

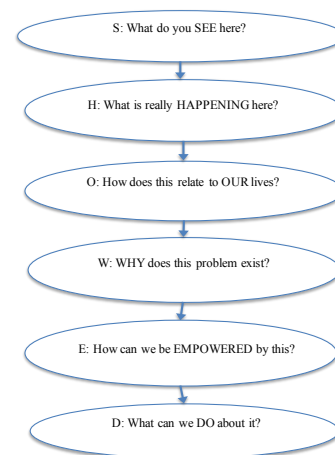
Cardiovascular Health among African American Adults and Adolescents: Using Photovoice to Understand Conceptualization, Barriers, and Facilitators

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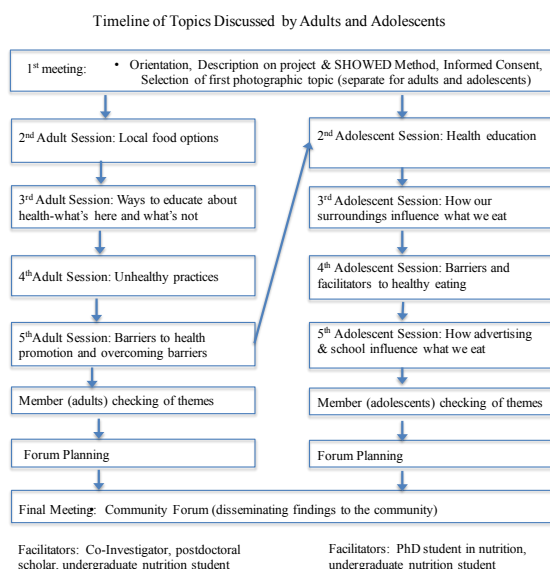
Photovoice: a process by which people are provided with cameras to take pictures that show community concerns; used to collect data and facilitate dialogue

Conventional Research Methods	Photovoice
Facilitator often determines a priori topics for discussion	Participants generate topics for discussion at each session
Interview guides are used to facilitate the conversation	SHOWED technique is used to facilitate the conversation
Goal is to listen to participants in light of research study	Goal is to bring perspective and voices of community members into the research process
Relies on discussion	"A picture is worth a thousand words" plus discussion
Focus on answering research questions	Focus on answering research questions AND creating actionable ideas and community-change



Example: Exploring cardiovascular in Lenoir County, NC with African American adults & adolescents

- **Participants:** Eight 90-minute sessions: 4 with adults (n=6); 4 with adolescents (n=9)
- **Formative research:** Part of formative research for a larger study, Heart Healthy Lenoir (HHL), which aimed to reduce CVD disparities
- **Recruitment:** Purposive sampling via 2 local community leaders (a community advisory committee member and a participant assisting with HHL formative research)
- **Data collection:** At each session, participants shared 1-3 photos; voted on which photo they wanted to discuss; and spent the remainder of the session using the SHOWED method to discuss the photographs
- **Data analysis:** data-driven; inductive; codes systematically applied; matrices to understand themes; photograph-specific codes (e.g., imagery)



Results: conceptualization of cardiovascular health; barriers; facilitators

Mental, spiritual, & social components of heart health

- Spiritual health: faith, meaning, purpose → all connected to cardiovascular health
 - *Our lives being so busy, you know with the calendar, not finding the way to prioritize our lives that we get rid of some of our stressors. Take care of ourselves, this is the only body that we have."*
- Mental health: depression, anxiety, stress
 - *I think us as a people, this whole stress thing is new. We just think this is how it is. . . . The whole prejudice thing is so stressful, but we don't see it as stress. It's just, we got to do this. My parents did it. . . . But as a people, I don't think until recently, since it's everywhere . . . people didn't look at stress as a health factor.*
- Social health: family and relationships



Barriers to cardiovascular Health

- Intersection of ecological barriers and personal responsibility
 - *...the way I think, that what most people think of Kinston, is that on this end of Kinston is the lower end, on the high side is the higher end. So, on this end we don't have as many opportunities for people to utilize, uh, the walk trail.*
 - *But still when you go into a store you still have choices, even based on what's on sale. Here's the choice. What's on sale here, \$2.99 cake or sales at the fruit, produce section. I still have a choice: in the midst of all these regular ones, there was a low-calorie one.*
- Reflects challenges and tensions that participants may feel in having to be responsible for health decisions as well as the judgment and social pressure attached to being healthy



Facilitators to cardiovascular health

- Family: involvement of both adults and adolescents in making community-wide change
- Spiritual health: reflection, meditation, mindfulness
 - *When I look at it, it comes to purpose. Cause we all have a purpose for doing whatever we do, so each individual have to look within and see and know, 'Okay, what is my purpose for this?'*



Where you can find more information:

1. Heart Healthy Lenoir Website: <http://www.hearthealthylenoir.com>
2. Kowitt, S., Woods-Jaeger, B., Lomas, J., Taggart, T., Thayer, L., Sutton, S., & Lightfoot, A. F. (2015). Peer Reviewed: Using Photovoice to Understand Barriers to and Facilitators of Cardiovascular Health Among African American Adults and Adolescents, North Carolina, 2011–2012. *Preventing chronic disease, 12*.