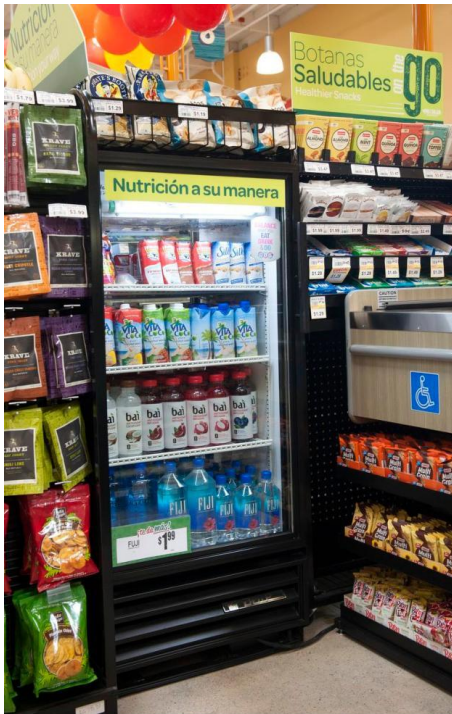


# PhotoVoice / Store Assessments

## Community Workshop #7



Stockton, CA  
August 5th, 2021  
5:30-6:30pm



HEALTHY EATING  
ACTIVE LIVING  
**CITIES**  
CAMPAIGN

# Public Health Advocates

501(c)3 Non-profit Organization



**PUBLIC HEALTH**  
**A D V O C A T E S**

Lourdes Perez, Director of Local Policy  
MacKenzie Moreno Cook, Stockton Youth Leader  
Paige Tengeluk, Program Specialist  
Maria Rivas, Program Specialist

# Community Driven Data Approaches



<b>S</b>	"What is <b>Seen</b> here?" (Describe what the eye sees) _____ _____ _____
<b>H</b>	"What is <b>Happening</b> ?" (The unseen "story" behind the image) _____ _____ _____
<b>O</b>	How does this relate to <b>Our</b> lives?" (Or <b>MY</b> life personally) _____ _____ _____
<b>W</b>	"Why are things this way?" _____ _____ _____
<b>E</b>	"How could this image <b>Educate</b> people?" _____ _____ _____
<b>D</b>	"What can we <b>Do</b> about it?" (What can the community do about it?) _____ _____ _____

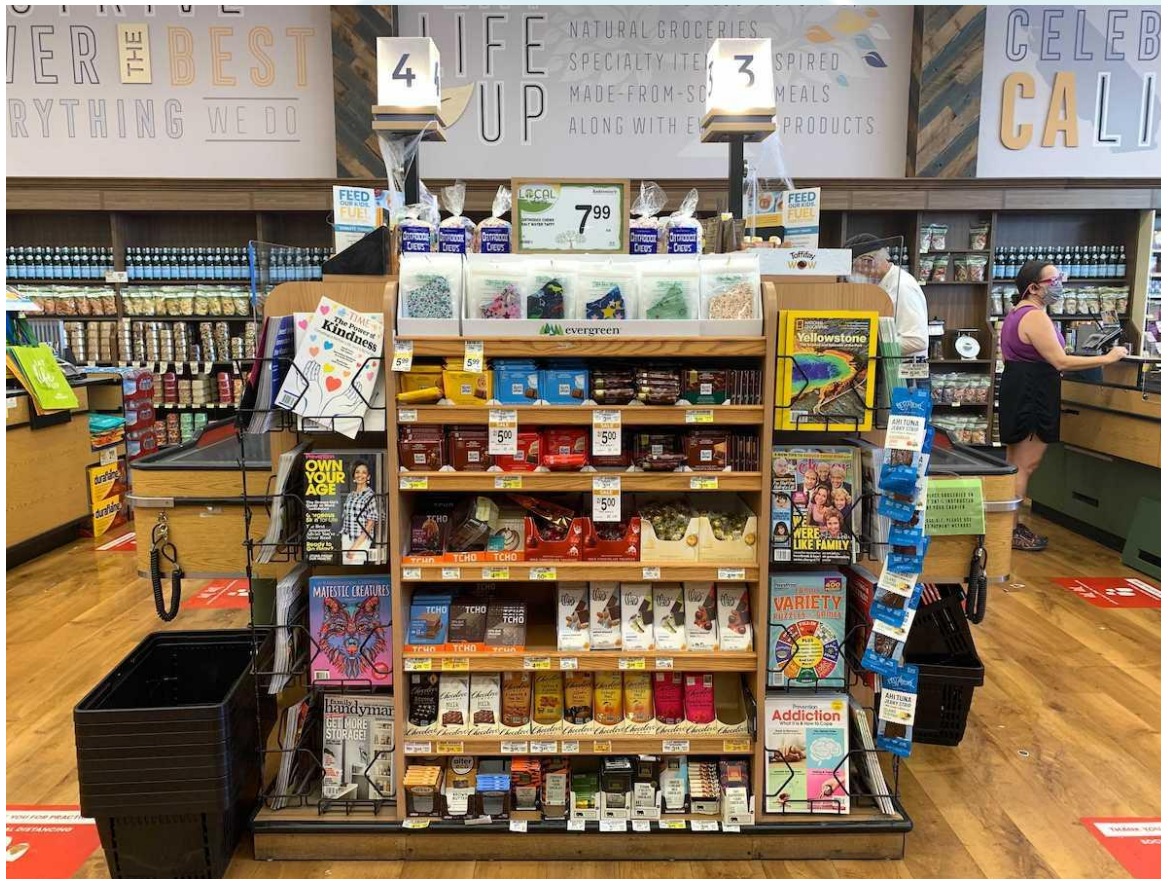


# PhotoVoice



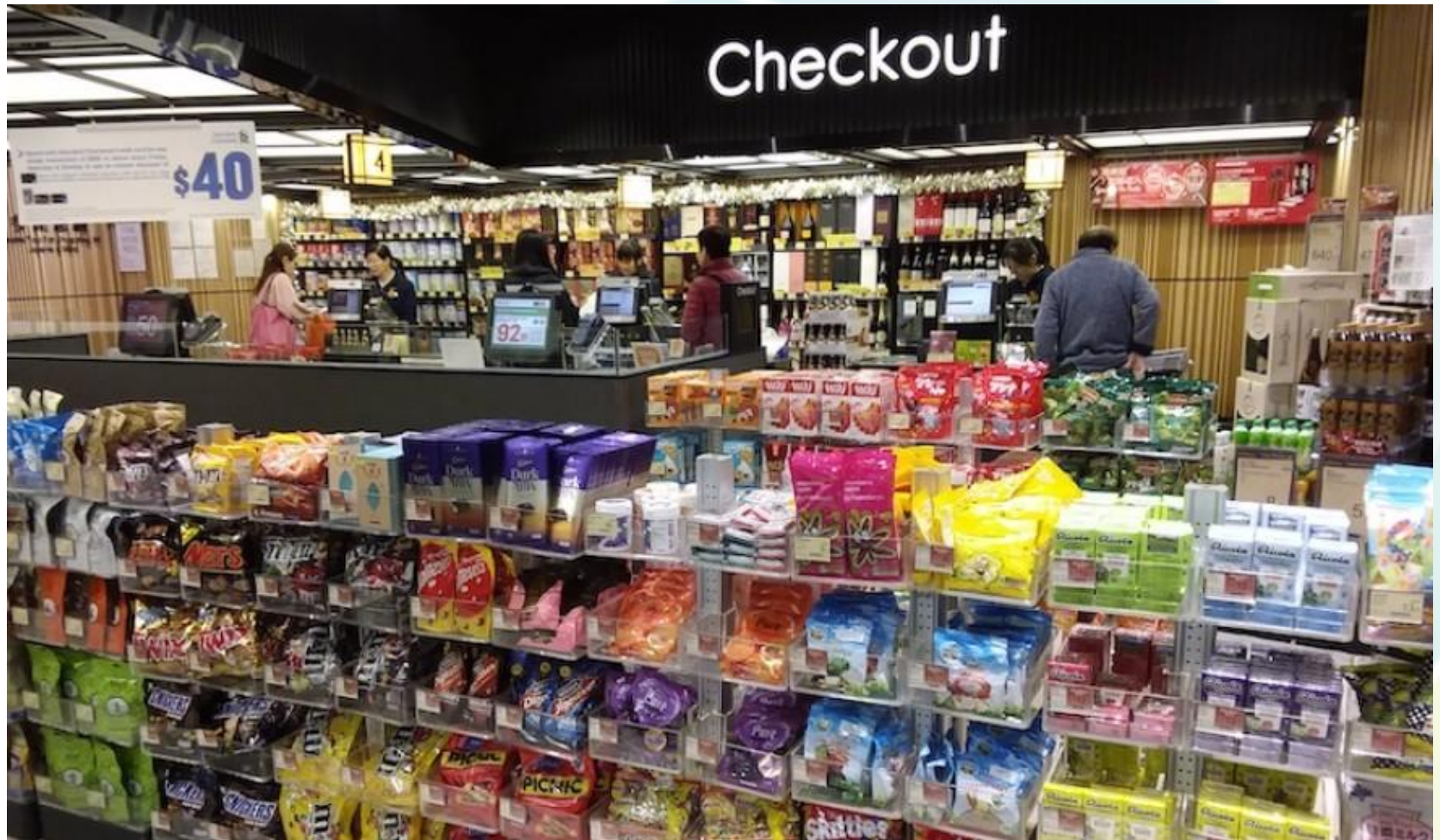
- an **advocacy tool** by which people can *identify, represent, and enhance* their community through a specific **photographic** technique

# Photovoice Examples





# Photovoice Example



# Photovoice Example





# Photovoice Example



Photograph: **"At the fishmonger's shop"**

*"The fishmonger is with one of his forever customers, the ones doing their grocery shopping always there"*

*"They keep their customers coming, because they sell high-quality fresh fish"*

*"Vegetables, fish, meat and fruits are very healthy"*

(Female, 46)



Photograph: **"San Cristobal Street Market"**

*"A great variety of fruits and vegetables, that come on!, so colourful I can't stop having my eyes on them."*

*"The foods they sell are healthy"*

*"This teaches us that we can eat a wide variety of low-cost healthy foods"*

(Female, 46)



# Goals

- 1) to enable people to **record and reflect their community's strengths and concerns**,
- 2) to **promote critical dialogue** and knowledge about important issues through large and small group discussion of photographs, and
- 3) to **reach policymakers**

1<sup>st</sup> and Bissell

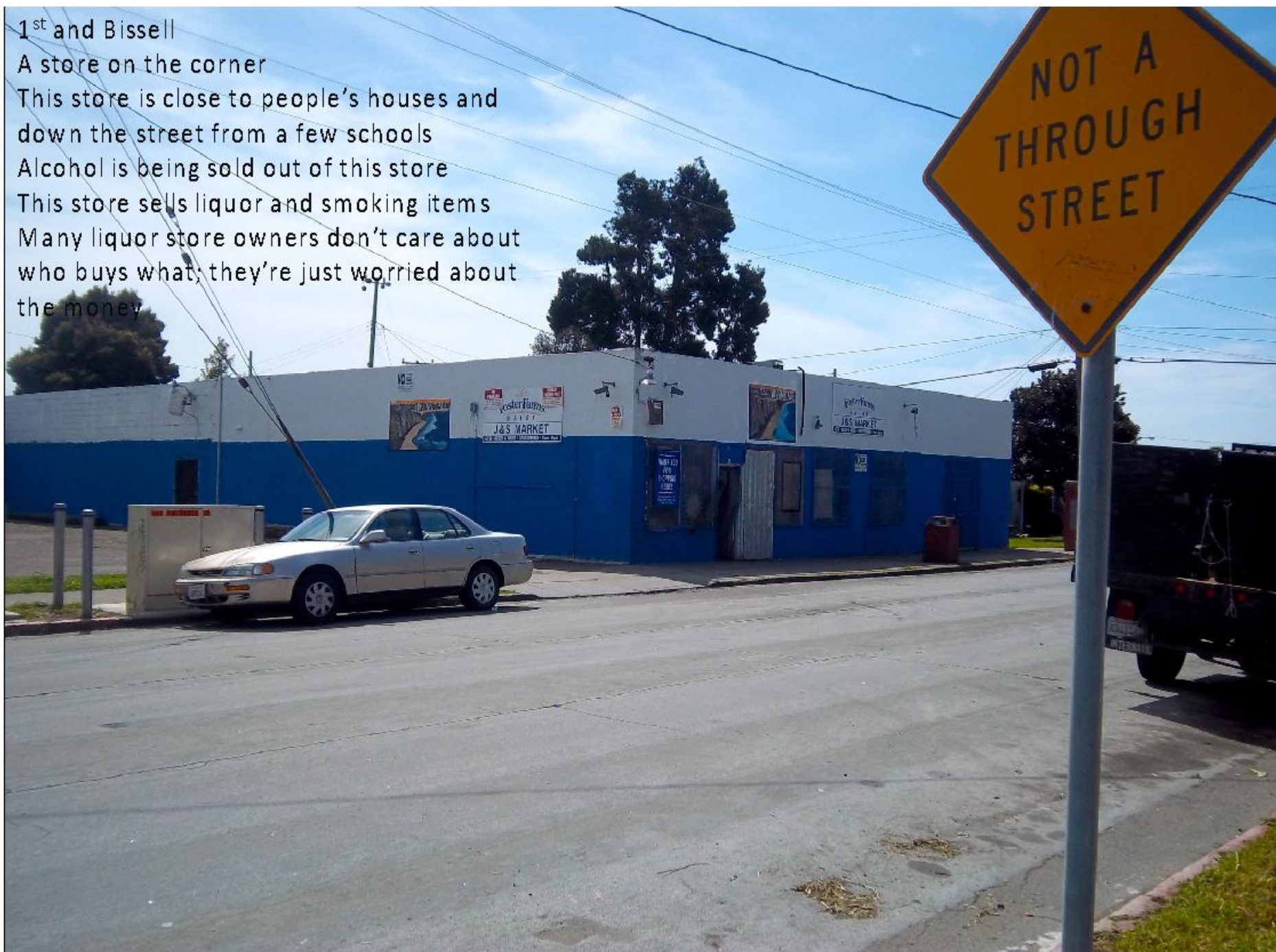
A store on the corner

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





# PhotoVoice Process

- Identify ***problems*** and/or ***solutions*** and potential visuals that would represent
- Understand PhotoVoice Ethics: Get consent
- Plan & Complete Photoshoot(s)
- Select photos
- Draft narratives using the SHOWED method
- Peer Editing Process
- PowerPoint/Canva/InDesign Training
- Create Posters

# PhotoVoice Ethics: Safety

- Stay Safe:
  - **DO** identify yourself as an advocate working on a Photovoice project
  - **DO** think about who and what you are taking pictures of
  - **DO** ask yourself: How would I feel if I was the person in this photo? Would I be proud, embarrassed, heartbroken?
  - **DON'T** put yourself in physically dangerous situations
  - **DON'T** take photos of any illegal/criminal activity
  - **DON'T** take pictures of children without parent consent

As we are documenting the Stockton community, it is our responsibility to treat it with care and compassion.



# PhotoVoice Ethics: Consent

- Ethical Photography includes **CONSENT**, If people will be in the photo you must:
  1. *Explain the project* before you take the photo
  2. Get a *signed photo release* for every person in the photo who is identifiable (children cannot consent to have photos taken)



The reason for taking these photos is to gather visual information to share with the community to provoke thought and discussion. There is no reason to take photos for the project that can't be shared with the community.

# Telling the Story



**Who's story are you telling? Why is the information provided important for the community?**  
**What is the proposed solution? How can the community be part of the solution?**





There are different sodas & fruit juices for purchase at this corner store. The unseen story is that there are no waters or other healthy beverages for purchase here. Things in the community are this way because young kids and teens are attracted to these bright colors & the stores make a lot of money selling juice & soda. The stores are more interested in making money than they are in investing in the health of the community.



Bay Area Rescue Mission, 4<sup>th</sup> Street Market

3<sup>rd</sup> Street and Macdonald

There's a homeless shelter right across from a liquor store. It's easy access to alcohol.

Liquor stores are everywhere. Owners need money; it's their job to sell whatever the customer needs.

Alcohol is a good way for them to make money.







**There are people and families inside that have nowhere to go because they have no money and they lose their homes and that cannot make it on their own so they stay here to get help. There are liquor stores that are close to rescue mission that I strongly disagree with. People come to the rescue mission come to better their lives and I think it's a problem with our community to have a liquor store right across the street from them. It's important to help our fellow neighbors to make a better environment for them.**



# PhotoVoice Responsibilities

- Identify ***problems*** and/or ***solutions*** and potential visuals that would represent
- Plan photo shoot
- Complete photo shoot – be safe, take ethical pictures, get consent if needed
- Select 3 photos
- Type narratives for the three photos
- Peer-editing process of narratives
- Utilize software to Create Posters

# Store Assessments - 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			

# Store Assessments – Food Options

- **Candy (Chocolate, starburst, etc.)**
- **Gum & Mints**
- **Chips & Pretzels**
- **Cookies & Cakes**
- **Granola & Cereal Bars**
- **Energy & Power Bars**
- **Trail Mix (with Candy)**
- **Nuts, Seeds & Trail Mix (No Candy)**
- **Dried & Canned Fruit & Vegetables**
- **Fresh Fruit & Vegetables**
- **Dried Meat/Jerky**
- **Other Food?**



# Store Assessments – Beverage Options

- **Sugary Beverages** (non-caffeinated): Soda, Gatorade, Capri Sun, Sunny Delight
- **Energy Drinks** (caffeinated drinks): Monster, Red Bull, 5 Hour Energy
- **100% Juice**
- **Water/Seltzer**
- **Diet/Non-Caloric Beverages**
- **Other Drink – (Kombucha, Spindrift, etc.)**

# Store Assessments – Merch. Options

- **Books, Greeting Cards, Magazines & Other Print**
- **Phone & Gift Cards**
- **Batteries**
- **Film & Cameras**
- **Personal Care Products (lip balm, make up, medication, nail polish, lotion, etc.)**
- **Audio, Video & Other Technology**
- **Children's Toys & Games**
- **Home Goods (kitchen ware, candles, planters)**
- **Accessories (jewelry, hair ties, and similar)**
- **Other**

PERRIS

# Healthy Options at Checkout CAMPAIGN



77%

of Perris Voters Support  
a Healthy Options at  
Checkout Policy<sup>1</sup>

\$39.5  
BILLION

Economic cost of diabetes in  
California in 2017<sup>2</sup>

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."<sup>3</sup>*

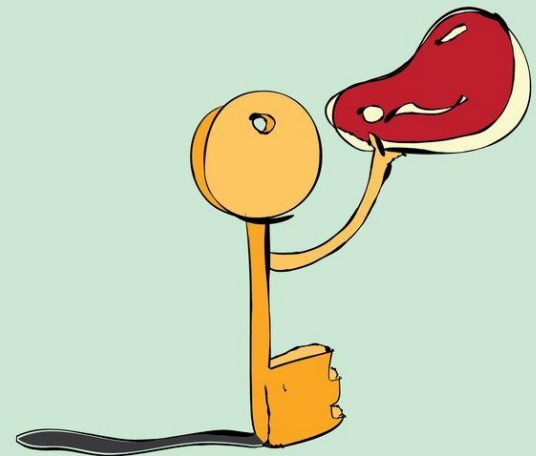
CVS, 2016

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.<sup>4,5</sup>**

## Next Steps:

- **Conduct** PhotoVoice projects and store assessments
- **Gather** pledge cards from Perris residents and letters of support from businesses
- **Identify** policy champions



**A KEY STEAK HOLDER**



# Store Names

Which stores do you shop at?

**Food4Less®**

**99¢**  
**only**  
**STORES®**

**WinCo**  
**FOODS**

# Logistics: Choose August Date & Time

## August

2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**4 hour time slots:**

**10am-2pm**

**2pm-6pm**

# Logistics: Choose September Date

SEPTEMBER 2021						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

4 hour time  
slots:

10am-2pm

2pm-6pm



# Desired Locations and Needs

- **Locations**
  - South Stockton
  - Downtown Stockton
  - North Stockton
- **Resident Needs**
  - Transportation Assistance
  - Childcare Stipends
  - Tablets/Ipads

# Next Steps



**Thank you for joining us  
today!**

**Prize drawing!**



# Questions?

## Please Contact:

**Mackenzie (Max)**

[mmc@phadvocates.org](mailto:mmc@phadvocates.org)

**209-688-0974**