

Photovoice for Youth & Community Development



Margaret McGladrey, PhD

Research Assistant Professor

University of Kentucky College of Public Health

Center for Innovation in Population Health

Department of Health Management and Policy

Jerome Scriptunas, MSW

Head of Youth TimeBanking (YTB)

October 2024

TCOM Cloud Gathering (Virtual)

Youth TimeBanking (YTB)

YTB is a nonprofit that uses a model of giving and receiving to support youth-led community improvement projects to increase youth strengths and opportunities.

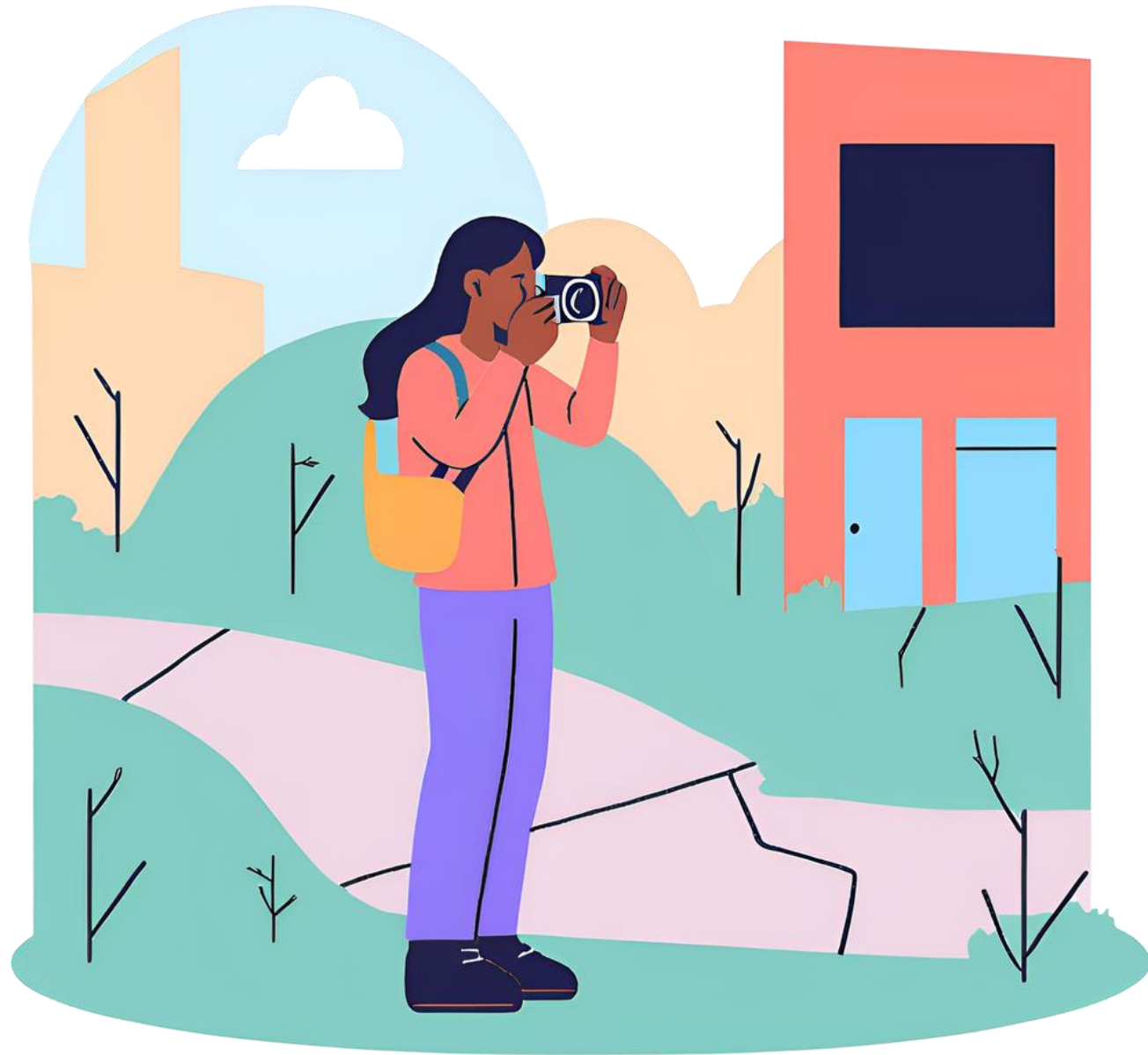
Example - [Photovoice for YTB](#)

Youth
TimeBanking™

Giving & Receiving for
Connected Community
where YouthARE:
Assets, Resources, Energy



Part 1 – Photovoice Orientation



Photovoice is a **participant-led method** that involves community members in leading projects to “*identify, represent, and enhance their community through a specific photographic technique.*”

Photovoice has 3 goals:

1. Record and reflect community strengths and concerns.
2. Conduct group discussions and reviews of photographs to increase awareness of issues.
3. Reach decision makers and funders and encourage their help to improve conditions in the community.

Photovoice and Youth Development



Photovoice builds strengths and social connections and contributes to positive youth and community development.

The activity of Photovoice includes:

- selecting one or more topics,
- taking photos,
- discussing the meaning of the photos,
- creating exhibits, and
- presenting the videos and displays to funders and community leaders.

Photovoice for Youth Development Model



- **Facilitator**– Person who oversee the project.

YTB supports the local teams with assistance to obtain YTB shirts and help with having digital cameras to use.

- **Coach or Leader** – Local leaders who have some experience with YTB projects.

The coaches maintain contact with the YTB Coordinator for support and resources.

- **Participants** – Community members who want to improve, change, or preserve something in their community.

They take photographs, discuss with their group, and write narratives or captions for their photographs.

Framing



- How something is presented to viewers is called “the frame.”
- The frame influences the choices people make about how to process the issue.
- Frames cue viewers how to think about the issue by what is included and what is excluded and by what is foregrounded and what is in the background.
- Framing is a form of power.

Photography Ethics



Ethics means the right, correct, or proper behavior.

- Avoid photographs that can identify people.
- Be aware of your surroundings for personal safety when taking a picture.
- Consider whether the focus of your photo could cause a problem if seen by others.
- Do not take photographs that will harm the reputation or safety of others.
- Be creative in taking photos in a non-identifying way (e.g., their shadow, from a distance, photo from the neck down, etc.)

Informed Consent Youth

This information is a review of your participation.

Optional participation: Your participation in the group dialogue, surveys, and other activities is optional. You can stop at any time. You can choose not to answer or not to participate.

Privacy: Your input will be kept confidential. Online sessions may be recorded. Photographs and quotes may be shared with the broader community.

Risks: There are no physical risks to participating in the training.

Reporting: Photos, quotes, and recordings may be used on a project website to show how the photovoice method is useful for our projects.

Results and information learned from the sessions may be summarized and shared.

No monetary payment is paid to those who participate in the photovoice project.

Consent: By continuing with the training, you are agreeing to these guidelines. Please complete the optional demographic survey asking age group, gender, race-ethnicity, and location.

<https://www.youthare.org/demographics>.

Part 2: Photovoice Practice

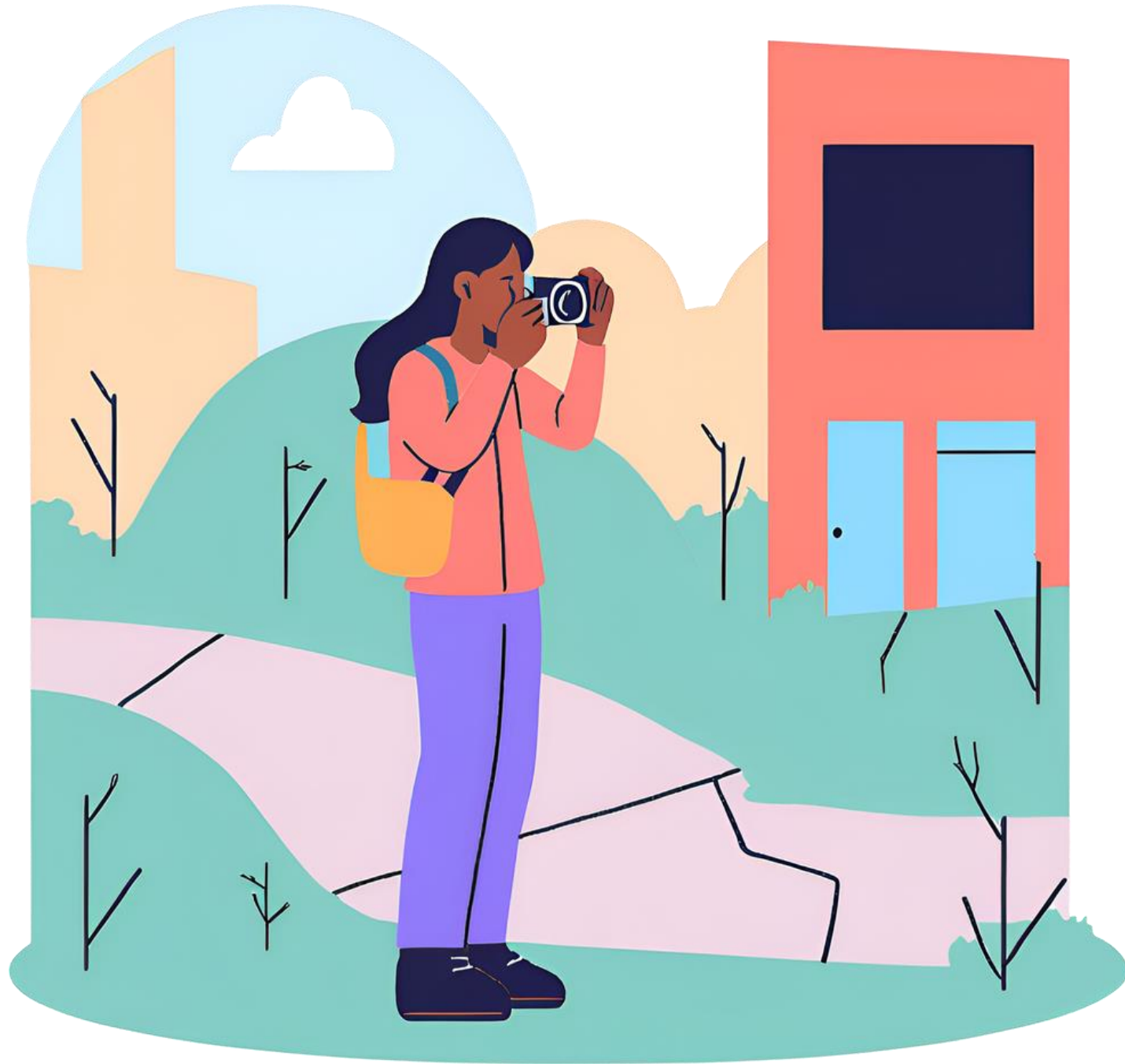
Strack, R. W., & Orsini, M. M. (2015). What is photovoice? [Video file].

<https://vimeo.com/521628094> Retrieved from https://photovoicekit.org/wp-content/uploads/What_is_Photovoice.mp4

- Assemble photovoice team
- Obtain resources
- Review camera basics
- Practice using camera
- Decide on topics
- Take photographs
- Answer questions about photographs



Resources Needed for Virtual Project



- Someone on the team to join virtual meetings.
- Camera: digital camera or smartphone
- A way to share information and photos: Mobile App, WhatsApp, Project web.
- Voice recorder or phone apps to record audio interviews or discussion.
- Exhibits
 - Digital: Team member with technology to make exhibits.
 - Physical: Materials for physical exhibits.

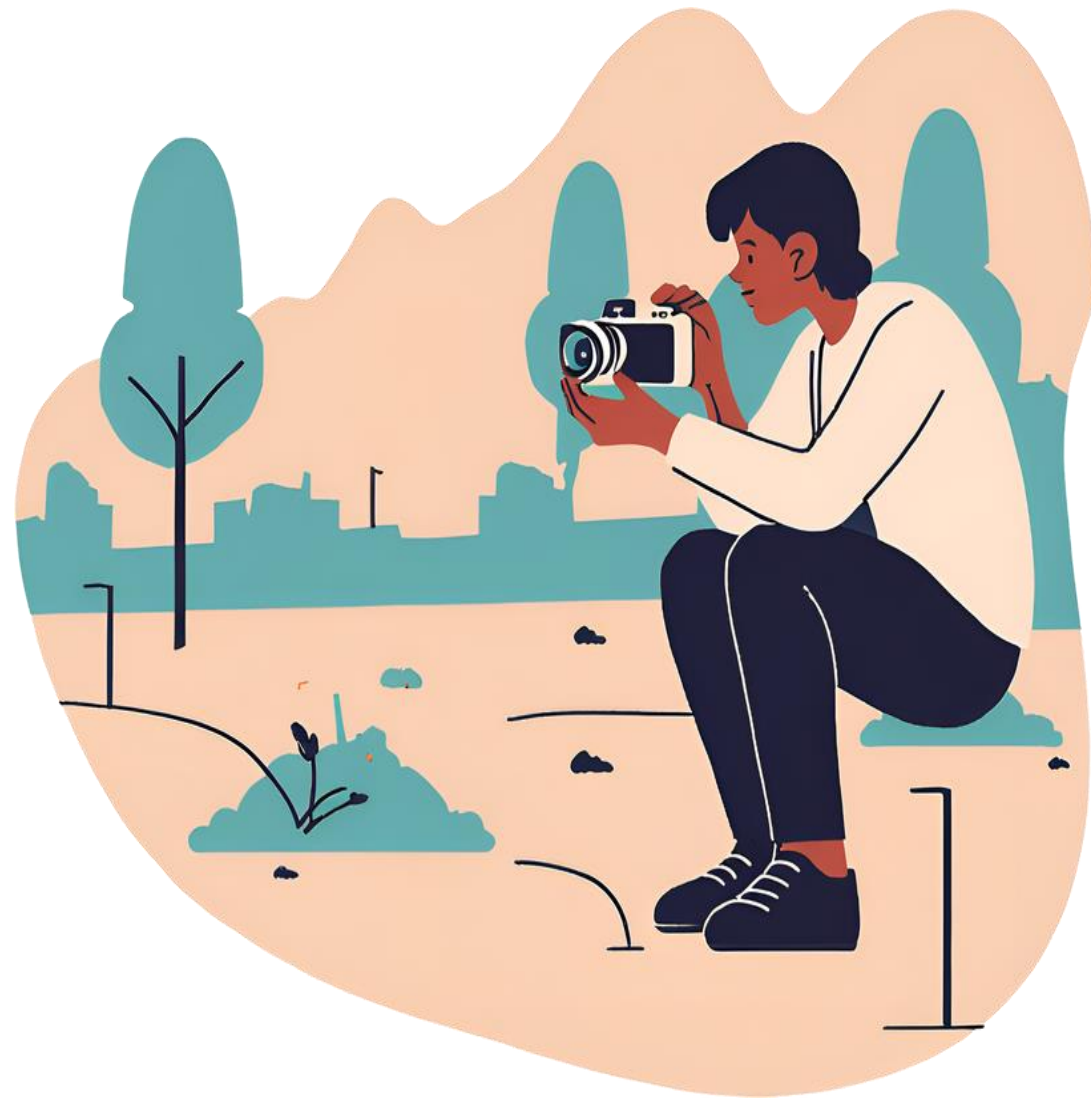
Camera Basics



- Understand your camera
- Use Rule of Thirds
- Focus on Your Subject
- Use Natural Light
- Experiment with Angles and Perspectives

Examples: Recent Photovoice Topics

PV is a participatory photography activity to understand diverse experiences and to advocate for change.



Service-related Topics

- American Sign Language
- Mutual aid
- Personal hygiene
- Plastic pollution
- Regenerative farming
- Sanitation
- Water accessibility

Place-related Topics

- Autism Friendly Spaces
- Community Library
- Health Facilities
- Homelessness
- Sports Complex
- Youth Opportunity

Taking Photographs

What did I photograph in the picture?

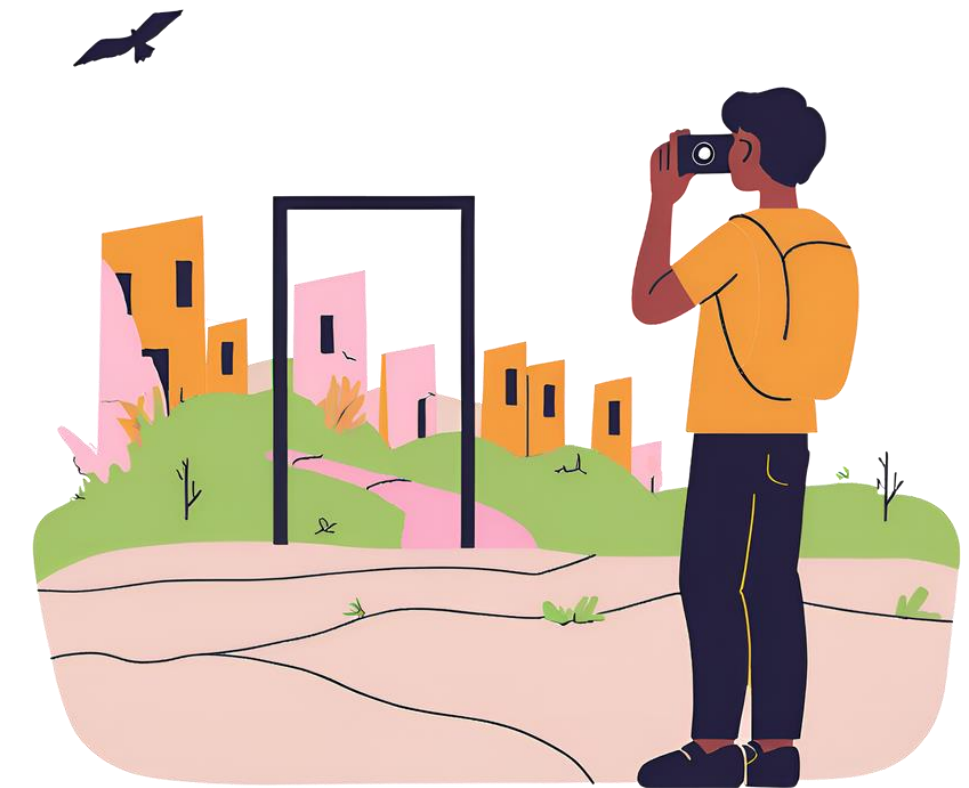
Where did I take this photo?

Why did I take that picture?

How does the picture relate to the photovoice topic?

What do we want the person viewing the photo to understand?

What message are we trying to convey?



Photovoice Project, Ocean County, NJ

Framing:

Many people at a ballpark, people are off-duty except for the ball players and park staff.

Ethics:

De-identified photo – the photo does not draw attention to anyone in particular.

Camera:

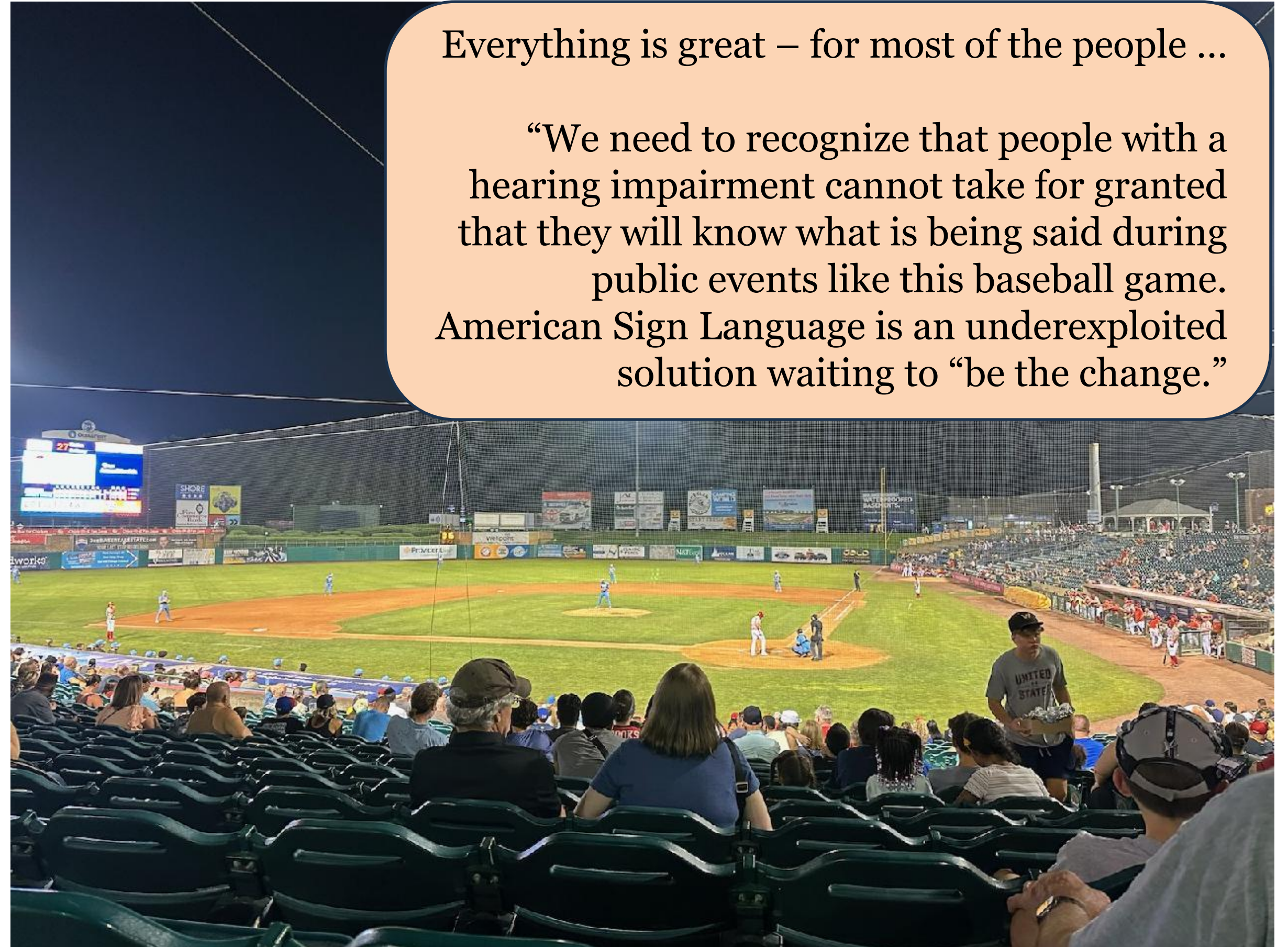
Nighttime photo.

Topic-Title-Caption:

American Sign Language

Did you “hear” what was said?

Everything is great – for most of the people ...



Everything is great – for most of the people ...

“We need to recognize that people with a hearing impairment cannot take for granted that they will know what is being said during public events like this baseball game. American Sign Language is an underexploited solution waiting to “be the change.”

Photovoice Project, Yaoundé, Cameroon

Framing:

Trash blocking the stairway to a building with the sign: “Fashion Plus” – clearly an unintended contrast.

Ethics:

De-identified photo – people would likely avoid this scene.

Camera:

Mounds of trash blocking access to higher ground.

Topic-Title-Caption:

Sanitation

Trash is not Fashionable

Lack of sanitation degrades our community and our health.



This serious level of lack of sanitation creates a health risk for the people in this housing development.

Photovoice Project, Kisubi, Uganda

Framing:

One toilet for 200 people

Ethics:

de-identified photo

Camera:

Using “rule of thirds”

Topic-Title-Caption:

Sanitation

One toilet for 200 People

More pit latrines are needed...



More pit latrines are needed. Over 200 people residing at the landing site only have use of one as shown.

Photovoice Project, Nabutti, Uganda

Framing:

Close-in photograph to capture the cramped work area

Ethics:

de-identified photo from behind person

Camera:

Downward angle, daylight

Topic-Title-Caption:

Youth Opportunity

Youth Need Workspace

Youth need a place in this world.



Photovoice Project, Kisumu, Kenya

Framing:

Person to the left in the foreground experiences an arduous journey down a long road.

Ethics:

de-identified photo – this could be someone we know.

Camera:

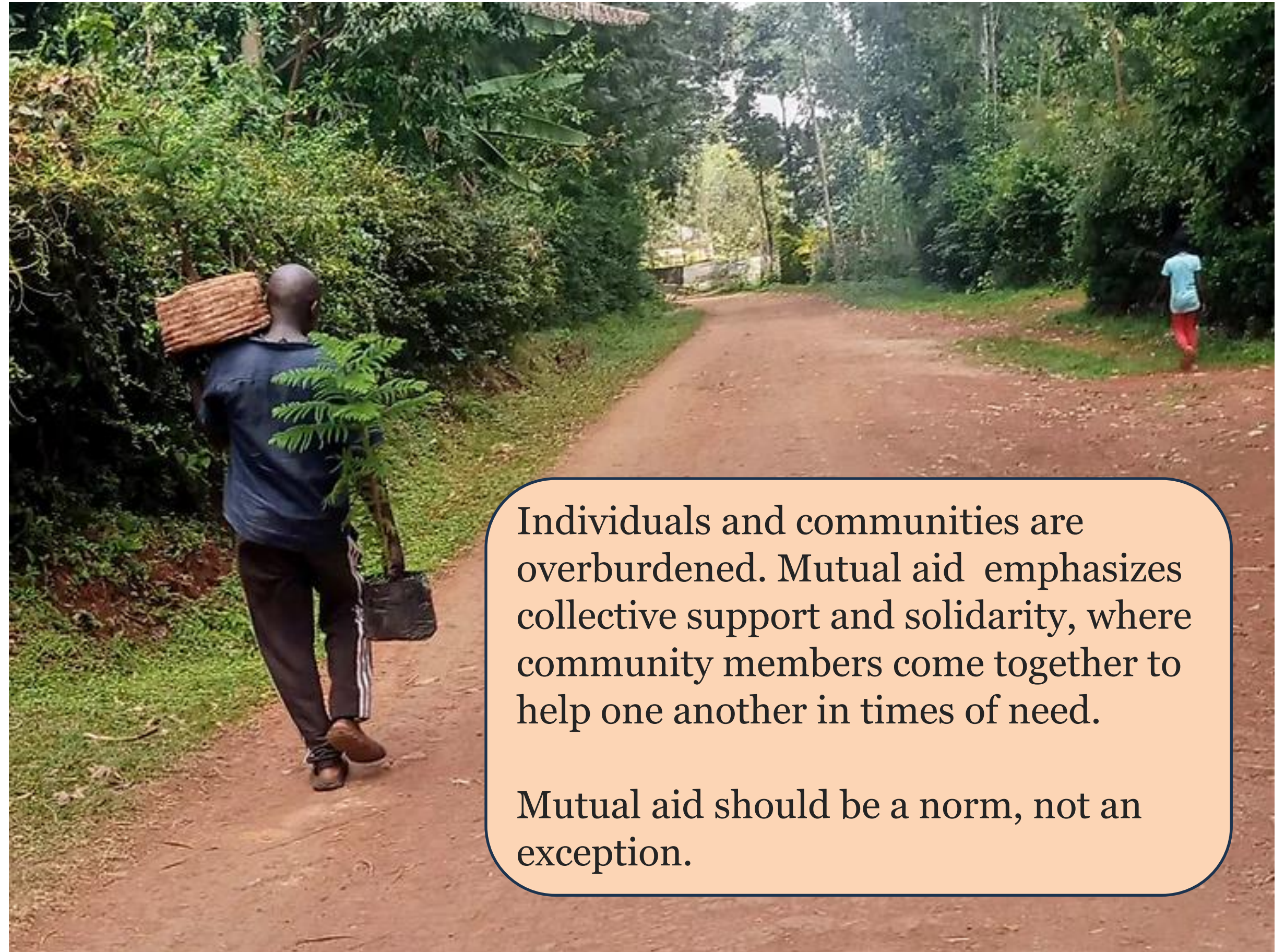
“rule of thirds” – long roadway - distance

Topic-Title-Caption:

Mutual Support

We Need More Than Two Arms.

Mutual aid should be a norm, not an exception.



Individuals and communities are overburdened. Mutual aid emphasizes collective support and solidarity, where community members come together to help one another in times of need.

Mutual aid should be a norm, not an exception.

Photovoice Project, Dar es Salaam, Tanzania

Framing:

A person's hand carefully cradling a young planting. In the background a housing structure.

Ethics:

de-identified photo

Camera:

attention to lighting and shadows

Topic-Title-Caption:

Regenerative Farming

Mindful planting, one seedling at a time

Regenerative farming is smart farming...



Regenerative farming is smart farming.
Regenerative farming works.
Regenerative farming should be
common community knowledge.
Let's make it so.

Part 3: Photovoice Dialogue



- Share photographs.
- Talk about the photographs.
- Select photographs.
- Draft-edit-review captions for the photographs.

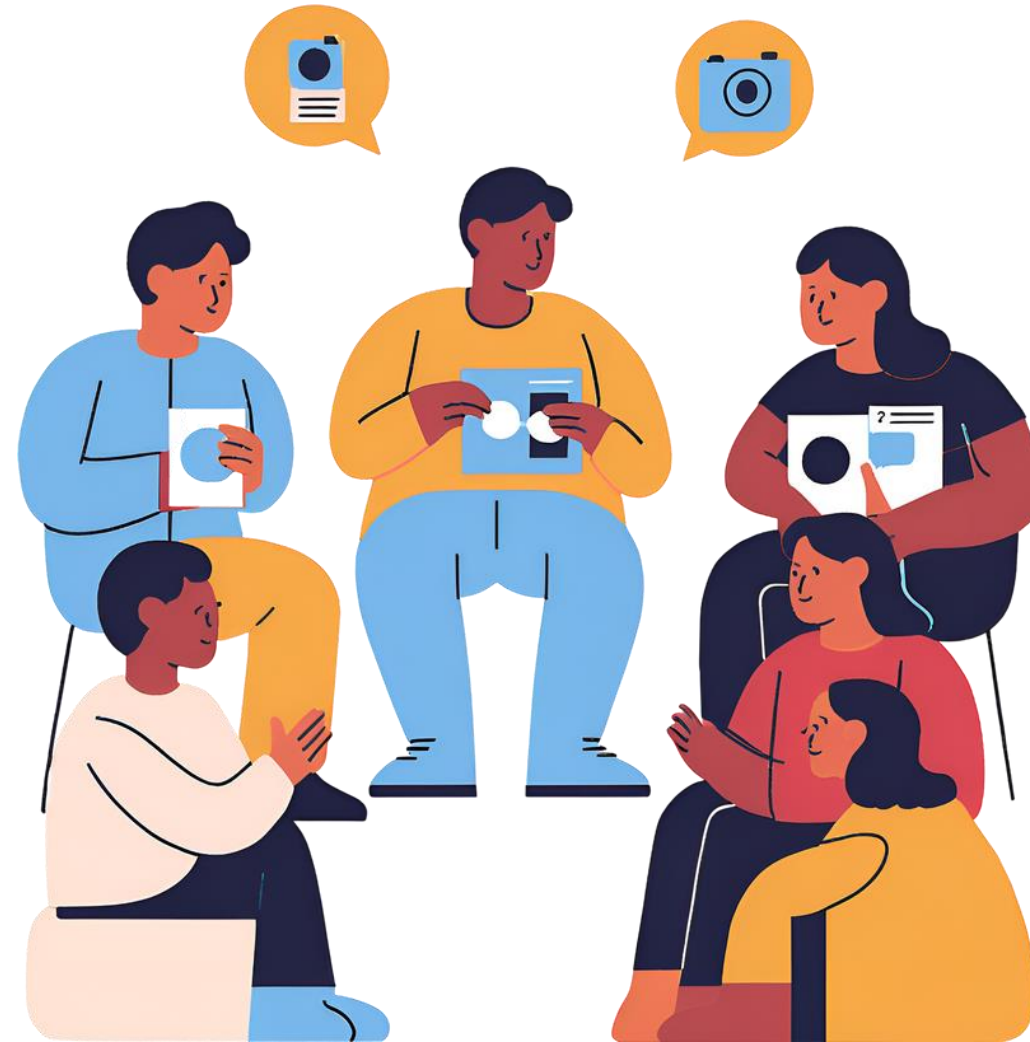
Dialogue & Inquiry

Dialogue

focuses on listening, understanding, asking questions, exploring issues, enlarging ideas, and learning.

Discussion

focuses on taking positions, winning acceptance of a viewpoint and making decisions.



Inquiry

- Ask questions, inquire.
- What did you photograph in your picture?
- Where did you take that picture?
- How does the photograph relate to the photovoice topic?

Ethics for group discussion

Shared Agreement:

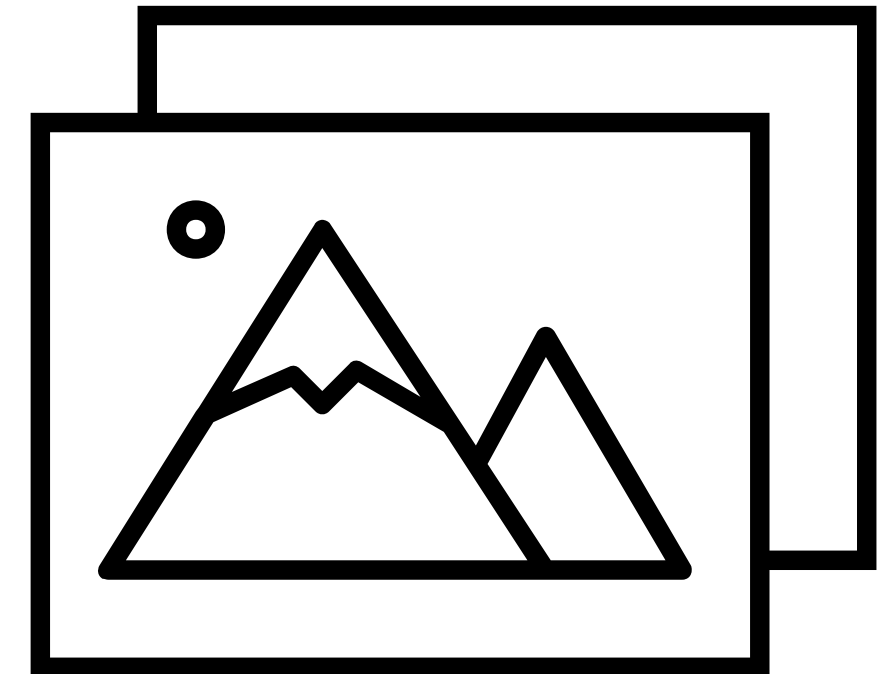
- **Confidentiality:** keep what others say private and do not share without their agreement.
- Share your story, not the story of other people.
- Speak from firsthand experiences.
- Do not judge the viewpoints of others.
- **Step up** and give your input.
- **Step back** and let others give their input.



Ethics for Photo Selection

Ethical Photography:

- What ethical considerations are required for this photo?
- *For photos with people:* consider blurring or cropping.
- Will the photo affect anyone's reputation or safety?
- Does the photo present any danger in any way?
- Is **Framing** used effectively in the photograph?
- Take notes on what team members say about the photos.
- Do you need to request permission to use a photo?



Topics, Titles & Captions



Brainstorm:

- What stories about your projects do you think are most important to tell with Photovoice?

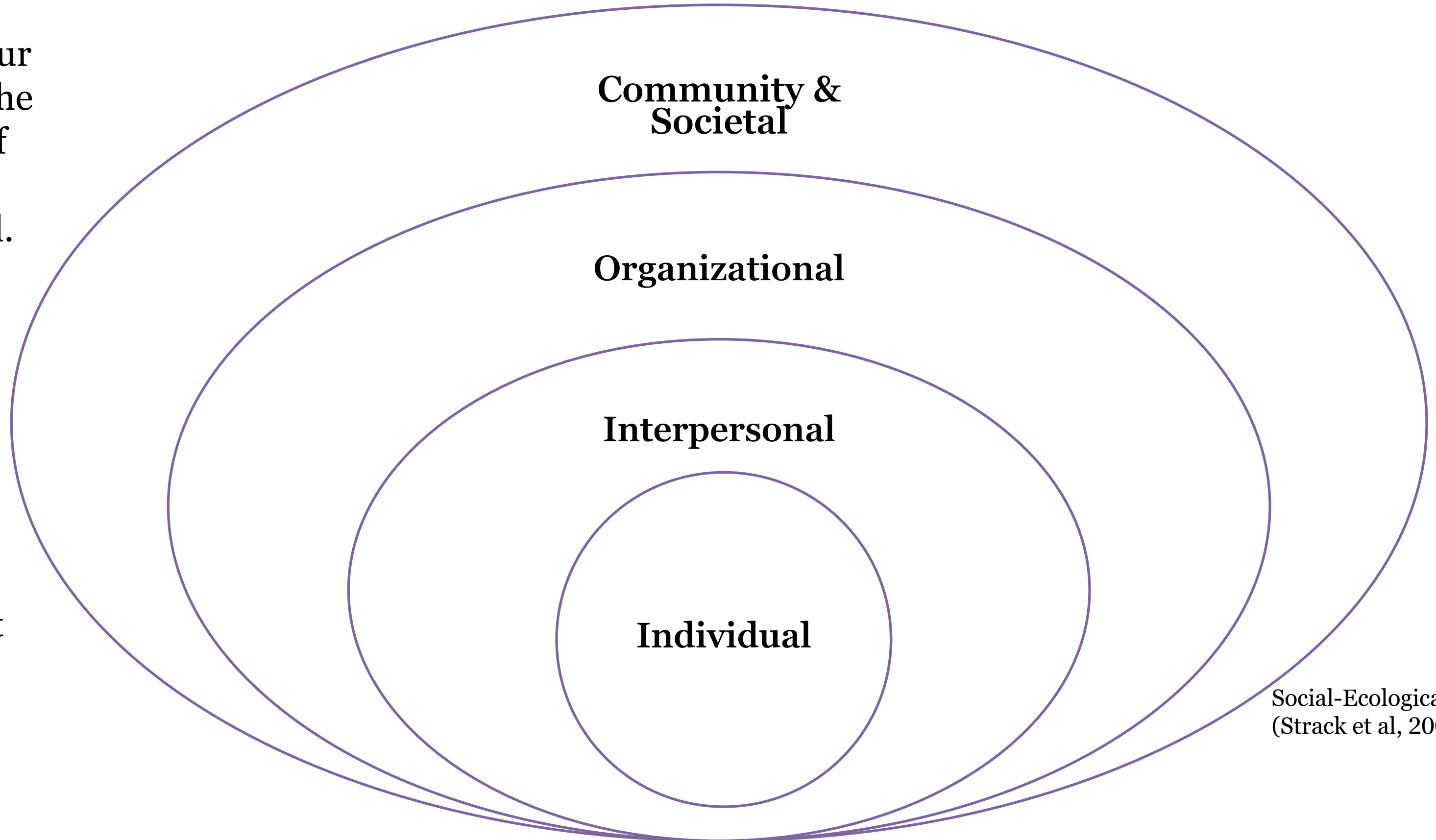
Captions for photographs:

- Draft
- Edit
- Review
- Update captions for the photographs

Photovoice Notes & Coding

Consider how your topic applies to the different levels of this Social-Ecological Model.

- Individual impact
- Interpersonal impact
- Organizational impact
- Community & Societal impact



Social-Ecological Model
(Strack et al, 2000)

Photograph Selection

- Select photos for display.
- Provide a photo **Title**.
- Provide a photo **Caption**.
- Select 3 to 6 photos for each topic.
- Select photos that support a “*Call To Action*”.



Look for photos that can be understood **emotionally** as well as *logically*.

If a photo is powerful -
write a paragraph that explains the importance so that anyone can understand.

What **response** do you want from someone who sees the photograph?

Part 4: Photovoice Exhibit



Work with your team to complete the forms on your Photovoice Project webpage and prepare your topic exhibit.

<https://youthare.org/photovoiceytb>

Project example:

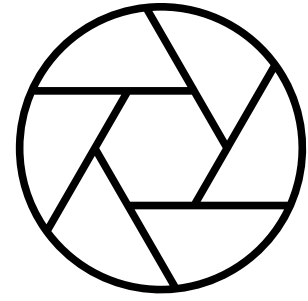
<https://youthare.org/cohorts/ocean>

Call To Action

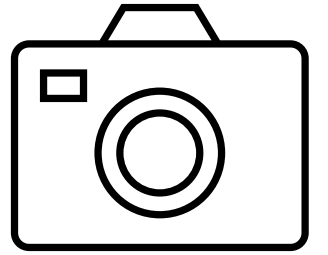
1. What story do your photos tell?
2. Who should hear your story?

- Select photographs and captions for an exhibit.
- Make posters, design web pages, make a video or presentation or slideshow.
- Prepare an audio recording, podcast, or blogpost of your Photovoice project.





Photovoice Key Points



- **Photovoice:** the use of photographs-media to explain experiences and work for change.
- **3 Goals:** i) provide a voice, ii) share awareness, iii) influence change.
- *Record community strengths and concerns.*
- Use photovoice to *build social connections* and tell your stories.
- **Ethics:** the right, correct or proper behavior.
- **Ethics for discussion:**
 - Maintain confidentiality
 - Step up or step back, depending on the situation.

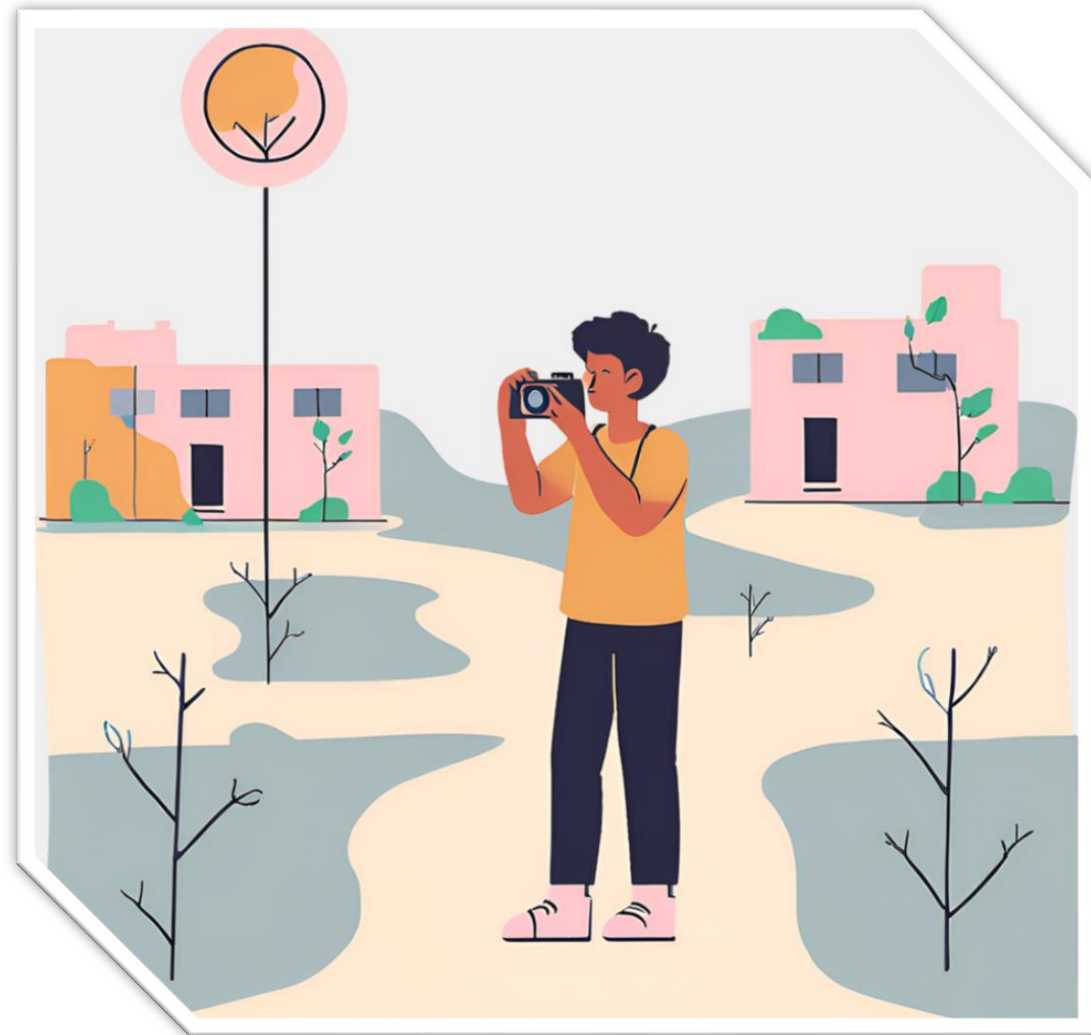
Framing:

- How something is presented is called “the frame”.
- The frame influences how people make choices about the topic.
- Frames influence how people think about an issue.
- Framing is a form of power.

Photovoice method:

- *Select the topic* or issue we want to represent.
- *Consider framing* when we take or edit our photographs.
- *Dialogue* with our team.
- Combine photographs, words, media into a *story to share* in a photovoice exhibit.

Photovoice Quiz – Earn a Badge!



[Link to online quiz](#)

[Link to mobile app quiz](#)

You may need this code: NIC7AD

Framing: Select the statements that are correct.

- How something is presented is called “the frame.”
- The frame influences choices people make about a topic.
- Frames influence how people think about an issue.
- Framing is a form of power.

Why do youth development networks use photovoice?

- Photovoice is a requirement of the organization.
- They have no other way of doing things.
- They cannot get donations without using photovoice.
- They want to build social connections and tell their stories.

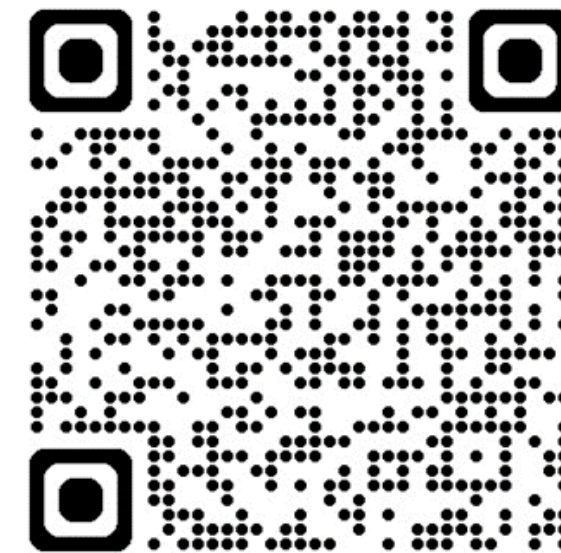
Check the things we do when using the photovoice method.

- Think about the topic or issue we want to represent.
- Consider framing when we take or edit our photographs.
- Discuss our pictures with our team.
- Combine pictures, words, media into a story to share.

Photovoice Project Web

Work with your team
to complete your exhibit displays
on a
photovoice project website.

<https://youthare.org/photovoiceytb>



Youth-led Photovoice Impact



Youth strengths built

Social connections made

Co-production engaged

Public awareness increased

Youth leadership

[Link to article on youth-led projects in West & East Africa](#)

Summary: Photovoice for Youth Development 4-Part Project



1) Orientation

Definition

Goals

Framing

Ethics



2) Practice

Share Supplies

Camera basics

Select topic

Take photos



3) Dialogue

Share photos

Themes, notes

Select photos

Write captions



4) Exhibit

Plan exhibit

Create displays

Call To Action

Advocate



Photovoice Resources

References used for inspiration for the photovoiceYTB team projects.

[Photovoice Project](#) at the IPH Center
(pronounced “if”) - Center for
Innovation in Population Health

... [Circulate Photovoice Projects to
Broader Audiences](#)

[High School Postcards](#)

[PhotovoiceKit/learn](#)

[FSN Network](#)

(expand section on Video links)

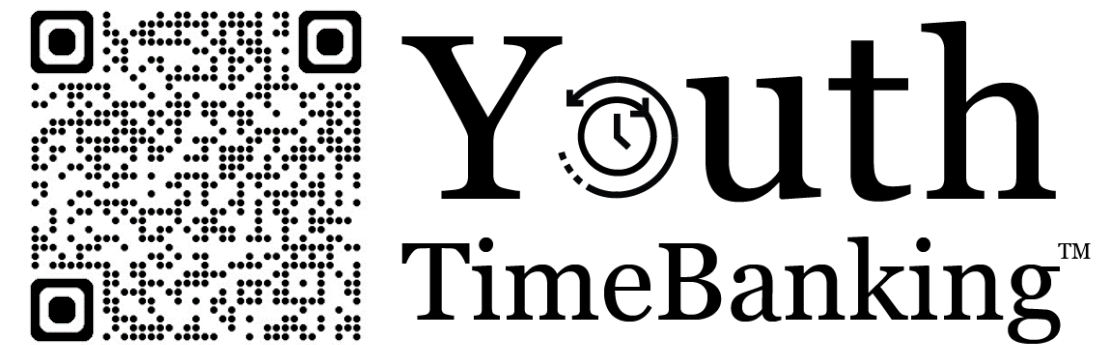
[A Guide to Conducting Photovoice
with Youth ...](#)

These and other references are shared
with the YTB teams: [Listing of
photovoice videos and websites.](#)

Thank you for joining Photovoice for Youth & Community Development

YTB is a nonprofit that uses a model of giving and receiving to support youth-led community improvement projects to increase youth strengths and opportunities.

Example - [Photovoice for YTB](#)



Giving & Receiving for
Connected Community
where YouthARE:
Assets, Resources, Energy

