


Photovoice

A visual way to tell your stories

DISSEMINATION OF
EVIDENCE- 
INFORMED 
INTERVENTIONS

Background of the Photovoice-Inspired Project for the DEII Initiative

- In August of 2016, the DEC team reached out to demonstration sites to introduce the project and identify interested sites.
- AIDS Care Group volunteered to participate.
- Over the course of November 2016 – May 2017, the DEC team worked with ACG to create a photovoice-inspired project to share at the DEII grantee convening in June 2017.

Background of the Photovoice-Inspired Project for the DEII Initiative, continued

- The slides shared in this presentation were used for training purposes at AIDS Care Group, and are meant to supplement the “Photovoice-inspired Project Checklist”.

Checklist: Initial Planning

Initial planning

1. Reach out to staff and/or clients

Contact staff and/or clients and share initial ideas on the photovoice-inspired project: purpose, participants, & timeline.

2. Confirm interest in participation

Ask staff members and/or clients to confirm their interest in participation and to be a part of the team to complete the project.

3. Develop a digital media protocol

Develop and/or request agency's protocol for sharing digital media and release forms for staff and clients, if needed.

4. Organize two in-person meetings

Organize a 1-day in-person kick-off meeting with team, as well as a follow up meeting. Ask participants to bring a photo to share with the group. Develop an agenda and any training materials (See Appendix 1 & 2 for sample).

5. Develop a budget for the project

Develop a budget and scope of work for the project including: materials, phone camera or disposable camera, TA time, travel costs, and development/ printing of photos (if necessary).

Before Conducting the Onsite Kick-off

Before you conduct the onsite kick-off (steps 6 – 11):

- Read through the whole checklist and make sure you have completed steps 1-5.
- Identify a champion for the project who can help you identify key staff and create protected time for them to work on the project.
- Identify a facilitator for the onsite kick-off.

Checklist: Onsite Kick-off

Onsite kick-off



6. Provide introduction to method

Share a little bit about the photovoice methodology, background, and give examples of previous photovoice projects.



7. Brainstorm key themes

As a team, brainstorm key themes of interest asking: What are community challenges? What resources from the community do you want to highlight?



8. Discuss tips for taking photos

During the training/ kick-off event, practice taking photos, asking "What makes for a good photo?"



9. Take photos and share cameras

During the training/ kick-off event if there's time, practice taking photos and discuss what makes for a good photo.



10. Develop a dissemination plan

As a team, brainstorm to whom and where you want to share the story. This could be at a community meeting, event, town hall, or at a local or national conference.



11. Review next steps and plan

As a team, review a plan for next steps and based on the number of key themes, identify whether you'll go out to take photos together or individually. Recommended 1.5 hours/day per theme.



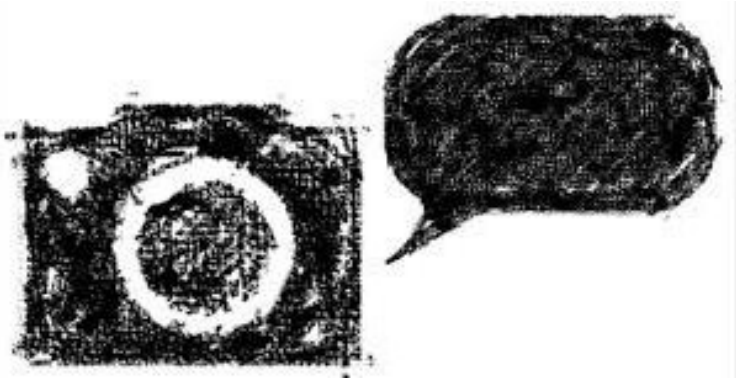
Onsite Kick-off Meeting

Our plan for our time together

Training Agenda

Our goals:

- Define photovoice
- Discuss how photos can tell a different story than written words can
- Identify key themes
- Discuss elements of a good photo
- Take time to practice taking photos and debrief practice photos
- Provide examples of other photovoice projects



Our plan for our time together

[Sample] Today's Agenda

11:00 - 12:00 (noon): Welcome & Overview

12:00 - 12:30pm: Lunch

12:30 - 2:00pm: Agenda

- Photovoice Intro
- Photovoice Examples
- Telling a story visually

Break

- Intro to Key Themes
- Identify 1-3 Key Themes/Topics
- Envisioning photographs of Key Themes

Our plan for our time together

[Sample] Today's Agenda, Continued

Break

2:00 - 3:00pm

- Do's and Don'ts of a good photo
- Taking photos

3:00 - 3:30pm

- Next Steps
- Timeline

3:30 - 3:45pm Reflections on the day: What worked? What didn't work?

3:45 - 4:00pm Wrap-Up

Facilitator's note: prior to holding the kick-off meeting, participants should send a photo that is important to them, and then discuss their photos at this point of the meeting as an ice-breaker and to illustrate the value of photos in telling stories.

Photovoice: Background

What is Photovoice?

A participatory process

Photovoice is a participatory process that puts cameras in the hands of community-researchers, and allows for the sharing of narratives or stories through photographs.



Photovoice: Background

How is it used?

- Photovoice is used in community-based participatory research to capture and reflect on realities through photos
- Key themes are collaboratively developed through discussion
- Narratives are created that explain how photos can highlight a particular research theme



Photovoice Materials

What materials do you need?

Materials for brainstorming key themes:

- Large notepad
- Paper
- Markers, pens/pencils

Materials for taking photos:

- Cameras or smart phones

Materials for reviewing practice photos:

- Computer
- Projector



Why would you use Photovoice?

Goals for the your team could include:

1. To empower your team to record and reveal strengths and challenges
2. To engage your team and clinic in critical discussion about your work and your community
3. To provide a pathway for dissemination on your intervention

What goals do you have? Why did you want to use Photovoice?



Identifying Key Themes

Identifying Key Themes

What are key themes?

- Key themes can be broad or specific depending on topics of interest
- They are developed through collaborative discussion – e.g. housing insecurity, stigma, vacant lots, lack of access to healthy foods
- We ask ourselves “What are your main challenges/strengths in daily experience?” and “How would we capture this challenge through photos?”



Identifying Key Themes

Questions to consider

Questions to consider:

1. What is your story about?
2. How do you feel about these experiences?
3. How will you communicate or “capture” these feelings or emotions?
4. What are the important facts or statements you want to communicate?
5. How will you guide the viewer through your story?

Brainstorming Key Themes

What key themes resonate with your team?

- What challenges exist within your community?
- What resources from the community do you want to highlight?





Taking Photos

How Could a Picture Capture a Key Theme?

- A picture can capture a key theme by illustrating an experience or visual perception in a still moment.
- If one of the key themes is lack of healthy foods for example, how might we best depict this perception in our neighborhood? What makes us perceive this?
- Ex: A photo of multiple blocks with other types of establishments that are not supermarkets, shelves with unhealthy items, etc.



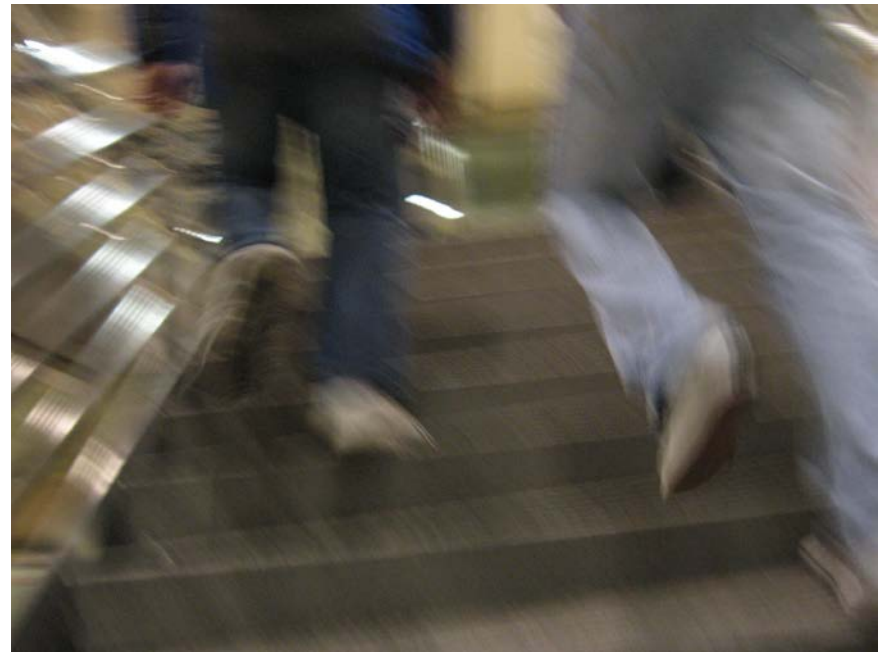
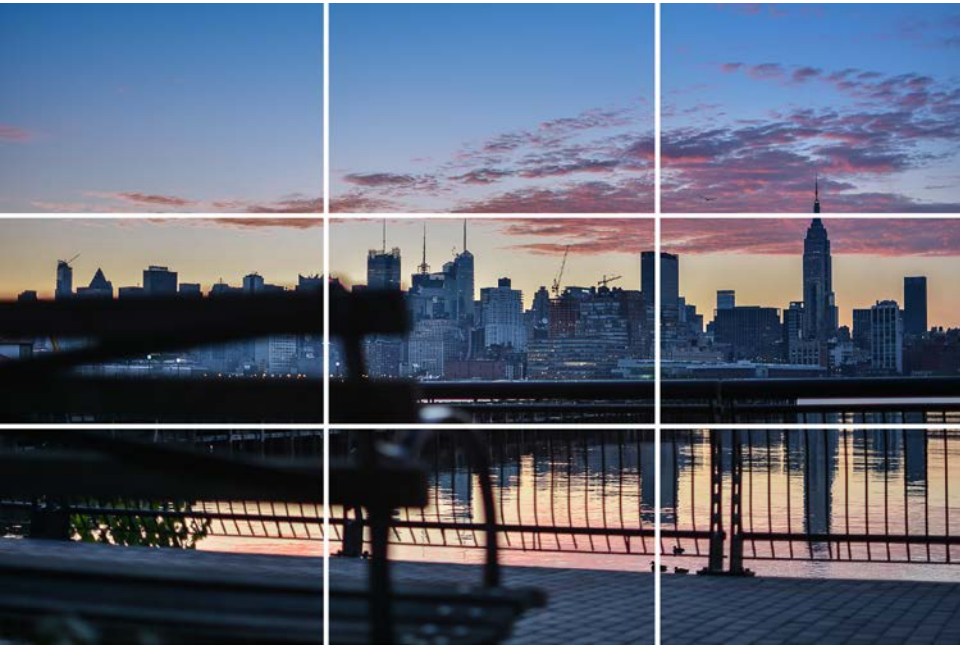
Photovoice Best Practices

What pictures might be off limits?

- For this project we will not take photos of clients or community members rather we will focus on staff members and reflection from this view point
- We can discuss the development and use of client photos on a case by case basis if/when the opportunity arises



Qualities of a good photo



FAQs

How many pictures should I take?

Please take up to 10-15 photos. For this you can use your own camera or we will provide you with a disposable camera for this purpose.

How many key themes do we need to choose?

We will have developed today 2-3 key themes to focus on when taking photos.

Do we all use the same key themes?

As a group we will focus on taking photos with a focus on the developed 2-3 themes.

Time to practice!



DISSEMINATION OF
EVIDENCE-
INFORMED
INTERVENTIONS



Break for Practice

Before You Debrief Your Time Practicing...

- Email photos to [designated facilitator] and [designated facilitator] will project them so we can review them as a team.

What do I do with the photo once I've taken it?

Insert next steps that your team has identified for downloading photos.



Dissemination Ideas

- Having our target audience for dissemination in mind when we take photos can help to keep us focused.
- What are potential ways to share photovoice-inspired stories?
 - Community meetings
 - Photos with narratives throughout the clinic
 - Conferences
 - In local media or social media outlets



Examples

Photovoice: Examples

University of Michigan - Teens document their realities and communities

- YouTube:

<https://www.youtube.com/watch?v=yynfYDizXT8>

AIDS Care Group presentation from DEII Convening

- See supplemental materials



Next Steps

Implementing the project



12. Schedule field days as a team

It's important to schedule field days as a team in order to properly implement the plan based on everyone's availability and flexibility, and assess the general safety and busyness of the locations to take photos prior to actually taking the photos. Some locations might also require a permit if using a professional camera. So doing some leg work before going out and taking photos is key.



13. Go out and take photos!

Go out and take photos related to the key themes selected. At ACG, the team wanted to highlight community resources and challenges in the peer's work with clients*.



14. Follow-up meeting and selection

Come together for a 1-day follow up meeting and select photos based on key themes. At ACG, the team met to select photos around gun violence/ youth needs, poverty, revitalization, HIV stigma, immigrant communities, religion, etc.

**If working with clients please make sure to ask for consent in participation and fill out a photo release form as needed.*



15. Write narrative text and review

As part of the follow-up meeting, assign each person to their photo and add a narrative text that describes the photo and review the flow of the story created, considering: What is happening in this photo? How does the photo illustrate the resource or challenge?



16. Finalize dissemination plan

As a team, finalize to whom and where to share the story, at a community meeting, event, town hall, photo gallery, local or national conference.



17. Develop a one-page fact sheet

Developing a one-page fact sheet/data sheet as part of dissemination to support the photovoice story is recommended. This can be based on local data or any data found related to the key themes selected. One suggested site for easy access to downloadable U.S. census data Data USA at: <https://datausa.io>.



18. Add photos and narrative to PPT

Add the selected photos and narrative to a PPT slide deck. Review with the team for the flow of the story.

Additional Resources

1. Wang C, Burris MA. Photovoice: concept, methodology, and use for participatory needs assessment. Health Educ Behav. 1997 Jun;24(3):369-87. Link: http://journals.sagepub.com/doi/abs/10.1177/109019819702400309?url_ver=Z39.88-2003&rfr_id=ori%3Arid%3Acrossref.org&rfr_dat=cr_pub%3Dpubmed&
2. Israel BA, Schulz AJ, Parker EA, Becker AB. Review of community-based research: assessing partnership approaches to improve public health. Annu Rev Public Health. 1998;19:173-202. Link: http://www.annualreviews.org/doi/full/10.1146/annurev.publhealth.19.1.173?url_ver=Z39.88-2003&rfr_id=ori%3Arid%3Acrossref.org&rfr_dat=cr_pub%3Dpubmed&
3. Freire P: Education for Critical Consciousness. New York, Continuum, 1973. Link: <http://abahlali.org/wp-content/uploads/2012/08/Paulo-Freire-Education-for-Critical-Consciousness-Continuum-Impacts-2005.pdf>

Questions?

Contact us!

ACG Team

- Mo Wahome (mowahome@aidscalegroup.org)
- Allison Byrd (allisonbyrd@aidscalegroup.org)
- Shelita Reid (sreid@aidscalegroup.org)

BU Team

- Serena Rajabiun (rajabiun@bu.edu)
- Alexis Marbach (alexis_Marbach@abtassoc.com)
- Jane Fox (jane_fox@abtassoc.com)
- Brena Sena (bsena@bu.edu)