

Every Woman Southeast



BRIEF INTRODUCTION TO PHOTOVOICE

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What is Photovoice?



- Picture-based, qualitative method that uses images to promote social action or change
- Three main goals:
 - To enable people to record and reflect on their community's strengths and concerns;
 - To promote critical dialogue & knowledge about personal and community issues through group discussion of photographs; and
 - To reach policy-makers

Wang CC. Photovoice as a participatory action research strategy for women's health. *J Womens Health*. 1999;8:185–192.

How does it work?



- Participants decide on an over-arching topic/research question
- Participants take pictures that illustrate an aspect of that topic/question

Example: Cradle Me 3 Photovoice Project



- **Participants:**
 - 8 female students who served as Office of Minority Health Preconception Peer Educators at NCCU
 - All were Juniors or Seniors – ages ranged from 20-22 yrs.
 - 2 women were also mothers
- **Research Question:**
 - *What facilitators and barriers do female students experience when actualizing their reproductive life plan?*
- **Photovoice project carried out over two months**

How did we take pictures with a tiny budget?

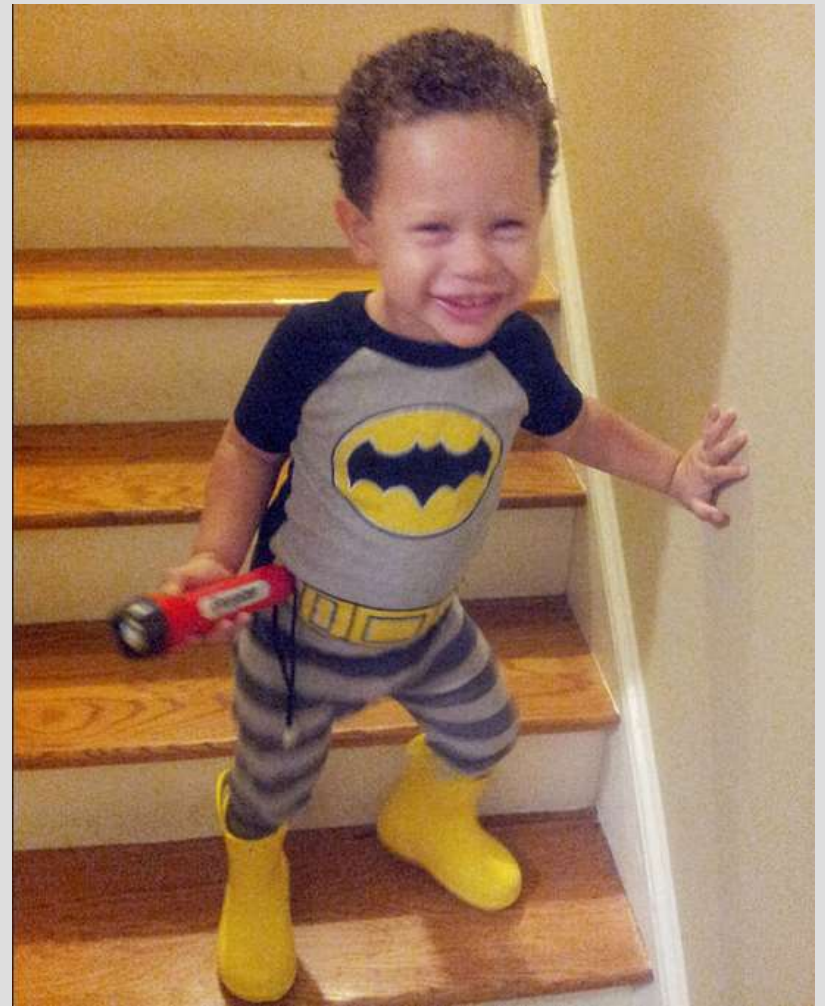


- Smartphones and the Flickr app
 - Flickr is available free for iPhone & Android
- Facilitator created a private group in Flickr, and participants uploaded their photos to the group for sharing and discussion

Picture Quality: Phone vs. Flickr app

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Taken with my phone



Picture Quality: Phone vs. Flickr app

7



Taken with the Flickr app
on my phone



How does it work? cont.



- Each person picks a couple of images that they feel tells the best story or is most representative of the information they were trying to convey
- The group analyzes the images collected:
 - The group selects images that reflect community assets/needs around the topic
 - They contextualize the meaning shown in the image through narrative
 - The group codifies the themes that emerge

Wait...How do we do that?



One method is SHOWeD:

- What do you **S**ee here?
- What is really **H**appening here?
- How does it relate to **O**ur lives?
- **W**hy does this situation, concern, or strength **e**xist?
- What can we **D**o about it?

Examples from Cradle Me 3



Campus: Lack of Support for Breastfeeding Student Moms

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Breastfeeding
Mom & Baby,
NCCU,
Maryssa Sadler



Breastpump &
School Work,
NCCU,
Cherish Stewart



These pictures show that young black women are getting the message about the value of breastmilk, and they are making breastfeeding a priority. But it also highlights that there is no place on campus to breastfeed or pump breastmilk. The administration doesn't think of students as mothers or acknowledge the complexity of their lives. Since there is no clean, private place to breastfeed or pump, moms go back to their cars or hide in empty classrooms or bathrooms. Many student moms end up giving up on breastfeeding, forcing them to give their babies substandard food.

Family: Engaged Father

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Father Preparing to Feed Baby
Durham, NC
La'Jeana Leftenant

Here we see a dad preparing to feed his daughter homemade baby food. By pureeing organic fruits and veggies on their own, these young parents are thinking proactively about their baby's health while also being cost effective. This dad is engaged in his daughter's day-to-day life, and is an active partner in her care.

Community: Exercising the Right to Vote

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Early Voting – Midterm Elections
Student Union, NCCU
Kiona Thomas

This is outside the early voting location in the Union on NCCU's campus, and we can see a cross-section of the Durham community in the picture – old/young, black/white. This picture and the location of a polling station in a high-traffic, central location on the NCCU campus represents a couple of things: 1) The importance of voting for young people, especially to ensure women's rights and access to things like contraception; and 2) Support for young people exercising their right to vote, especially when the legislature has made it more difficult.

What will we do with the pictures & narratives?



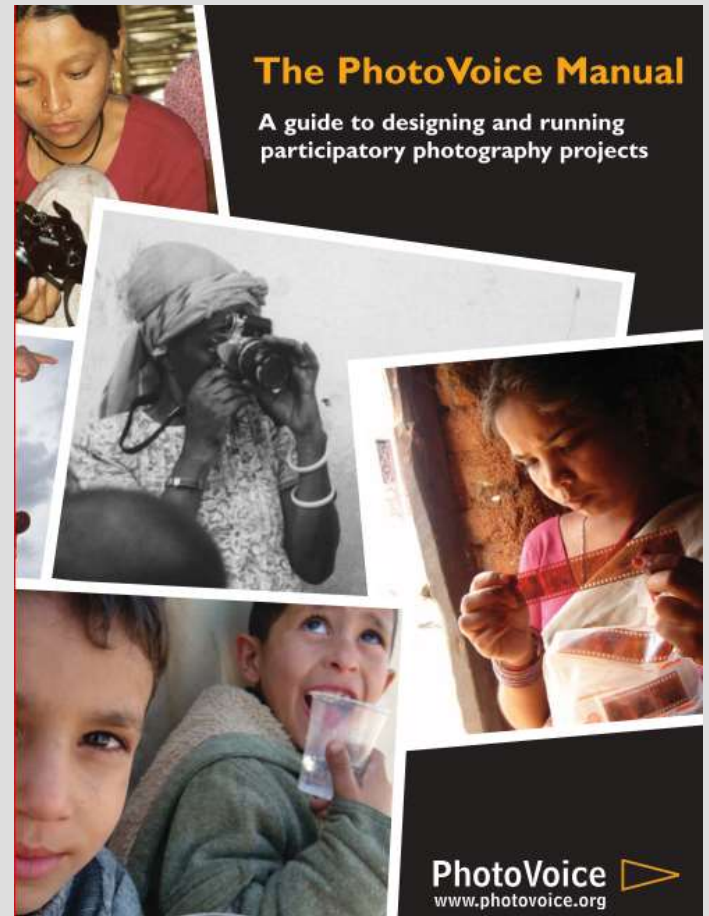
- Something that needs to be decided up front and agreed upon by participants
- Cradle Me 3:
 - Digital display on the EWSE photovoice website: www.ewsevoices.org
 - Physical display in the School of Nursing building
 - Use them to promote action for positive change

In-Depth Guides & Resources



PhotoVoice (UK)

www.photovoice.org



www.photovoice.org/photovoice-manual/

In-Depth Guides & Resources



Participatory Photography Project Guide
From Community Assessment to Political Action



Oregon Public
Health Institute

ophi.org

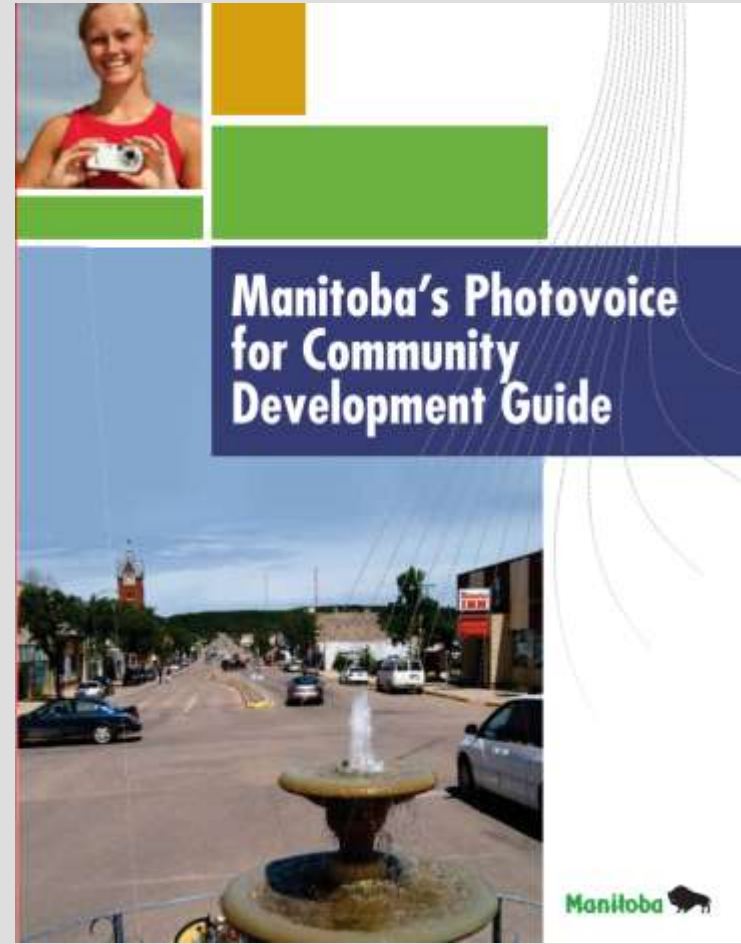
<http://tinyurl.com/ophipfoto>

In-Depth Guides & Resources



Manitoba's Photovoice for Community Development Guide

<http://tinyurl.com/manitobaphoto>



Questions?



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