



# Using Visual Data to Engage Stakeholders in a Community Assessment of a Place-based Initiative – Participatory Photography

October 30, 2012



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## Presenter Disclosures

Arturo Garcia Jr., MPH & Fabiola Santiago, MPH

1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose.

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## What are the main methods & activities?

Using common questions & standardized approach:

Methods	Who Participated
Focus Groups	Parents, residents and service providers (at least 3 per community)
Asset Mapping	Parents, residents and service providers
Interviews	Community leaders (10-12 per community)
Participatory Photography	Parents and community residents (3-5 parents as researchers)
Survey	Organizations
Other Sources	Census, LAC DPH, CDE, etc.



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## Participatory Photography



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## What is participatory photography?



- + A method that enables participants to **tell their stories** through **images** they capture.
  - Promotes **dialogue** about personal & community issues through discussion of their photographs.
- + For this project—Participants asked to reflect upon and record community assets and concerns.
- + Why did we select this approach?
  - Because it **increases community program buy-in** and **fosters social action**

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## Approach to Participatory Photography

- + 3 – 4 group meetings with participants in a span of 3-4 weeks
- + Partnered with community organizations to recruit participants
- + 3 – 5 participants selected from each community to participate
- + Goals of the meetings:
  - Provide an overview of the process
  - Review and select pictures
  - Design the community posters



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## Structure of Participatory Photography



- + Goals of the 1st meeting:
  - Best Start LA Overview
  - Purpose of participatory photography
  - Set ground rules
  - Distribute cameras and forms
  - Discussion questions and themes

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## Structure of Participatory Photography

- + Goals of 2nd meeting:
  - Select pictures
  - Discuss meaningfulness of each image
- + Goals of 3rd meeting:
  - Select pictures and stories for poster
- + Planned Dissemination:
  - Participants share pictures, stories, and process at community meetings
  - Posters documenting and celebrating the project (in progress)



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**From our Eyes:**  
Best Start South El Monte/ El Monte

"It's never too early to expose your kids to fun and safe physical activities!"

"We don't have many green spaces, so our kids play outside our apartment building."

"We go to the library as a family and our children know exactly what section they will find their books."

"Cultivating the love for reading in our children is an excellent habit."

**Interested in getting involved or learning more?**  
Call us at 615.465.4111 or email us at [beststart@beststart.org](mailto:beststart@beststart.org)  
This poster was produced by community members in the South El Monte El Monte Best Start Community as part of a participatory photography project.

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**How did participatory photography address the community assessment framework?**

**Sample questions that participants addressed:**

**Social Environment**  
Where do you and other families in your community go to for support?

**Economic & Built Environment**  
Do you and your family feel welcome and safe in your community?

**Service Environment**  
Where in your community do you and other families with children 0 – 5 go for services and programs?

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**Participatory Photography Strengths and Challenges**

**Strengths of the approach:**

- + Developed relationships and trust
- + Practiced group decision making
- + Increased ability to critically think about their environment\*
- + Increased self confidence and self advocacy
- + An engaging process where parents learned new skills

**Challenges of the approach**

- + The developing of relationships and trust takes time
- + Personal use of cameras
- + Lack of understanding of technology and waivers
- + Community can easily digress from theme/purpose of pictures

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## What Stage are Communities in Now?

- + F5LA Best Start reports have been shared with the community and used in the community plans
  - Community plans have been developed and approved
  - Community plans are how the whole process is supposed to be implemented
- + Community Planning Committees have been established
- + F5LA and communities trying to process how to implement the community plans

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## THANK YOU!!!



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## Contact

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