
Mercer Island in Focus: The use of photovoice for youth-driven community assessment and health promotion

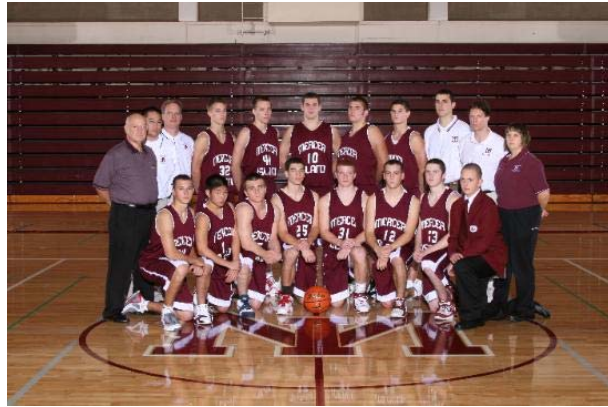


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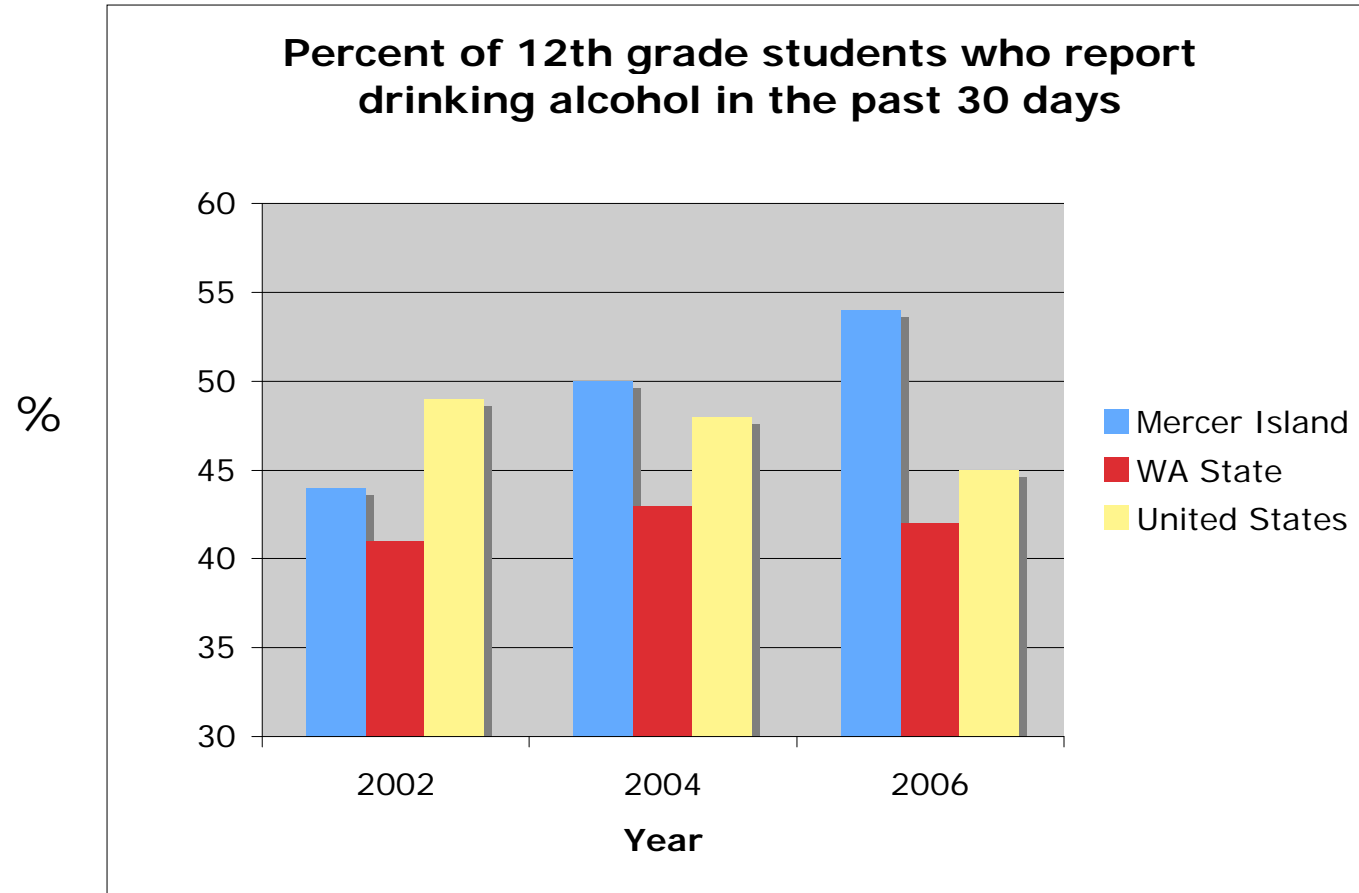
University of Washington Maternal and Child Health Research Festival

Mercer Island is full of potential...



- 70% say that family life provides high levels of love and support
- 61% care about their school
- 73% act on convictions and stand up for their beliefs
- 72% are optimistic about their future

Problem Behaviors Still Arise



Communities that Care (CTC)

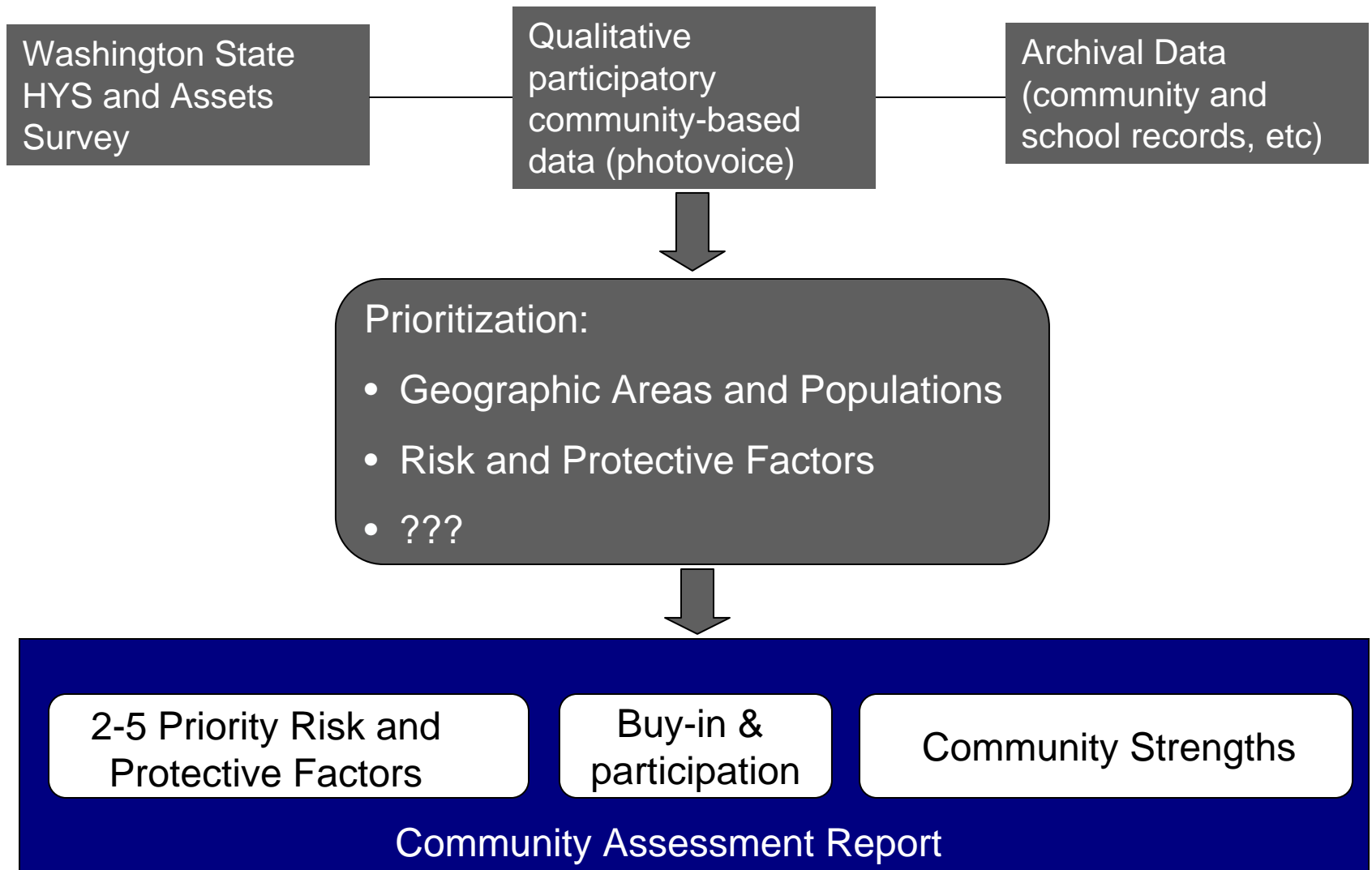
The *Communities that Care* model is a community mobilization system that provides research-based tools to help communities plan, implement and evaluate prevention programs to meet their particular needs. The *CTC* system is based on the public health prevention model and includes five phases:

- Get started
 - Get organized
 - **Develop a community profile/assessment**
 - Create a plan
 - Implement and evaluate
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Motivation for the Mercer Island in Focus Photovoice Project

- For substance abuse- the traditional approach to community health promotion and prevention has been grounded in social psychology, focusing on changing risk producing behaviors by enhancing protective influences.
 - Quantifying researched risk and protective factors does not always tell **the whole story**.
 - The literature has pointed towards the importance of integrating (triangulating) qualitative and quantitative means for assessment of this problem.
 - Over the past decade, participatory action research (PAR) has gained importance as a community-centered qualitative methodology in social research.
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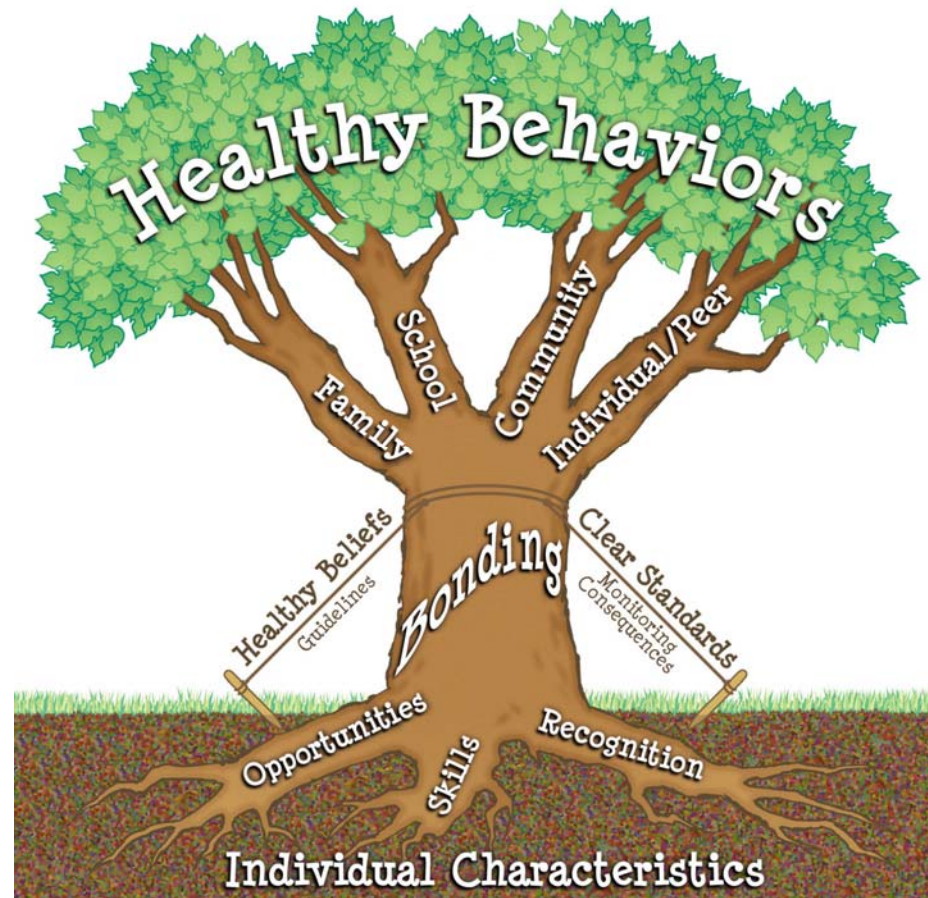
Including PAR in Community Assessment



Research Question

What contributes to Mercer Island youths' decisions to use or not to use alcohol and other drugs?

Risk and protective factors for adolescent alcohol and other drug use



Method: Photovoice

Social Change Through Photography



- Photovoice is a process by which people can identify, represent, and enhance their community through a specific photographic technique.
- It uses the visual image and accompanying stories to furnish evidence and to promote an effective, participatory means of sharing expertise to create healthful public policy.

Photovoice for Community Assessment SHOWed Method

- What do you see happening here?
- What is really happening here?
- How does this relate to our lives?
- Why does this situation, concern, or strength exist?
- How could this image educate the community/policy-makers, etc?
- What can we do about it?



Analysis: Participatory Coding

- Participants were involved in a three-stage process that provides the foundation for further analysis
 - Selecting photographs that most accurately reflect the participants' concerns
 - Contextualizing the photographs through the SHOWed method
 - Codifying issues, themes or theories that emerge
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Findings from Mercer Island in Focus

- Mercer Island school spirit = culture of drinking.
 - School policy, administration, and culture condone drinking.
 - Drinking is fun and cool.
 - Parent/adult attitudes towards alcohol show teens that it is glamorous and an acceptable part of life.
 - Teens have access to large amounts of alcohol in their homes.
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Findings continued...

- Drinking is everywhere from Facebook to textbooks.
 - Teens drink to relieve school-related stress.
 - Fear of personal, family, or community consequences may prevent teens from using alcohol or other drugs.
 - Some youth do not drink because of their involvement with religion
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Senior
Babes



Mercer
Island's
Finest

PROPERTY OF ML

Cocoa
granola
yogurt
beer
Wine coolers
Salmon
bananas
Wheat thins



what he did, it's how he did it. What was in fact harrasment and is He may not know that and most don't. Cool people drink, everyone ell didn't have the right to bring an o his office and basically say "I have your password." If I were be discussing the most severe possible with my lawyer.

he did to was against the law. He people probably do knows that. innocent girl in to hi all day, give me you parents I would be o punishment for

Implications of the Mercer Island in Focus photovoice project

- A more complete picture of what is going on in the community
 - More appropriate planning and implementation of prevention efforts
 - An exhibit and presentation that belongs to the community, and may be used for community mobilization
 - The opportunity for dialogue between and within generations in the community
 - The inclusion of YOUTH voices in all aspects of the community's work and efforts to address the issue of substance abuse amongst teens
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