The Utility of Photovoice for Collegiate Alcohol and Drug Misuse Prevention and Recovery

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Session Objectives

• Describe the origins and various purposes and outcomes of the Photovoice method

• Explain the NCAA Choices program, as well as the UNCG Spartan Choices initiative

• Generalize the Photovoice method to alcohol and drug misuse prevention and recovery on college campuses

• Appraise the utility of PhotovoiceKit.org for implementing collegiate Photovoice projects regarding alcohol and drug misuse prevention and recovery
The Photovoice Method

Origins, Purposes, Outcomes
Origins of Photovoice

Documentary photography
What’s Photovoice Used For?

Documenting a problem, moving people to action
What are some of the outcomes?

- awareness
- policy change
- new laws
- funding
- action
Using Photovoice with collegiate efforts

It's a visual world!
NCAA Choices Program

Integrate athletics and the larger campus alcohol effort
Spartan Choices

- UNCG implementation of NCAA Choices
- Lukewarm reception by students!
- APPLE Conference “take home plan”
- Fame, fortune, visibility got them involved
Photovoice & AOD @College

perceptions
vs. reality

Institute to Promote Athlete Health and Wellness
The PhotovoiceKit Tool

How does PhotovoiceKit facilitate the method?
WHAT IS PHOTOVOICE?

Watch the 3 minute video to discover more about the photovoice process.
Photovoice Kit

The Steps of Photovoice

1. Form Your Team
   Find people to collaborate with who also want to make positive changes in your community.

2. Discuss Community Issues
   What do you like about it? What would you like to improve?

3. See Like a Photographer
   Become familiar with examples of documentary photography, and with photography tips to take high-quality pictures.

4. Commit to Being a Responsible Photographer
   Learn about the ethics of photography, and how to take pictures responsibly.
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5. TAKE PHOTOGRAPHS
Now you are ready to take pictures! Go on various photo expeditions and photo missions to take great photos that help tell your story.

6. WRITE CAPTIONS
Once you feel that you have captured the issues with your photos, write powerful captions to help your photos tell a story.

7. SORT PHOTOS
Organize the group’s photos into themes.

9. CREATE YOUR ROADMAP FOR CHANGE
Discuss the root causes of identified community concerns, and complete your team’s ROADMAP FOR CHANGE worksheet to help your team plan and reach your goal.
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1. CREATE YOUR ROADMAP FOR CHANGE
   Discuss the root causes of identified community concerns, and complete your team's ROADMAP FOR CHANGE worksheet to help your team plan and reach your goal.

2. COMMUNITY AWARENESS
   - COMMUNITY AWARENESS

3. PLAN YOUR PHOTO EVENT
   Organize a public photovoice exhibit to raise community awareness about your issue. Send invites to key decision makers, the media, and community members.

4. HOST YOUR PHOTO EVENT
   Inspire others by sharing your team's vision for a better community.

5. TAKE ACTION
   - A better community!

6. DISCUSS PHOTOS
   Share photos with your photovoice team after each photo expedition or mission. Discuss the stories the photos tell and the ideas they evoke.

7. SORT PHOTOS
   Organize the group's photos into themes.

8. DEBRIEF AFTER YOUR EVENT
   Celebrate your success and discuss what you learned from conversations that happened at the exhibit. Make sure to send Thank You letters to community leaders who attended the event so that you can stay in touch with them.
PhotovoiceKit

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GOAL
A better community!

Take Action

13. PLAN YOUR ACTION STEPS
Update your ROADMAP FOR CHANGE worksheet, focus your message, and create an action plan with clear goals, objectives, and strategies.

14. MAINTAIN MOMENTUM!
Continue to motivate, share, and advocate for your community!
Case Study: PhotovoiceKit @UNCG

start with low hanging fruit
photovoicekit used for training and implementation – team can complete on their own time
less meeting = more participation
more spontaneity = more accurate view
PHOTOVOICE KIT
DISCOVERY. COMMUNITY AWARENESS. TAKING ACTION.

Find the tool at www.PhotovoiceKit.org

QUESTIONS?

Contact Ashley at amfrazie@uncg.edu for more information or resources