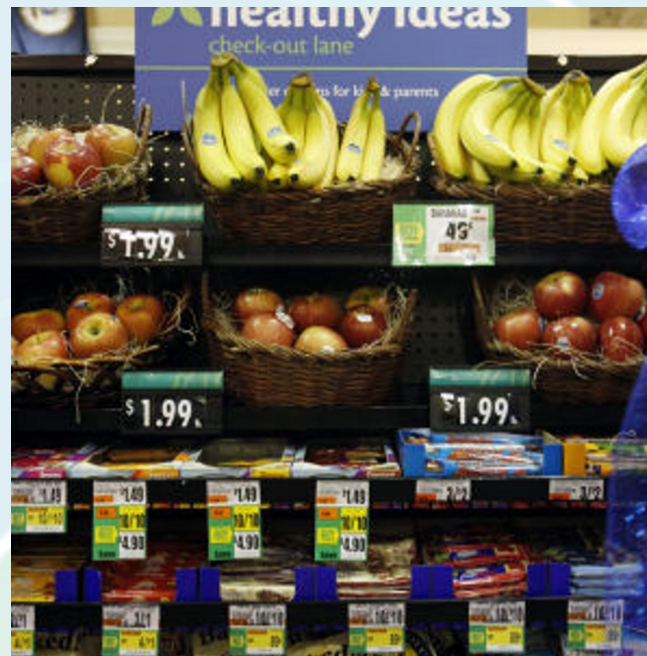
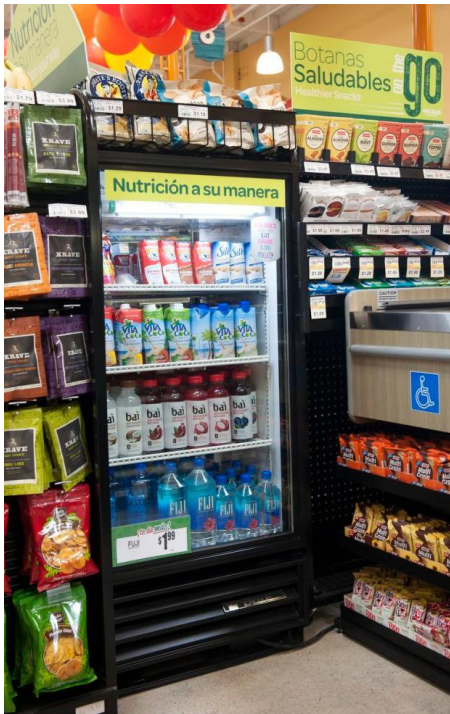


FotoVoz / Evaluación de Tiendas

Taller Comunitario #6



Love 4 Life Association

501(c)3 Non-profit Organization



Love 4 Life

Our vision is to save lives through love.

Wendy Romero, Chief Executive Officer

Brenda Carolina Romero, Assistant Chief Executive Officer

Datos Recopilados y Dirigidos por la Comunidad



A- _____

Perris Checkout Aisle Assessment Instrument

1. **Survey Volunteer**
Name: _____
Phone: _____ Email: _____
Date of Assessment: _____ Start Time: _____ End Time: _____

2. **Store**
Name: _____
Location (Address, City, Zip code) : _____

Type (Circle):

Grocery	Office Supply	Home Improvement/Hardware
Supercenter/Warehouse	Home and Bath	Clothing
Drug Store	Electronics Store	Department Store
Convenience (gas/no gas)	Book Store	Toy Store
Dollar Store	Sporting Goods Store	

3. **Checkout Design**

Checkout Type	Total number of queues	Is there a common queuing area for this checkout type? (Yes/No)	Number of queues evaluated
Standard			
Self-Checkout			
Express			
Healthy/Family Friendly			
Total			

1

FotoVoz



- Es una **herramienta de abogacía** mediante la cual individuos pueden *identificar, representar, y mejorar* sus comunidades a través de una técnica **fotográfica**.

Metas

- 1) Permitir que individuos **documenten y reflejen las fortalezas y preocupaciones de su comunidad,**
- 2) Promover conocimiento y **diálogo crítico** sobre temas importantes a través de discusiones, en grupos grandes y pequeños, sobre las fotografías, y
- 3) Que los registros de Fotovoz alcancen a los **funcionarios que toman decisiones sobre Políticas**

1st and Bissell

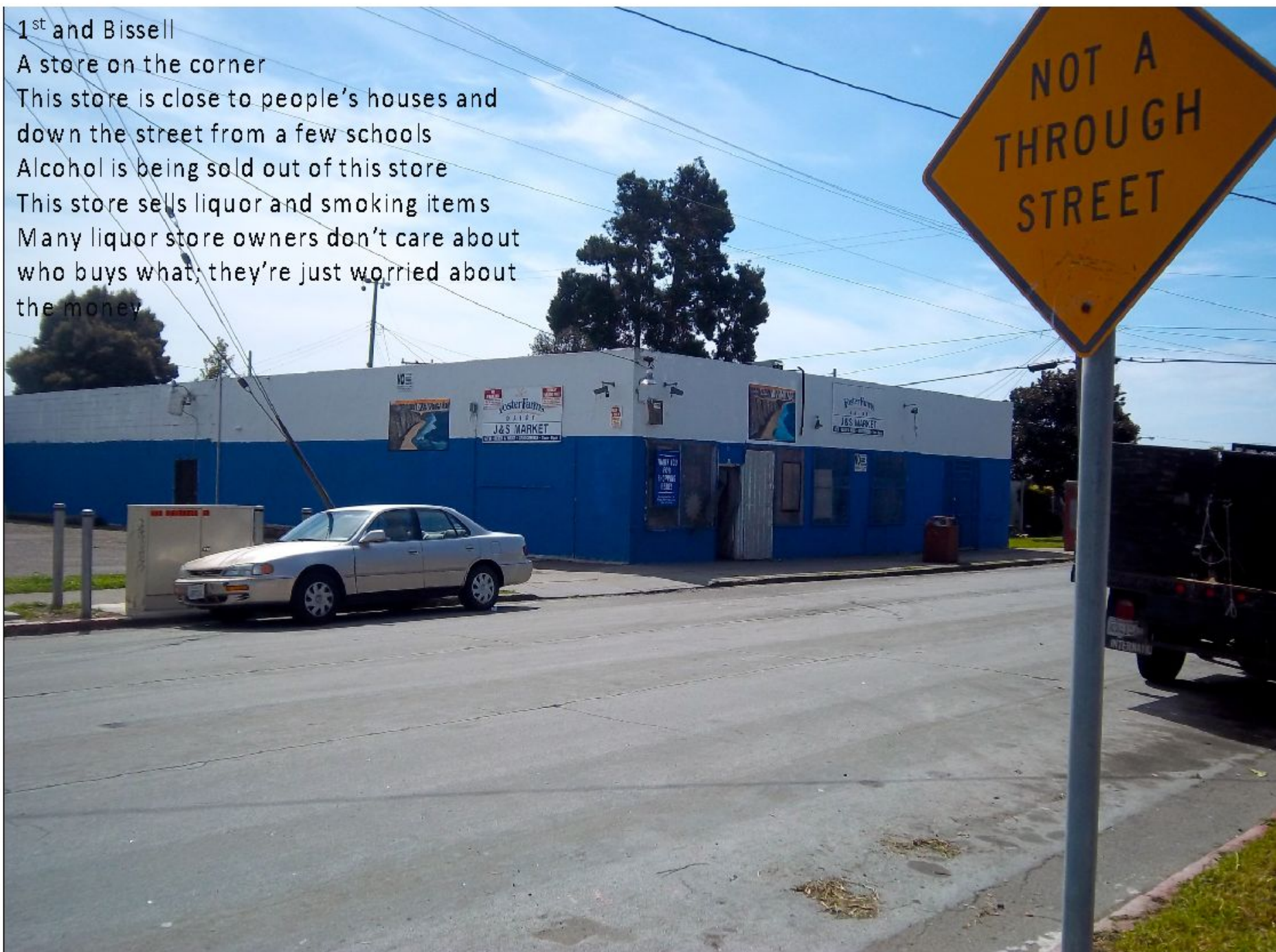
A store on the corner

This store is close to people's houses and
down the street from a few schools

Alcohol is being sold out of this store

This store sells liquor and smoking items

Many liquor store owners don't care about
who buys what; they're just worried about
the money



Identifica un Proyecto

- **Analiza los datos** y normas de la comunidad e identifica los problemas
- En una **lluvia de ideas sugiere proyectos** que se concentran en evaluación comunitaria, mensajes de medios de comunicación, leyes y políticas, accesibilidad, y/o normas comunitarias
- **Elige un enfoque** para el proyecto

Proceso de FotoVoz

- Identifica *problemas y/o soluciones* y posibles efectos visuales que los representan
- Entiende la Ética de FotoVoz: Obten Consentimiento
- Planifica y completa la sesión de fotos
- Selecciona las fotos
- Redacta narrativas utilizando el método MOSTRADO
- Proceso de edición por pares
- Taller de capacitación de PowerPoint/Canva/InDesign
- Crear folletos

Éticas de FotoVoz: La Seguridad

- Ten Cuidado:
 - Identifícate como un miembro de la comunidad que trabaja en un proyecto de FotoVoz
 - Piensa a Quién y de Qué se está tomando las fotografías
 - Pregúntate: ¿Cómo me sentiría yo si fuera la persona en esta foto? ¿Estaría orgullosa, avergonzada, desconsolada?
 - NO te pongas en situaciones peligrosas
 - NO tomes fotografías de ninguna actividad ilegal/criminal
 - NO tomes fotografías de niños sin el consentimiento de los padres

Mientras documentamos la comunidad de Perris es nuestra responsabilidad tratarla con cuidado y compasión.

Ética de FotoVoz: Consentimiento

- La ética fotográfica incluye consentimiento, si habrá personas en la foto, debes de:
 1. *Explicarles el proyecto antes de tomar la foto*
 2. *Obtener una autorización de fotografía firmada por cada persona identificable en la foto (recuerden que niños no pueden dar su consentimiento para que les tomen fotos)*



La razón que estamos tomando estas fotos es para recopilar información visual para poder compartir con la comunidad y provocar pensamiento y discusión. No hay razón por qué tomar fotos para el proyecto si no se pueden compartir con la comunidad.

FotoVoz Actividad de Lluvia de Ideas



- Identifica *problemas y/o soluciones* y posibles efectos visuales que pueden representar esos asuntos
- Ejemplo: Una Mala Alimentación = Aumenta las Enfermedades Cardiacas



Contando una Historia



¿De quién es la historia que estás contando? ¿Por qué es importante esta información para la comunidad? ¿Cuál es la solución propuesta?

¿Como puede ser la comunidad parte de la solución?



sodas & fruit juices for pure profit. The unseen story is that of the bottled waters or other healthy beverages that are not sold here. Things in the way because young kids and teens are attracted to these bright colors & a lot of money selling juice & soda. The stores are more interested in profit than they are in investing in the health of the community.

Ernie Martinez

- Youth Leadership Institute





HOMELESSNESS IN THE CITY

WHAT YOU SEE

This photo represents the abundance of homeless citizens in our city of Fresno. Organizations like the Poverello House and the Fresno Rescue Mission have been doing great work to reduce the amount of people living on the street but no substantial change will occur if local elected officials such as Mayor Lee Brand continue to downplay this problem.

WHAT IT SYMBOLIZES

This picture symbolizes the homeless citizens of Fresno that have been left to fend for themselves and do whatever it takes to provide for themselves or loved ones.

HOW IT IMPACTS YOUTH

Homelessness can impact the wellbeing and the mental health in a person. Most of the time in situations where a person is homeless they do not have access to healthcare or healthy foods which will impact a young person's development in a negative way.

Proposed Solution

Homelessness is a problem that has been fought all around the world for centuries now and will most likely never be completely solved but we can always do our best to minimize the number of people sleeping on the streets. A way we can do this is by investing into community based rehabilitation, job pairing, and skill training programs to give people who have fallen on hard times the best chance possible to regain control over their lives.



HOW IT IMPACTS YOUTH

I believe this mural is positive for all youth that have the opportunity to encounter it. This mural has been placed in a would be high traffic area right across the street from the entrance to Chuckchansi Stadium. The mural gives youth the chance to experience different forms of advocacy through art

Lift Every Voice

WHAT YOU SEE

I see not only a mural but I see a comparison of the past and the present. This mural has me at a crossroad, on one hand I want to feel happy to see a BLM mural but on the other hand, I feel disappointed as on the left it shows Angela Davis, a women who was impeccable with her world and on the right it shows young black children still fighting for basic human rights

WHAT IT SYMBOLIZES

To me, this mural symbolizes a battle, a battle that no one should have to fight yet due to the history of racism, oppression, systemic racism, and many other horrible forms of inequality in this nation Black Americans have been given the burden to fight for themselves and their community's.

PROPOSED SOLUTION

Honestly this is a hard question to answer, especially from my point of view as a white passing young Latino. To echo what I've heard from the black community, educating Americans about what Black Americans have had to go through on a daily for centuries now through a multifaceted approach.

Macy Yang

- A Hopeful Encounter, Inc



LIFE

WHAT YOU SEE

There's an empty canal filled with rocks, plants, and sand.

WHAT IT SYMBOLIZES

This image represents life. The empty canal represents the long journey ahead. The plants and the sunshine symbolizes the great achievements within ourselves or in life. The shadow in the rocks represent our dark past. The rocks in front of the camera symbolizes the obstacles life throws at us.

HOW DOES IT RELATE TO MENTAL WELLNESS

In order to be mentally well, you have to overcome your past and move forward towards your goals and future.

HOW IT IMPACTS YOUTH

When the youth are dwelling too much onto their past and trauma, they can't move on and live their life happily, then that tends to lead to mental illness.

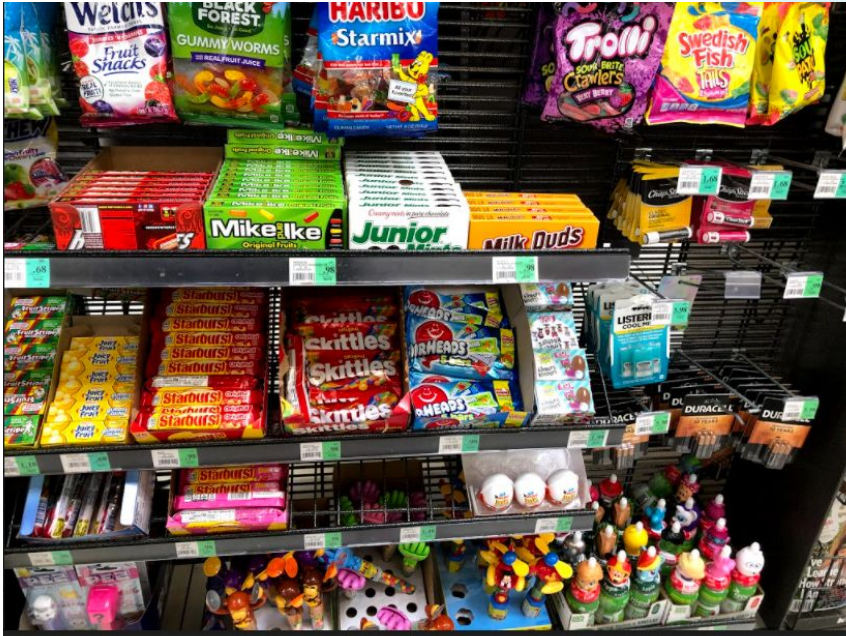
PROPOSED SOLUTION

Everyone school has a social worker and a counselor to help and talk about any situation. Everyone needs to understand that people have their own story to tell and has gone through some sort of difficulty in their life. Therefore, just be considerate and kind to others.

Those who can't move on from their past. The advice could be:

1. **Recognize**, what dark past that you had overcome.
2. **Understand**, what has happened, happened
3. **Accept**, that without your past, it wouldn't have made you the person you are today.

Evaluación de Tiendas



Perris Checkout Aisle Assessment Instrument

A- _____

1. Survey Volunteer

Name: _____

Phone: _____ Email: _____

Date of Assessment: _____ Start Time: _____ End Time: _____

2. Store

Name: _____

Location (Address, City, Zip code): _____

Type (Circle):

- | | | |
|--------------------------|----------------------|---------------------------|
| Grocery | Office Supply | |
| Supercenter/Warehouse | Home and Bath | Home Improvement/Hardware |
| Drug Store | Electronics Store | Clothing |
| Convenience (gas/no gas) | Book Store | Department Store |
| Dollar Store | Sporting Goods Store | Toy Store |

3. Checkout Design

Checkout Type	Total number of queues	Is there a common queuing area for this checkout type? (Yes/No)	Number of queues evaluated
Standard			
Self-Checkout			
Express			
Healthy/Family Friendly			
Total			

Evaluación de Tiendas - Diseño de Caja/ Área de Pago

Tipo de Caja o Área de pago	No. Total de Líneas de Espera	Hay un área común de Espera? (Sí/No)	No. de Líneas de Espera Evaluadas
Estándar			
Autochequeo			
Línea Rápida			
Saludable/ Para Familias			
Total			

Evaluación de Tiendas – Opciones de Comida

- **Dulces (Chocolates, starburst, etc.)**
- **Chicle & Mentas**
- **Papitas Fritas & Pretzels**
- **Galletas & Pasteles**
- **Barras de Granola & Cereales**
- **Barras de energía & potencia**
- **Mezcla de Frutos Secos (Con Dulces)**
- **Nueces, semillas y mezcla de frutos (Sin Dulces)**
- **Verduras y Frutas (secas y enlatadas)**
- **Verduras y Frutas frescas**
- **Carne seca o cecina**
- **Otro tipo de comida?**

Evaluación de Tiendas– Opciones de Bebidas

- **Bebidas Azucaradas** (Sin Cafeína): Soda, Gatorade, Capri Sun, Sunny Delight, Tampico, etc.
- **Bebidas Azucaradas** (Con Cafeína): Root beer, Sunkist, Diet Sunkist, etc.
- **Bebidas Energizantes** (Cafeinado): Monster, Red Bull, 5 Hour Energy, etc.
- **100% Jugo**
- **Agua / Seltzer**
- **Bebidas dietéticas o Con calorías reducidas**
- **Otro tipo de Bebidas** – (Kombucha, Spindrift, etc.)

Evaluación de Tiendas - Opciones de Mercancía

- **Libros, tarjetas de felicitación, revistas, y otros impresos**
- **Tarjetas telefónicas y de regalo**
- **Baterías / Pilas**
- **Cámaras y Rollos**
- **Productos para el cuidado personal (bálsamo labial, maquillaje, medicamentos, esmalte de uñas, loción)**
- **Audio, video y otras tecnologías**
- **Juguetes y juegos para niños**
- **Artículos para el hogar (utensilios de cocina, velas, jardineras)**
- **Accesorios (joyas, cintas para el cabello, y otras cosas similares)**
- **Otro**

PERRIS

Healthy Options at Checkout CAMPAIGN



77%

of Perris Voters Support
a Healthy Options at
Checkout Policy¹

\$39.5
BILLION

Economic cost of diabetes in
California in 2017²

The placement of food and beverages in stores plays a key role in determining what products people purchase and consume. Perris residents may want to **make healthier food choices**, but it is difficult when they are continually seduced to consume cheap, ready-to-eat foods high in **salt, saturated fat, and added sugars**.

Added sugars contribute to elevated risk of **dental cavities, heart disease, and Type 2 diabetes**, especially among people of color. The burden of diabetes has tripled in the last 30 years and continues to rise across the nation. In California, the economic cost of diabetes in 2017 was **\$39.5 billion**, with \$27 billion spent on direct medical care and \$12.5 billion on indirect costs.

*"The number one thing
we've heard from our
customers is the desire for
healthier food options."³*

CVS, 2016

1
1/2

SUGARY DRINKS ARE THE LARGEST SOURCE OF ADDED SUGAR IN THE AMERICAN DIET AND THE LARGEST SOURCE OF CALORIES IN CHILDREN'S DIETS, PROVIDING NEARLY HALF OF CHILDREN'S SUGAR INTAKE.^{4,5}

Los Próximos Pasos:

- ❑ Realizar proyectos de FotoVoz y evaluaciones de tiendas
- ❑ Reúna tarjetas de promesa de los residentes de Perris y cartas de apoyo de empresas locales
- ❑ Identificar Campeones de Políticas



A KEY STEAK HOLDER

¡Gracias por participar!

Thank you for joining us today!

¡Sorteo!

Prize drawing!

LP@phadvocates.org



Riverside University Health System's Black Infant Health Program

Black Infant Health Mission: “Empowering African American women, infants and families for a Healthier Tomorrow!”

Program eligibility:

- ✓Self Identifies as African American;
- ✓Be a Pregnant or Postpartum woman; &
- ✓Live in Riverside County

Free Services Include:

- Support group sessions
 - 10 sessions for pregnant women, followed by
 - 10 sessions for new moms
- Case Management
- Individual life planning
- Public Health Nurse and Social Worker on staff
- Family Wellness referrals
- Resources & infant items
- Transportation Services

For more Information Call:
(951) 210-1385

