A Point of Sale Photovoice Project (Activity Guide)	2015	View Full Record
☐ e	8. Fresno County Tobacco in the Retail Environment: Youth Photovoice Project, 2015 Protocol	2015	View Full Record
☐ e	9. Health in my community: conducting and evaluating PhotoVoice as a tool to promote environmental health and leadership among Latino/a youth	2014	View Full Record
☐ e	10. The Health Promotion Practice Photovoice Issue	2022	View Full Record

Thank You!

Contact Us

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Using Directed Photography for Advocacy

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Learning Objectives

After this session, participants will be able to:

1. Describe the difference between photovoice and directed photography for advocacy

2. Identify when and how to use directed photography

3. Apply the skills/tools to conduct directed photography for advocacy

Agenda

Brief review of photovoice

What is directed photography for advocacy?

How to implement directed photography for advocacy.

Who we are

- ❖ California Youth Advocacy Network

- ❖ The Hub for Justice-centered Youth Engagement
  - ➢ Center for Public Health Practice
  - ➢ Colorado School of Public Health
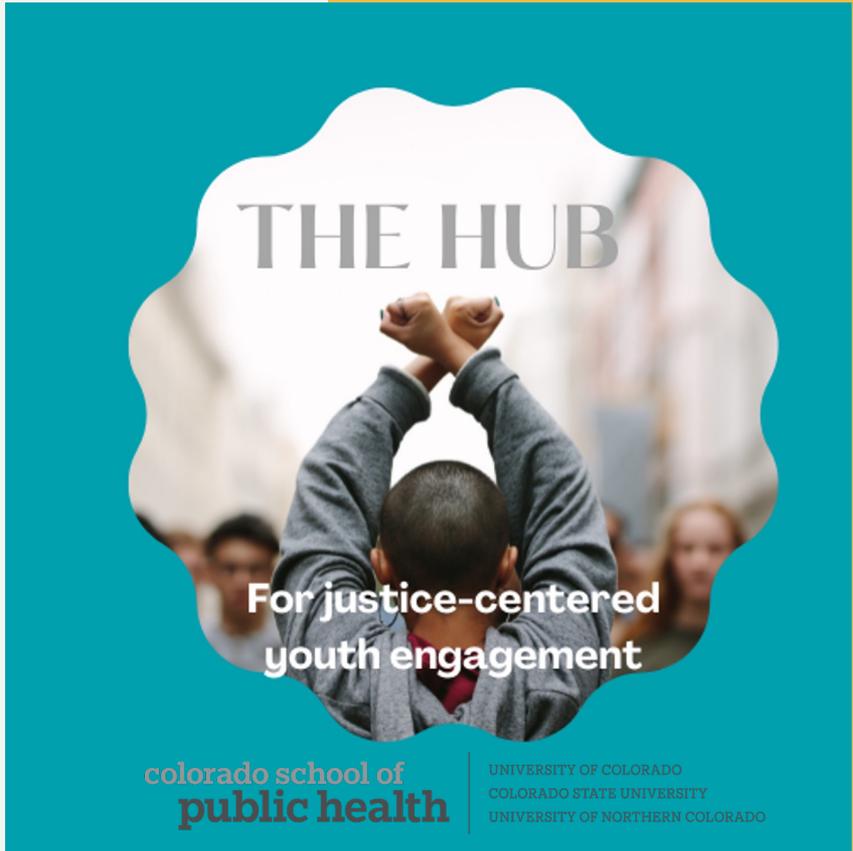
Art as a tool for change

"Photovoice" versus "Directed Photography for Advocacy"

	Photovoice	Directed Photography
OBJECTIVE	Document and explore lived experiences and advocate for community-derived needs to be addressed	Visually document a particular concern to persuade a decision-maker
ETHOS	To meaningfully unpack the complexity of social concerns, co-construction of meaning, discussion, & identification of community concerns	To engage community in a policy campaign by documenting a pre-identified problem, & ascribing meaning to align with specific policy need
PROBLEM DEFINITION	All participants have a direct say in the focus of the project and how the topic will be studied	An organization or funder identifies a particular problem of interest/need
ROLE & TYPE OF PHOTOS	Mirrors of our communities, photos embody particular feelings, emotions or experiences	illustrates the impact of a problem with an identified needed policy solution, photos are of thins that occur naturally
DISCUSSION OF PHOTOS	Uncover the social and political constructions that maintain marginalization	Interpreting the photos in the context of established facts about the identified problem
LENGTH OF TIME	Experiential process, 4-12 hours	An activity, 2-4 hours
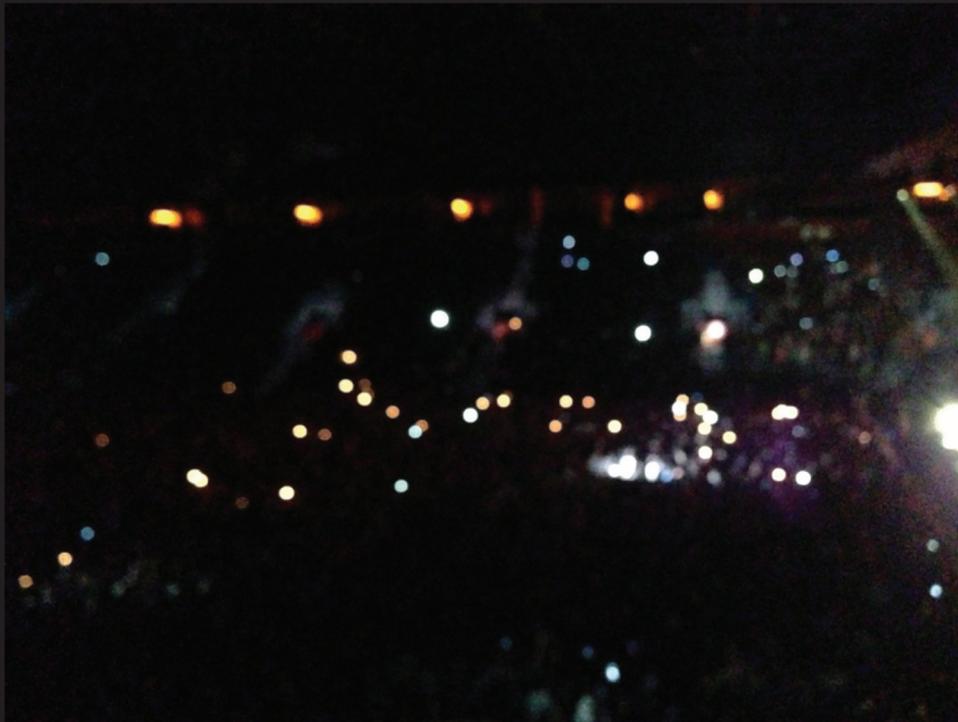
Just worry about
Your own droplet of light.
The others will follow.

From photovoice presentation:
"Illuminate the Darkness"
Youth Action Board at the Children's
Hospital Colorado

Directed Photography for Advocacy

"These images were taken in the neighborhood I grew up in. To me, these represent the problem with how tobacco companies target teens."
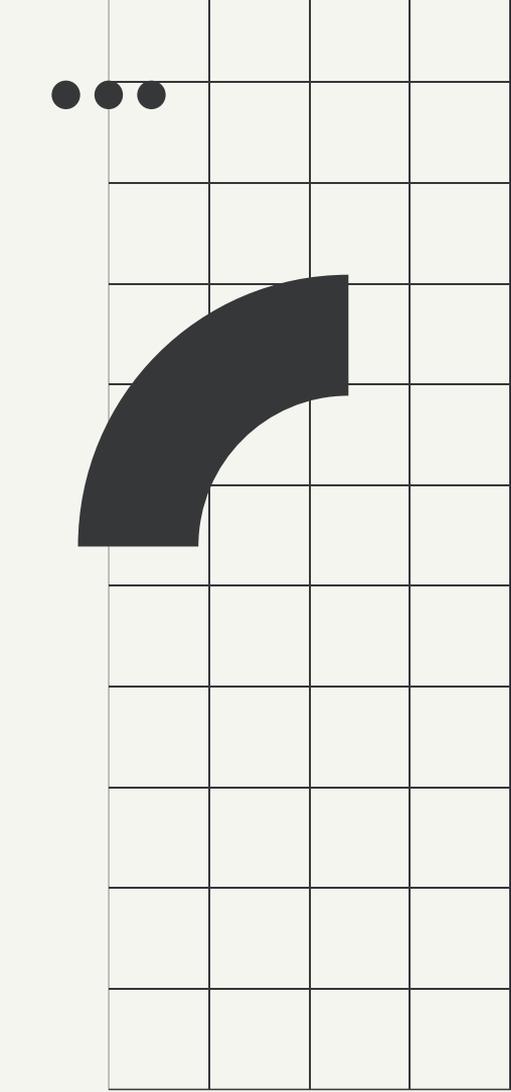
When do I use directed photography for advocacy?

- When working with community on a specific project/policy goal
- You already know that you want to persuade a decision-maker to take a specific approach to a community problem
- The agenda/goal is set from the start
- Very specific
- Shorter term

Case Example: School start time

How do I start?

This is immediately where we diverge from photovoice!

Engage with community members and bring them into a policy-specific campaign/project

During recruitment, community members are told which policy is being addressed and decide if they want to work with you

Present your research tool: photography. Community members will use photography to highlight the pre-identified problem from their own lens (related to the policy goal)

Case Example: Community Engagement

Who is leading/organizing the work?

An organization or funder...

...identifies a particular problem of interest/need & recruits affected community members to engage in photo project

Project direction

The organization directs/funds the project

Community role

Community members show their own experience of the issue through their photos/explanations

Example:

Taking pictures

Types & Uses of Pictures

- Community members will take photos of the problem in their own setting

- Photos are generally of things that occur naturally or can be seen in a community

- The pictures will be used as a type of evidence as to support a proposed policy.
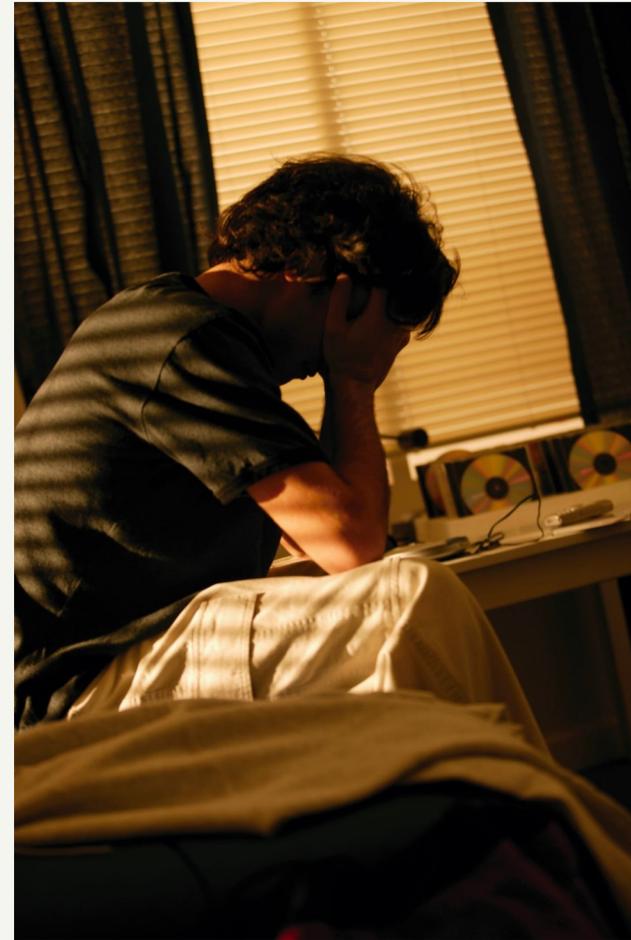
Image source

Example:

Once you've taken the photos:

Examine

Now, let's look at the data and information about the community problem. How do the photos illustrate the data? How can they help explain what we know from research?

Combine

During this part of the activity, you will combine the established facts (from research, data) and the photos as visuals

Illustrate

This will help illustrate and explain the identified problem with an evidence base of research and community photography

Illicit

Think of this part as marrying the data with the emotional pull the photos provide

Example:

Logistical considerations

Potential barriers and strategies, including restrictions related to funding mechanism

How long will this take?

Choosing directed photography for advocacy versus photovoice

Safety

Utilizing photos during the advocacy process

● Combine photography with stories and data about the community problem

▲ Decide *WHO* you will show your product to: What is your goal?

◉ Decide *HOW* you will show your product

▲ Discuss who owns the product
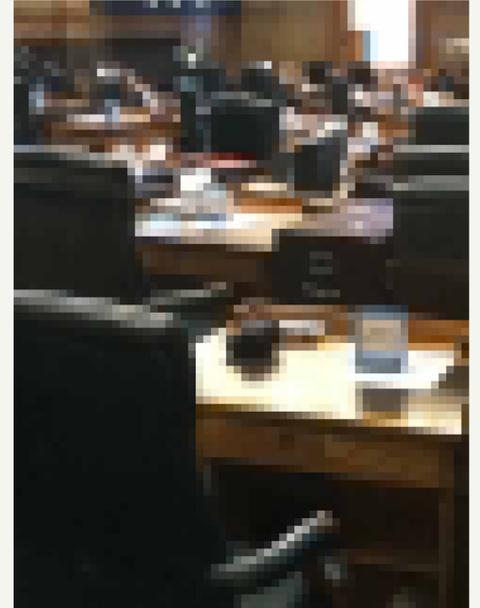
Example:

Sharing your product: The final result

- Day-of considerations
- Next-steps
- Debriefing & Celebration

Example:

Q&A: Applied practice

- What questions do you have?

- How might you use Directed Photography for Advocacy in your work?

- Doing these activities must be *purposeful:* If you're engaging young people to take pictures of community problems, how will you use these products for change making?
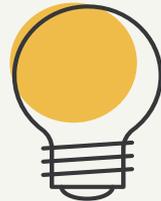
Thank you!

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