



HEART HEALTHY HOODS



II Congreso Iberoamericano de Epidemiología y Salud Pública  
Septiembre de 2015

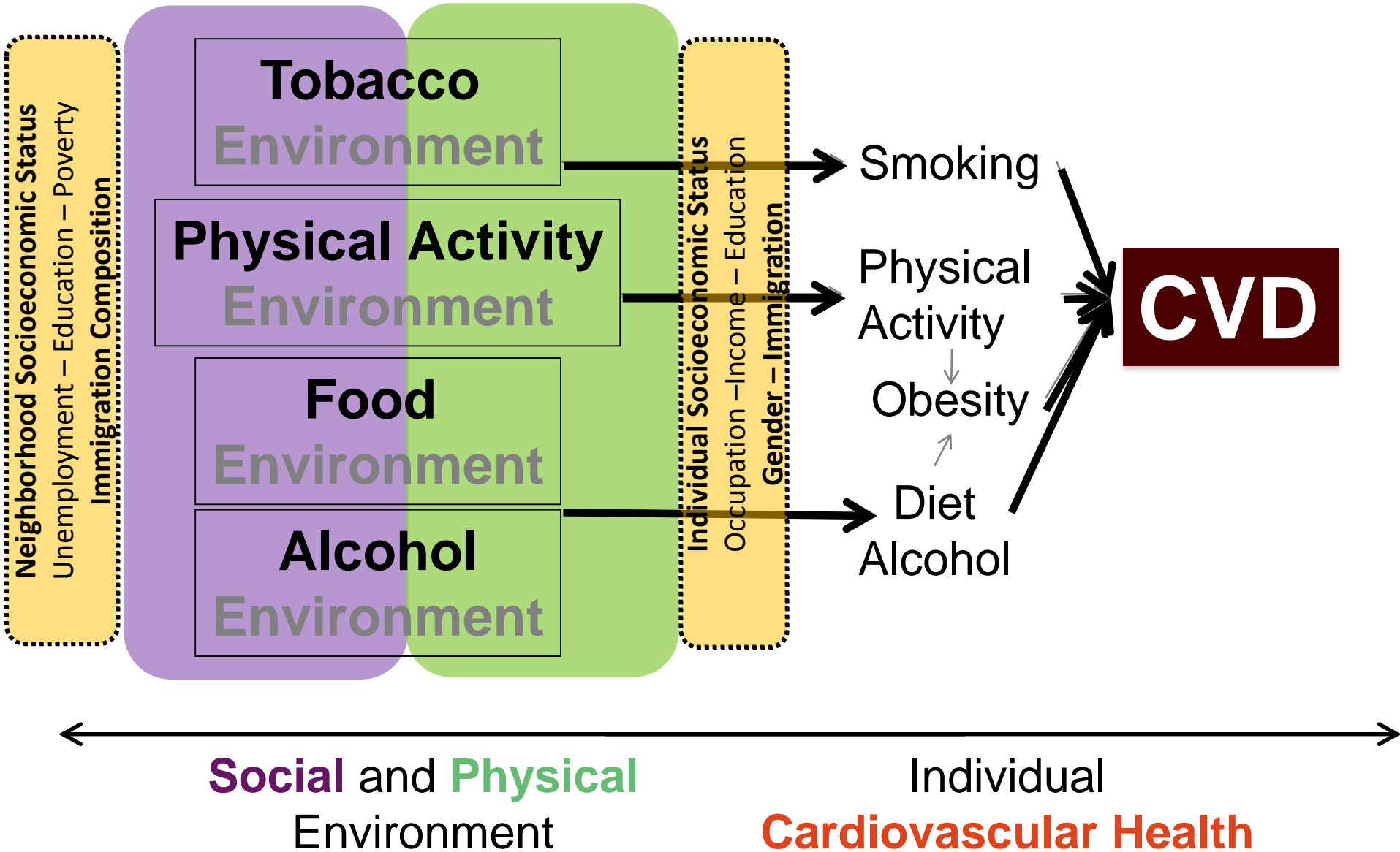
Estrategia participativa de prevención de la Obesidad:  
**Estudio Fotovoz del entorno alimentario en  
Villaverde, Madrid**



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# Heart Healthy Hoods Study

## Main Goal





# Heart Healthy Hoods Overall Objectives



To study the impact of the  
***social and physical environment*** in terms of  
***tobacco, alcohol, food and physical activity***  
on residents **cardiovascular health**



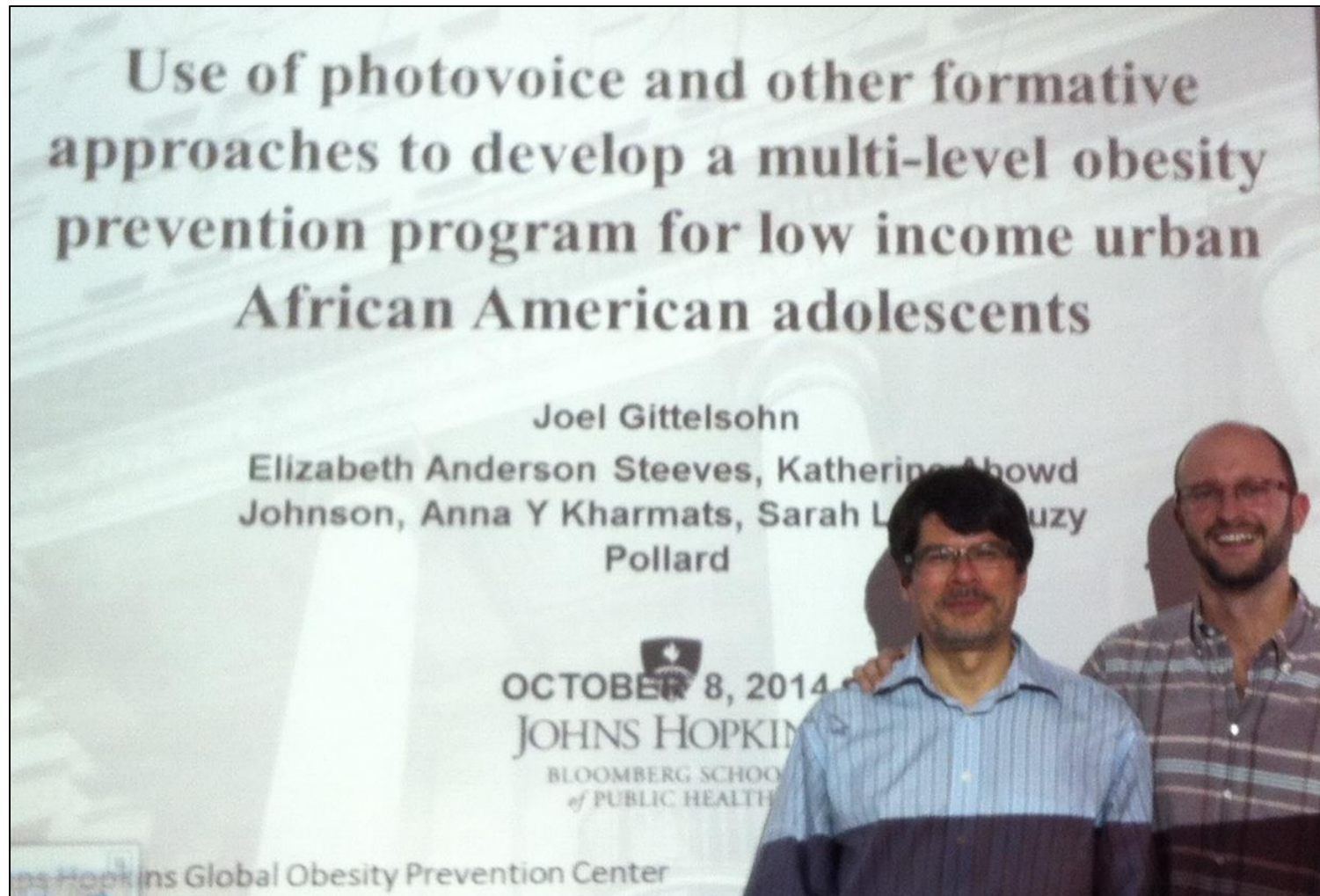
# Heart Healthy Hoods Secondary Objectives



1. To include **a qualitative approach to understand the context and meanings** of the urban environment in relation to cardiovascular health



# HHH Formative research for intervention PHOTOVOICE Seminar Oct 8 2014



# Estrategia participativa de prevención de la Obesidad: **Estudio Fotovoz del entorno alimentario en Villaverde, Madrid**

# Research teams involved



## Centro Madrid Salud, Villaverde

Marta Sastre

Remedios López

Carmen Ramos

Reyes García

Juanjo Palomares

Rosa Obesso

Matilde Pumarino

Santiago Sancho

Luisa Ruiz

Pilar García

Maribel de Dios

Javier Segura



# Research Teams involved

## Johns Hopkins Bloomberg School of Public Health

Betsy Anderson

Katherine Johnson

Joel Gittelsohn



## Alcala de Henares University

Paloma Conde

María Sandín

Ana María Olea

Elena Ojeda

María Urtasun

Julia Diez

Patxi Escobar

Victor Carreño

Manuel Franco

# University researchers and Madrid Public Health Institute meetings, January 26th 2015

- Organizing the field-work ahead (contacting process)
- Understanding the technique
- Setting our goals
- Schedule and deadlines

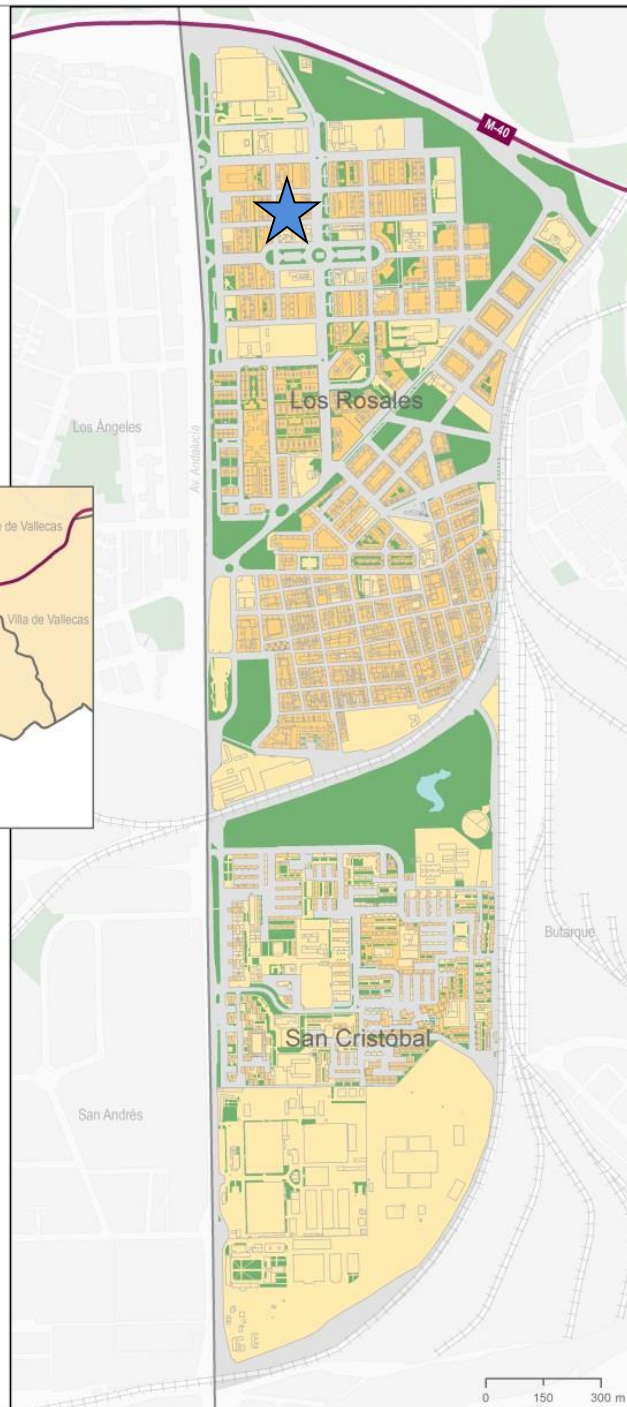


# PHOTOVOICE Villaverde District

Two neighborhoods:

- Los Rosales
- San Cristóbal

★ Madrid Public Health  
Institute, Villaverde Center



PROYECTO  
PHOTOVOICE  
- VILLAVERDE -

# Villaverde District Madrid

Villaverde district is one of the areas with the lowest socioeconomic indicators and lowest health indicators in Madrid

- Highest % of population without primary education in Madrid: San Cristobal > 50%
- Immigrant population 19.4 % (Madrid City 16.5%, San Cristobal > 45%)
- Highest excess of mortality in Madrid City
- High prevalence of overweight and obesity



# Photovoice Technique

- Enables people to capture and reflect the strengths and concerns of their community
- Promotes critical reflection about important issues through discussion groups on their own photographs
- Informs policy makers through exhibitions and other mass communication strategies

# Methods: Photovoice groups

## Participants aged 40-75 years

	Los Rosales	San Cristóbal
Male	6	6*
Female	7*	8
Total	27 participants	

- Individual sociodemographic variables were collected: age, employment status, country of origin, education level and home composition
- Started May 2015 and will be finished by June 2015

M

We can receive over the

To facilitate

- What c
- What i
- HOW c
- Why d
- What c

Group c

<b>S</b>	<p>¿Qué es lo que Se ve aquí? (Describe lo que ven tus ojos)</p> <hr/> <hr/> <hr/>
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<b>H</b>	<p>¿Qué es lo que está Sucediendo? (La "Historia" detrás de la imagen)</p> <hr/> <hr/> <hr/>
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<b>O</b>	<p>¿Cómo se relaciona esto con nuestra salud cardiovascular? (o con MI salud cardiovascular)</p> <hr/> <hr/> <hr/>
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<b>W</b>	<p>¿Por qué es así?</p> <hr/> <hr/> <hr/>
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<b>E</b>	<p>¿Cómo puede esta foto Educar a la gente?</p> <hr/> <hr/> <hr/>
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<b>D</b>	<p>¿Qué puedo Hacer? (¿Qué haré o haremos al respecto?)</p> <hr/> <hr/> <hr/>
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Participants discuss

theme:

questions



# Methods: Photovoice Sessions Structure

1. INTRODUCTION	<ul style="list-style-type: none"><li>○ Topic: Food Environment and Neighbourhood</li><li>○ Working dynamics and schedule.</li><li>○ Photography Workshop: Take your camera!!</li><li>○ The message to capture.</li></ul>
2. CHECKING UP SESSION	<ul style="list-style-type: none"><li>○ Participants bring 5 photos.</li><li>○ SHOWED with one photo</li><li>○ Sharing the experience: problems taking pictures</li><li>○ Looking over the message “Food and Neighbourhood”.</li><li>○ Portraits</li></ul>
3. POSITIVE ANALYSIS	<ul style="list-style-type: none"><li>○ Participants bring 5 final photos.</li><li>○ Classification: Positives/Negatives</li><li>○ Discussion on the positive ones</li></ul>
4. NEGATIVE ANALYSIS	<ul style="list-style-type: none"><li>○ Discussion on the negatives</li><li>○ Returning the cameras</li></ul>
5. FINAL SESSION	<ul style="list-style-type: none"><li>○ Concept mapping</li></ul>



# Villaverde, San Cristóbal Female Group



# Results: Concepts Map

## San Cristóbal Women Group

- **Cultural Diversity**
  - International food
  - Religion
  - Communal meals
  - Cooking culture
  - Just Spanish
- **Social relationships**
  - Social meetings (with Friends and neighbours)
  - Shopkeeper-Customer relation
- **Good and cheap-Street Markets**
  - Vs big stores: packaging, big quantities offers, time walking, just vegetables, commercial fraud (nice look fruit position)
- **Poverty and crisis**
  - Stores closing down
  - Excessive control of licences in street markets
  - Thrown away food use
- **Eat in moderation**
  - Conditions about food preparation
  - Stores health standards
  - Marketing.



# Concepts Map, Large Categories I. Cultural Diversity, Example



“International Food” Cristine. Age 40. Housewife. FG San Cristóbal

# Concepts Map, Large Categories II. Poverty and Crisis, Example



“Thrown away food consumption”. Photographer. Mercedes 40-64.  
House-wife. FG San Cristóbal



# Concepts Map, Large Categories III. Good and cheap, Example



“San Cristóbal Street Market” Photographer: Juani. 40-64. Housewife

# Concepts Map, Large Categories IV, Eating in moderation, Example

“Non processed pastries”  
Photographer: Zakia >40  
years old. House-wife and  
volunteer.





# Concepts Map, Large Categories V. Social Relationships, Example

“Storeowner-costumer relationship”.  
Photographer Isabel. 40-64 years old.  
Cleaning staff





# Photovoice Villaverde Project Reached Goals

- Thorough discussion of Los Rosales and San Cristóbal neighbourhood food environment
- 4 photovoice groups completed within 6 months
- Selection of 46 photographs for the public exhibition and photo-book
- PHOTOVOICE session guidelines developed



# Muchas Gracias !

