



HEART HEALTHY HOODS



*Photovoice Villaverde in Madrid:
A Tool to Gain Empowerment
and Reconstruct Neighborhood
Biographies*

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Background: Photovoice



- Participatory-action research method, developed by Wang and Burris (1992) based on Paulo Freire's notion of "critical consciousness", feminist theory, and documentary photography
- It enables people to identify, capture, and reflect their community's strengths and concerns through photography





- Empowerment as a multi-dimensional process, related to many factors, such as:
 - Increase of knowledge and skills (Freire 1970, 73)
 - Change in self-perception (psychological empowerment)
 - Access to and control over resources (World Bank 2005, Oxfam 2014)



Background: Neighborhood biographies



- The places individuals live in shape their biographies and form part of their identity construction
- Compound of biographies shape the neighborhood characteristics
- Photovoice: effect on neighbourhood biographies



- Inadequate access to healthy food remains a challenge for many low-income residents → high risk for NCDs

Aims:

- (1) To enable residents of a low-income urban area to record and reflect their community's food environment
- (2) To promote critical dialogue and knowledge on the local food environment through group discussions of photography



Background: Photovoice Villaverde



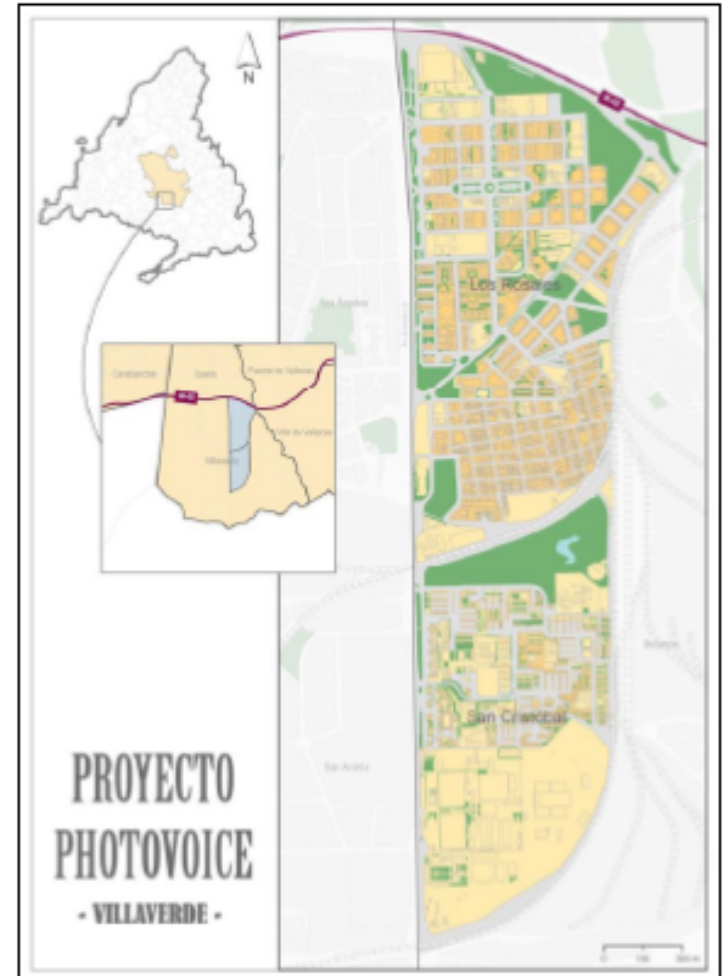
Setting Two neighborhoods of a low-income area in Madrid (Spain).

Participants

- 24 residents (31-72 years old).
- A group of women and another one of men per neighborhood.

Procedure

- A total of 163 pictures of their local food environment
- Groups met at least for 5 sessions two months

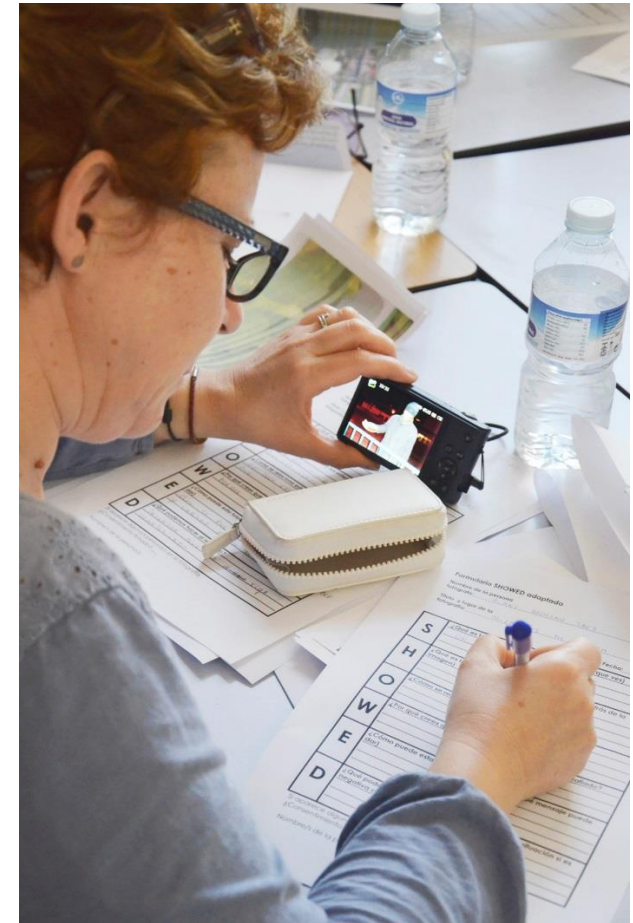




Background: Photovoice Villaverde



- They identified 31 emerging themes, which were merged into:
 - Eating in moderation
 - Cultural diversity
 - Food retailers
 - Socialization
 - Economic crisis & poverty
- They participated in dissemination strategies raising awareness and promoting social action
- They generated 11 policy recommendations





To study female participants' perceptions on individual empowerment and neighborhood biographies in relation to:

- Knowledge and skills
- Self-perception
- Access to and use of resources



Methods: Participants



<i>Interview</i>	<i>Age</i>	<i>Country of Origin</i>	<i>Civil status</i>	<i>Occupation (self-declared)</i>	<i>Education level</i>	<i>Monthly household Income (€)</i>
IP 1 (San Cristóbal)	36	Morocco	Married/ In Relationship	Housewife	Higher Education	600-900
IP 2 (San Cristóbal)	46	Spain	Married/ In Relationship	Cleaning staff	Secondary	<1200
IP 3 (San Cristóbal)	44	Spain	Widow	Unemployed	Primary	900-1200
IP 4 (Los Rosales)	44	Spain	Single	Retired	Secondary	900-1200
IP 5 (San Cristóbal)	46	Spain	Married/ In Relationship	Houseswife	Primary	400-600
IP 6 (San Cristóbal)	40	France	Married/ In Relationship	Housewife	Higher Education	<1200
IP 7 (San Cristóbal)	53	Spain	Married/ In Relationship	Unemployed	Primary	<1200
IP 8 (Los Rosales)	51	Spain	Married/ In Relationship	Unemployed	Primary	900-1200
IP 9 (Los Rosales)	60	Spain	Married/ In Relationship	Unemployed	Primary	<1200
IP 10 (Los Rosales)	59	Spain	Married/ In Relationship	Retired	Primary	<1200



Methods: Topic guide



INTRODUCTION (context)

- **How did you decide to take part in the photovoice project?**
 - What was your motivation for taking part?
 - Did you participate in other activities in your community before the Photovoice Project (Health Promotion Center, NGOs, neighborhood associations...)

KNOWLEDGE/SKILLS (Internalized attitudes, values, practices)

Thinking back/Looking back on the photovoice Project, what experience did you have? What were the activities or moments that you remember the most (and why)

- *photography course, group debates, taking photos, meeting politicians...*
- *What did you learn from the other participants? Do you think they had an influence on / you and the way you see your neighborhood?*

Thinking about the aim of the project of documenting with your camera everything that had to do with nutrition in your neighborhood. How would you describe to someone else what you learned about nutrition in your neighborhood/what you learned about your neighborhood in this aspect?

- *Did it change the way you see your neighborhood?*
- *Are there things, that you now know, but before weren't aware of? Were there topics that came up, that you did not have in mind?*



Methods: Topic guide



From what you learned in the photovoice project, can you give an example on how you apply/use this knowledge now?

- *Do you buy different products/ in different stores now?*
- *Do you think projects like photovoice can create further initiatives among the people who participate? Example?*
- *Have you had any ideas for your own projects (individually or with others)?*
- *Are you still active in the community (after photovoice ended), what is your situation now?*
- *Did you attend the meeting with the politicians? How did you like it?*
- *Do you feel like there is something that does not allow you to apply and maintain what you have taken from the photovoice experience?*

SOCIAL SUPPORT/ SOCIAL NETWORK/ COMMUNITY

- *Did you know the other participants before the Project or did you get to know them there?*
- *Are you still keeping in touch?*
- *When you went out to take the photos, did you talk to the people you took photos of? Did they ask you what you were doing?*

SELF-PERCEPTION

Let's talk about your participation in the Project. How did you feel? What did you learn about yourself in the project? What changed about you throughout the project?

- *Describe the experience of watching other people view your photos.*
- *Did you do things that surprised you about yourself?*



Data collection

10 in-depth, semi-structured interviews

Participant observations

Analysis

Transcripts were analysed using Nvivo 10 and results triangulated by two researchers





Results: Knowledge & Skills



1. Individual production of knowledge: change of perspective through camera lens

“I was not aware of people looking for food, and now it is true that going with the camera and after having done Photovoice, I see it and notice it more” (IP 4)

2. Consciousness and sensitization

“Nowadays if I see anyone in need, I help them with a sándwich, to my neighbor for example, I give her milk...you increase your sense of solidarity.” (IP 10)



1. Being recognized

"That statement, giving us voice is the one I liked most because it means that there is someone who wants to hear your opinion, then, well, it forces you to reflect a bit also"(IP 6)

2. Transforming self-perception

"I was as fat as an elephant, and look at me now! (...) I´ve changed my clothes a lot, (...) I´m not the same. Everything changed overnight, nowadays people listen to me and say Jesus! I´m someone different, I like myself more, I love myself more (...) " (IP 3)



1. Extending social network and building new ties

"I met all kind of people (...) I didn't have any treatment with them. It is very interesting because you learn things from them, (...) I know who would be my friend and who will not, but that one who will not be my friend has other things that you say , hey she's right!" (IP 5)

2. Photovoice participation as a resource for own initiatives

"I'd like to do a cookbook with Photovoice logo (...) so that they see that we do not only ask for things to policymakers, but that we also have initiatives to start new projects (...) (IP 6)



Related results: Rebuilding neighborhood biographies



Photovoice helped participants rebuild their identity together, and engage in a process of individual and collective empowerment.

- Citizen science meetings where they explained the project to local policy-makers
- Strengthened their social networks
- 4 women are now participating in a local radio programme





Photovoice changed women' self-concepts and their collective biographies by:

- Developing a critical awareness of their local environment
- Increasing self-efficacy
- Creating a space for social interaction
- Inspiring and helping them to take action





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