

PHOTOVOICE



Goals for Today

- Learn best practices for engaging youth in a photovoice project
- Learn photojournalism tips and strategies
- Acquire basic photography techniques
- Explore how to help advocate for healthier communities and schools



Children's Power Play! Campaign

- Statewide, social marketing initiative
- Empower 9-11 year olds from low-income communities to:
 - Eat 3 to 5 cups of fruits and vegetables per day
 - Be physically active 60 minutes a day
- Reach 500,000 children yearly



What is Photovoice?

A methodology where a **community** or group tells their **narratives** using photography. Through this process, **photography** becomes the **tool** by which people are able to bring to light issues affecting them in their everyday lives.

Raising awareness, by sharing stories with other community members and stakeholders, can effect **social change**.



Tips on Engaging Youth

- Take a strengths-based approach
 - Youth have the ability to own this project
 - Their communities can tell lots of different stories (and not all negative)
- Involve whole class or group to avoid attrition
- Interject Photowalks throughout
- Provide tactile opportunities
 - Equipment
 - Presentations



Project Process

