



PHOTOVOICE: ADDING STORY TO DATA

**Deanna LaMotte
Triple P Coordinator
Buncombe County**

WHAT IS PHOTOVOICE?

- Participatory Action Research method
- Developed to collect information from those who have no or limited voice in society
- “An extended focus group”?
- Paradigm shift: Participant-led and participant-owned





We have outside impacts, for instance the brownies and pop-tarts came from my mom. The Girl Scout cookies came from the neighbor's child who came over and said, you have to buy Girl Scout cookies from me! And then the Sponge Bob snacks are something we use sparingly, or at least I attempt to. And then the apples and bananas are the things I try to get him to eat as often as possible.

THE NUTS AND BOLTS

- Small group (existing group works well)
- 5+ week commitment
 - Orientation
 - 3+ facilitated photo discussions
 - Wrap-up (& plan for action/presentation)
- Forum, presentation, exhibit, other “product”
- Long-term partnership



***“For me this is an area of helplessness... In relation to economic status the majority of folks don’t have time in the middle of their day to fight this battle about Fruity Pebbles. They say their child is full and they are not bothering me. I have all this over here to handle. I can’t really deal with fruity pebbles right now. There are going to eat it and they are getting their milk which is calcium it says fiber on the box, we are good to go.*”**



SHOWED DISCUSSION

- What do we SEE?
- What is HAPPENING?
- How does this relate to OUR LIVES?
- WHY does this challenge exist?
- How can we become EMPOWERED by our deeper understanding?
- What can we DO to address it?



AN EXAMPLE: PARENTING IN BUNCOMBE



“What is my experience of being a parent in BC?”

“What are the challenges to keeping my family safe and healthy?”





And then the fish tank... look at the fish, they look so free and like they have no care or worry that they're trapped in this little box . So I was like that's kind of what being in poverty is. It's like you're swimming around, you're making it look good, but there is a limit to where you can go because of what you need to come out of there, and the needs and the assistance to get out of the position that you're currently in.

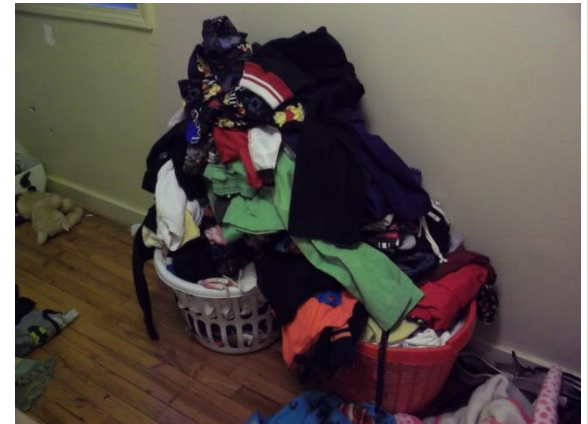
And if I don't get my shoes on at a decent time it rushes them which makes there attitudes different which could make this whirlwind that is all based on whether or not I have my shoes on by 6:30 so that I can get everybody up get breakfast done and get out the door.

***- People don't understand that it's the little things that make a difference. For somebody to say ,I see that you are having a rough day or to acknowledge what you do. It's very helpful to me, just to say, dang you do a lot. I do.
- Or just to acknowledge you are trying, that I am a parent and that I am trying and there is a huge weight that comes along with being a parent.***



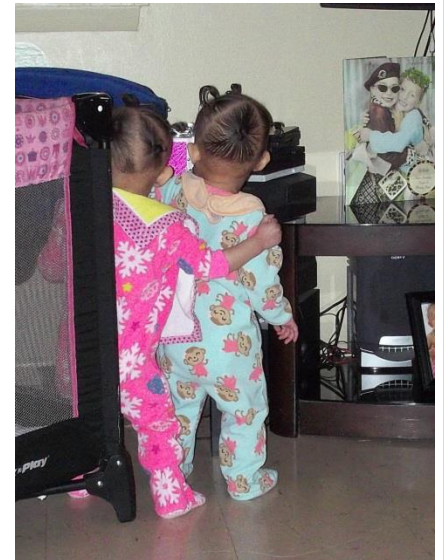
WHAT DOES IT TAKE?

- The need/desire to go deep
- Dedicated group of participants
- TIME: 2 hours/session, transcription (4-5 hours/session), data analysis & presentation development (varies WIDELY)
- RESOURCES: facilitator, manager, cameras, \$ for final product/presentation
- Willingness to be equal partners



WHY TAKE THIS ON IN THE MIDST OF CHA?

- Depth of data—they WHY and SO WHAT
- Helps us communicate CHA, social determinates, etc.
- Potential for ongoing collaboration after PV
- Authentic partnership with community



THOUGHTS? QUESTIONS?

Deanna LaMotte

deannalamotte@buncombecounty.org

828-250-5110

Exhibit Opening at Asheville Preschool

Thursday May 28, 5:20-6:30



