Through the Lens: Using Photovoice as a Vehicle for Change

Presented by:

Darlene M. Jenkins, DrPH, MPH, CHES, Director of Research and Evaluation
Sabine Eustache, DrPH, MBA, MPH, Assistant Professor
Andrea Brooks, Performance Improvement Manager

Discussion Topics

- What is Photovoice
- Why should you use Photovoice
- When do you use Photovoice
- How to use Photovoice: A Case Study
  - Background
  - Goals
  - Methods
  - Results
  - Organizational Impact
- Review of Sample Photovoice Toolkit

What is Photovoice?

What is Photovoice?

People use video or photographs → Document and discuss life conditions → Advocate and affect policy change

Uses Images to Inform

Why Should You Use Photovoice?

Images can be understood regardless of language, culture, or other factors

Basic photography is easy to learn and accessible to almost everyone

"A picture is worth a thousand words."

Taking photographs or videos of familiar scenes and people can change participants' perceptions about their social and physical environment

Policy makers can't deny reality when it's staring them in the face

Photography is fun and creative

The rewards of taking photographs are immediate

When to Use Photovoice

*When Photovoice can change people's opinions about themselves and their environment

*When you need to document a site, an event, or a way of life that is threatened or about to disappear

*When a group's situation needs to be publicized

*When a problem needs to be publicized

*When you need to hold policy makers or others accountable

*When change is necessary

*When a community assessment is needed or in progress

*When you need to document the process of or gather data for an evaluation of an intervention or program

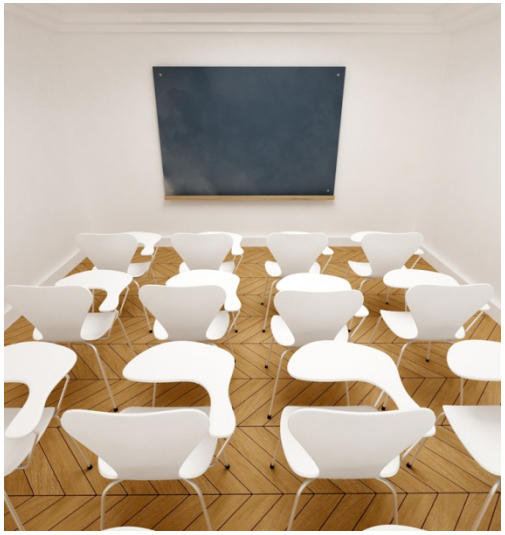
Adds Voice to Pictures

Photovoice is an Inclusive Process

Anyone can use a Camera when taught

Anyone can choose what issues are important to them and their community

Anyone can select photographs for inclusion VOICE



Anyone is able to show their photographs in order to make a difference.

Anyone may identify themes and issues

When Might You Use Photovoice: A Case Study

Visions of Voices

Background

Background

- Disproportionately higher prevalence of HIV among the homeless
- Documented need to expand HIV prevention services
- Underutilization of existing services
- HCH was expanding HIV services

Background

- Upcoming Federal Competitive Application
- Need for Departmental Needs Assessment
- Local Funding Opportunity
- Desire to Gather Consumer Input

Visions of Voices

Project Goals

Goals for HCH

- Identify factors that facilitate access to HIV prevention services
- Identify barriers to accessing HIV prevention services
- Identify factors that should be considered in the design and delivery of HIV prevention services for people who are homeless

Visions of Voices

Methodology

Justification for Photovoice Methodology

- Wanted consumer input, engagement and participation.
- Photography is a fun activity and creative art form.
- Photos are compelling representations of individuals and their lives.
- Photos are a powerful tool to communicate needs and desires.
- Images make a lasting impression.
- Powerful images calls people to action.
- Photos spark discussions.

Methodology

- Form a Guidance Committee
- Develop & Implement Recruitment Plan
- Conduct Participant Orientation
- Give Instructions for Photos
- Conduct Follow-up Meeting to discuss photos
- Disseminate Findings

Guidance Committee

ROLE

- Advisory group of agency leaders, department staff and consumers that worked together to define the scope of the project, identify consumers for participation and stakeholders with whom the group would share final stories and photos.
- Decision-makers that can act on the ideas and recommendations of participants.

MEMBERSHIP

- Project Director, Visions of Voices
- Agency Executive Director
- Agency Medical Director
- Health Education Specialists
- Program Evaluator
- Consumer Advisory Board

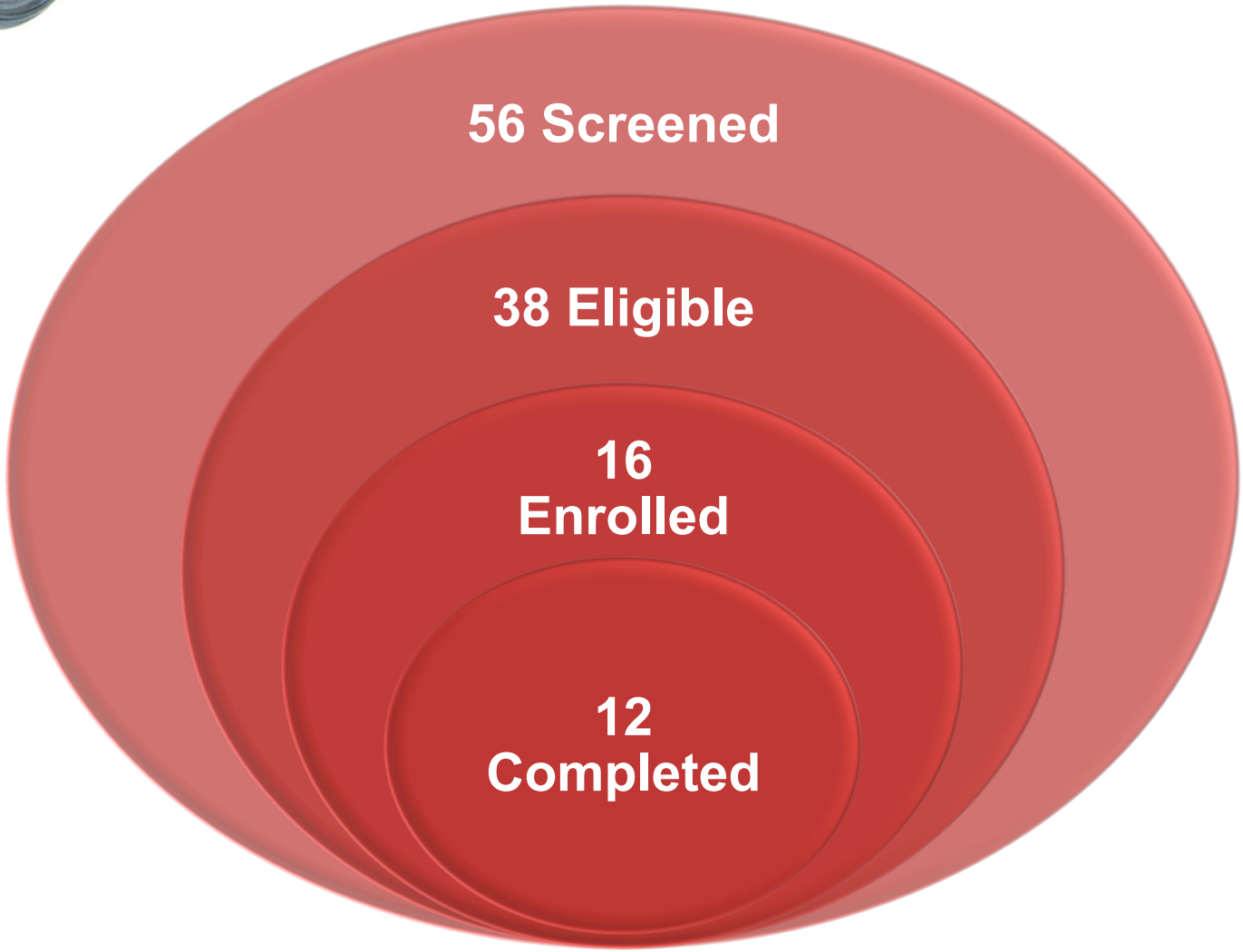
Recruitment Eligibility Criteria

- Adult men and women
- Currently experiencing homelessness
- Have not accessed HIV testing within the last 12 months
- Target Sample: 25 participants

Recruitment Plan

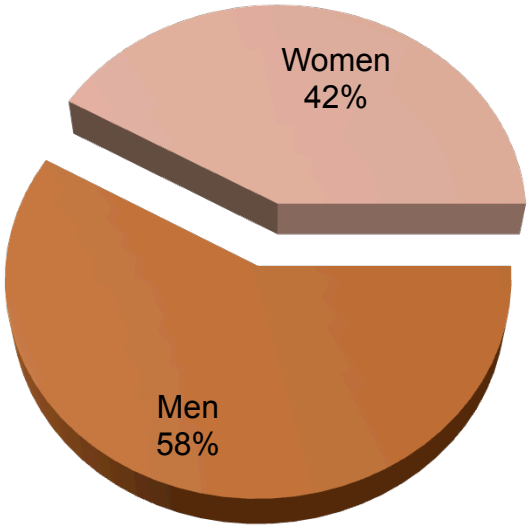
- Conducted active recruitment at local “hot spots”
  - ✓Courtyard and Day Center
  - ✓Street
  - ✓Clinic Sites (Main and Shelter)
- Posted flyers about the project
- Educated agency front line staff
  - ✓Shelter Clinic Nurse
  - ✓Women’s Shower Program Coordinator

Sample Selection

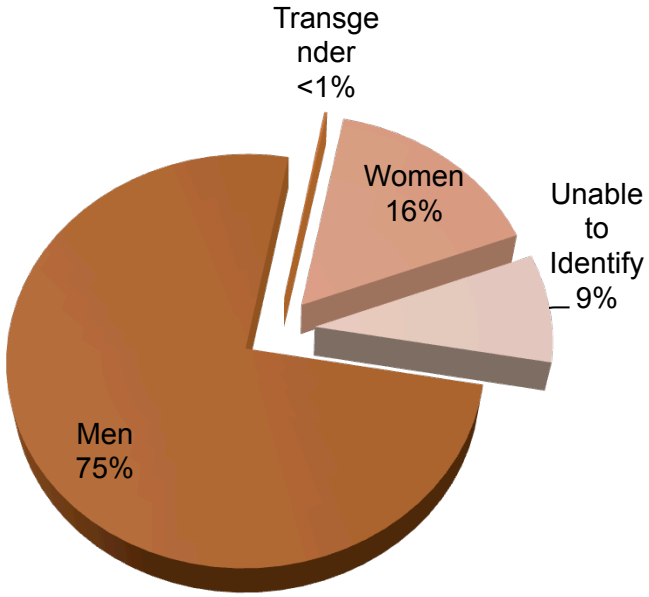


Project Sample by Gender

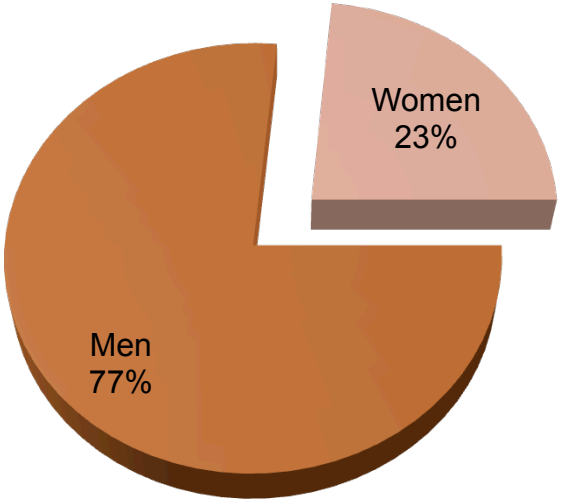
Photovoice Participant Profile (n:12)



Countywide Street Homeless Profile (n:994)

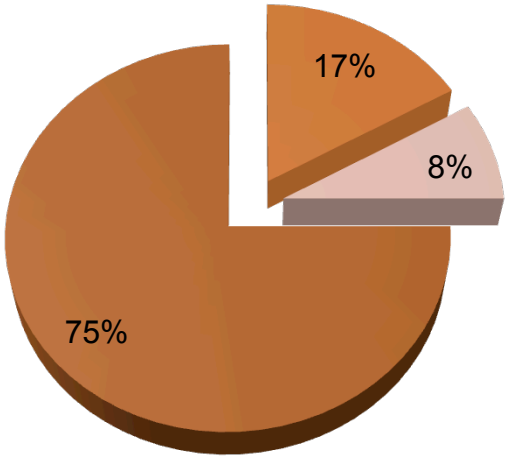


HCH Total Homeless Patient Profile (n: 4,763)



Project Sample by Race

Photovoice Participant Profile (n:12)



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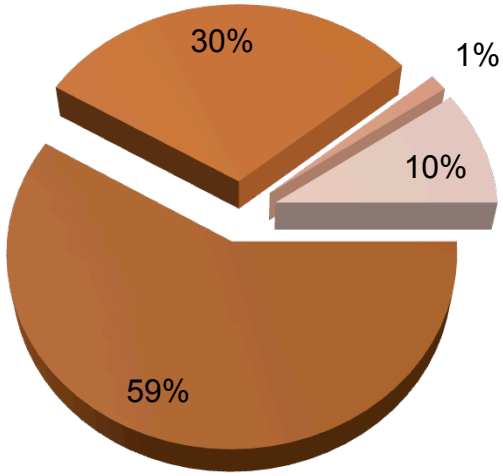

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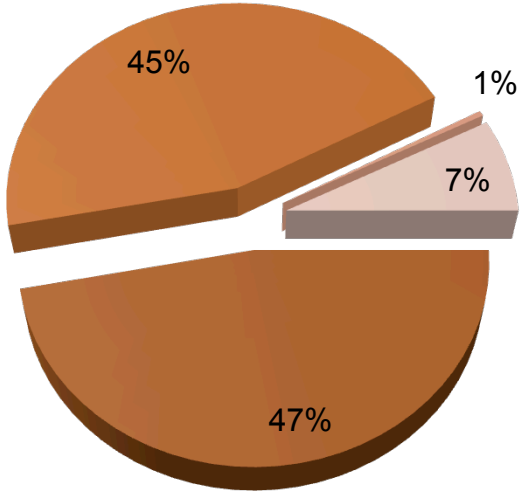
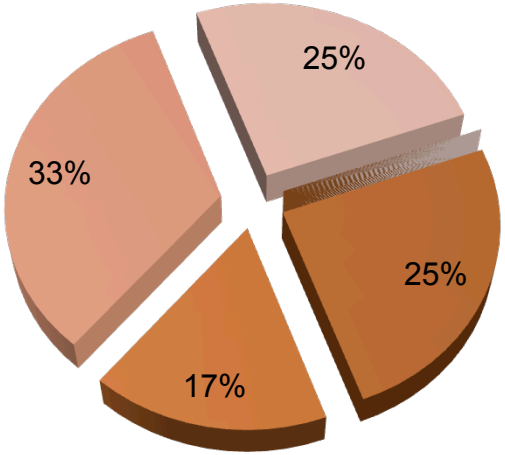


Black White Other Unable to Identify

Project Sample by Age

Photovoice Participant Profile (n:12)



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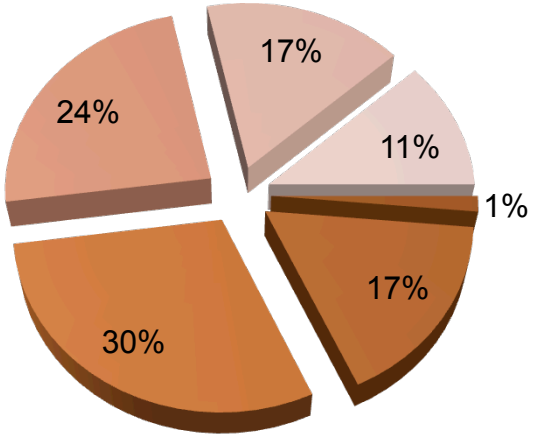

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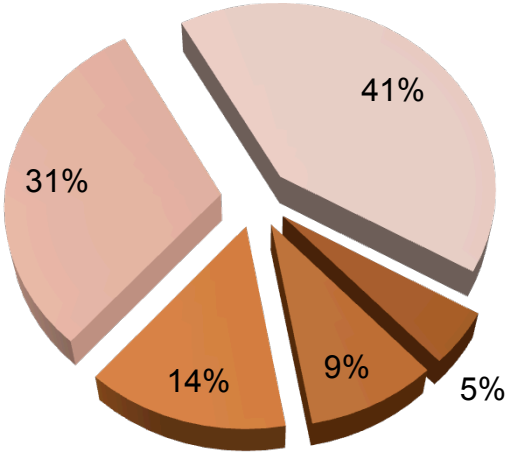

0-17 18-29 30-39 40-49 50+ Unable to Identify

Project Sample: Other Key Characteristics

- 33% of participants were current patients
- 33% of participants had been offered an HIV test during the last 12 months
- 17% of participants had never taken an HIV test

Participant Orientation

- Informed Consent
- Introduction the Methodology
- Samples of Photovoice Projects
- Discussed Ethics and Safety
- Demonstrated use of Camera
- Reviewed Project Plan and deadlines

Ethics & Safety Training: Ethical Practices

- Respect other's privacy. Do not take photos of someone who does not want their picture taken.
- Make sure to reveal to those who agree to be in a photograph, that their picture may be included in project reports and photo exhibits.
- Get a release form signed by individuals who can be recognized.

Ethics & Safety Training:
Safety Considerations

- Think carefully about the photo, the images to be captured, the situations you may get into or settings you may be a part of in order to capture those images.
- Take photos in public spaces. Be careful not to trespass on private property.
- Maintain personal safety at all times. No photo is worth personal danger.

Instructions for Photos

- Complete Photovoice training
- Review the three (3) themes for your photos
- Use cameras to capture images relative to the themes
- Capture your thoughts and feelings in your journal during the photo taking process
- Turn your cameras and photo release forms in by due date
- Pick up your photos on release date
- Select 2-3 of the most meaningful photos
- Write a caption or brief narrative for your photos
- Participate in a follow-up group session, where you will present and discuss their photos

Writing Your Photo Narrative

SHOWeD

1. What do you see here?
2. What is really happening here?
3. How does this relate to our lives?
4. Why does this situation exist?
5. What can we do about it?