Past, Present, and Future of Photovoice for Evaluation

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KAISER PERMANENTE.

Background

Traditionally, photovoice has been used as an advocacy tool for residents to promote changes in their communities. In community health initiative evaluations, photovoice was utilized as a pre/post data collection method to understand advocacy work and neighborhood change. This poster addresses how photovoice has been used in the past, what changes and innovations are being made to create a more accessible and creative curriculum to reach broader audiences, shining a light on those individuals whose voices and perspectives are frequently left out.

Past Photovoice Projects

Kaiser Permanente (KP) supports partners and programs that teach, inspire, and encourage healthy communities for the people and by the people who live there. Through past community health initiatives, KP has invested in Photovoice projects in Colorado and California. These projects were traditional, community driven Photovoice sessions, which sought to identify ways KP could help improve the health of people in the communities we serve. Past evaluations of those community health initiatives and programs utilized Photovoice programs as a pre/post tool to demonstrate changes over time. Below are some examples of photos and accompanying quotes from community members highlighting changes after community advocacy efforts.

These bike racks were just scarce pieces of metal that sat through different types of weather. A year later, they sit alone no more and they don't even fit all the bikes that are now coming to the high school.

Derby Diamond- Before…   Derby Diamond- After

Traffic safety was a key theme of the community during the Derby Redevelopment effort. In the summer of 2010, the city constructed the $900,000 Derby Diamond, a template intersection with colored concrete, landscaping and other features to make the crossing safe for people waking or biking. Prioritizing funding to construct other traffic calming features throughout the city will make walking and biking inviting for people of all ages.

Photovoice as Part of a Community Health Needs Assessment

Kaiser Permanente is exploring novel methodologies to engage communities in conversation. As part of its Community Health Needs Assessment (CHNA) process, KP adapted Photovoice methodologies to generate discussions around prioritized health needs and identify community-informed solutions for addressing these needs.

Kaiser Permanente of the Mid-Atlantic States employed innovative communications strategies to reach out to the broadest possible audience to co-create a vision for improved community health. The CHNA team approached community members who have not historically been engaged due to language barriers, geography, or social biases in order to support KP's strategy formulation and decision-making with insights informed by the voice of the community. Dialogue with the community focused on eliciting solutions to prioritized heath needs and developing actionable strategies. Each data collection activity was tailored to the specific needs of community residents.

An Arts-Based Research Activity

The CHNA team engaged youth through a novel arts-based research activity, a non-traditional research method utilized in the social sciences. The CHNA team created a repository of photographs taken by young people and corresponding to a health need identified through the CHNA process. Youth were instructed to select a photograph that represented the most critical need in their community. By this means, they "prioritized" CHNA health needs.

Youth were then asked to consider how to address the issue depicted in the photograph and communicate possible solutions graphically by drawing, making a collage or writing about the solution on transparent acetate film overlaid on their selected photograph. While depicting their proposed solutions, youth discussed how solutions would benefit their communities and what resources/allies were required to make the proposed solution a reality.

The CHNA team also adapted this activity to engage individuals living with disabilities, creating a mail-in process by preparing packets with 4 images (one per CHNA health need), together with an instruction sheet so that participants could complete this activity without the need for meeting at a physical location.

Arts-based research activity depicting the original and modified images


Photo Storytelling via Instagram

In Kaiser Permanente Washington, Instagram was identified as a low-barrier, low-time-commitment platform for community members to participate in the CHNA, highlighting assets and gaps in community health and articulating strategies for addressing health equity.

The month-long campaign reached Spanish and English language speakers across Washington state, with emphasis in nine counties, both rural and urban.

Engaging community members

The team developed a question prompt to elicit community posts and created a campaign-specific hashtag (#kpwacommunity) to categorize the shared photographs and captions as health assets and needs.

"What makes your community healthy?"

"¿Qué hace que tu comunidad sea saludable?"
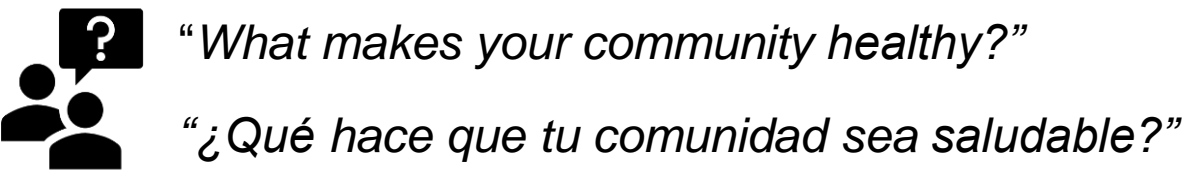
Community members tagged their photos with locations across the state. Photo posts were then categorized into themes and the strength of each theme was characterized by the number of corresponding posts.

Other considerations for using Instagram

- Getting the word out through your own social media handle and inviting community partners to spread the word through theirs.
- Linking back to a dedicated web page describing the CHNA and the importance of engaging community in the process.
- Offering an incentive for participation, e.g., a weekly drawing.