
Worth a Thousand Words:

Photovoice to support
conversations on wellness
interventions among border
community cancer survivors

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How do we engage community members in critical dialogue and capacity building?

Community- Based Participatory Research (CBPR)

- Green et al. describes CBPR as a “systematic investigation with the participation of those affected by an issue for purposes of education and action or affecting social change” (1995)
 - Principles: (Israel et al., 1998)
 - Community is a unit of identity
 - Builds on strengths and resources in the community
 - Facilitates collaborative partnership throughout the research process
 - Integrates knowledge for the mutual benefit of all partners
 - Promotes co-learning
 - Cyclical and iterative
 - Addresses health from both positive and ecological perspectives
 - Disseminates findings gained to all partners
-

Photovoice



A participatory research methodology that provides a process by which people can “identify, represent, and enhance their community” (Wang & Burris, 1997).

- Capture visual representations of their everyday lives so that researchers co-developing solutions might gain insight into previously invisible practices and assets
- Helps the community to better engage in critical dialogue around the problems and opportunities it faces (Catalini & Minkler, 2010)

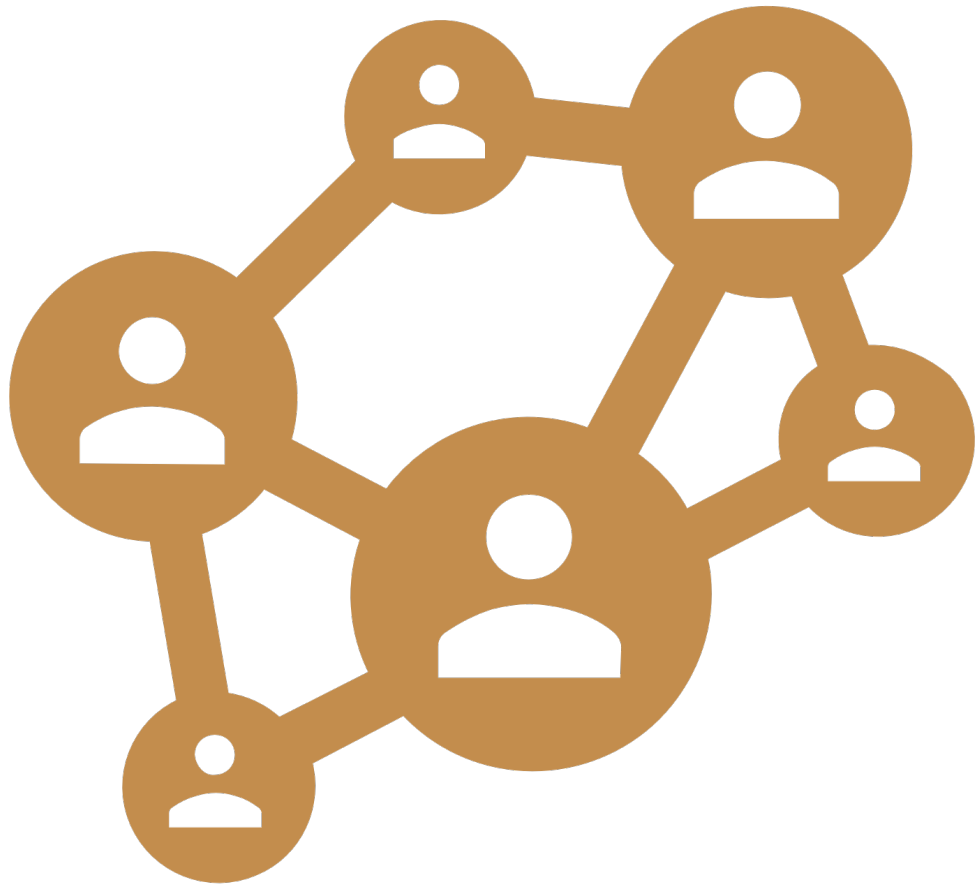
Photovoice is a mutual learning process.

In other words...

Participants express their points of view by photographing scenes that highlight their experiences and lifestyle behavior (take photographs of some aspect(s) of their life, environment, or community).



OA-INVOLVE: Adapted from L.S. Lorenz 2005



Why use photovoice?

- Enable people to record and reflect their community's strengths and concerns
 - Provide visual representations of community experiences
 - Empowers community members to share critical dialogue about the challenges and opportunities presented
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Photovoice Process



CONCEPTUALIZE THE
PROBLEM AND
IDENTIFY
COMMUNITY
PARTNERS



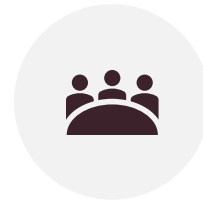
DEFINE GOALS AND
OBJECTIVES



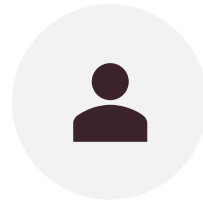
TRAINING



PHOTO COLLECTION



GROUP DISCUSSION
AND ANALYSIS OF
THEMES



DISSEMINATION

Background

Primary concerns for Mexican-origin cancer survivors are:

- Burden of cancer on family
- Mental health
- Access to care/resources
- Social support
- **Health promotion**



Gap:

How to effectively characterize and address the unique needs of Mexican-origin cancer survivors related to **health promotion**, especially those who live in border communities



Case Study: Vida Plena

Goals/Objectives:

Using a participatory approach, we engaged in qualitative exploration of the lifestyle behaviors of Mexican-origin breast cancer survivors to:

- Characterize knowledge and attitudes towards healthy diet and physical activity behaviors
 - Determine programming preferences for cancer survivors living on the US/Mexico border
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Case Study: Vida Plena

Methods:

- 9-week photovoice project with 6 Mexican origin breast cancer survivors in Nogales, Sonora
- Sessions began with presentations of participant photographs/narratives and concluded with group discussion of common themes

Week 1 Training

Week 2 Food Photo Collection

Week 3 Food Group Discussion

Week 4 Activity Photo Collection

Week 5 Activity Group Discussion

Week 6 Social Support Photo Collection

Week 7 Social Support Discussion

Week 9 Final Presentation

Case Study: Vida Plena

Food:

- Emphasized the connection between food and culture

Future intervention consideration:

- Incorporate foods from the traditional Mexican diet



Foto 1. Carne en su jugo
"Comida Favorita de mi familia, sus aromas evocan recuerdos muy gratos."

– Luz del Carmen

Photo 1. Meat in its juice
"Favorite food of my family, the aromas of it evoke very fond memories."

– Luz Del Carmen

Case Study: Vida Plena

Activity:

- Activity was broadly defined to include physical activity as well as other wellness activities which support stress-relief

Future intervention consideration:

- Consider activity as a tool to relieve stress related to cancer diagnosis



Foto 2. Escuchando Música
“Me quita el estrés y la ansiedad escuchando música. Actividad física al bailar.” - Ivonne

Photo 2. Listening to Music
“It takes away my stress and anxiety by listening to music. It is physical activity when I’m dancing.” - Ivonne

Case Study: Vida Plena

Social Support:

- Participants noted the importance of both giving and receiving social support

Future intervention consideration:

- Inclusion of peer and family support/activities

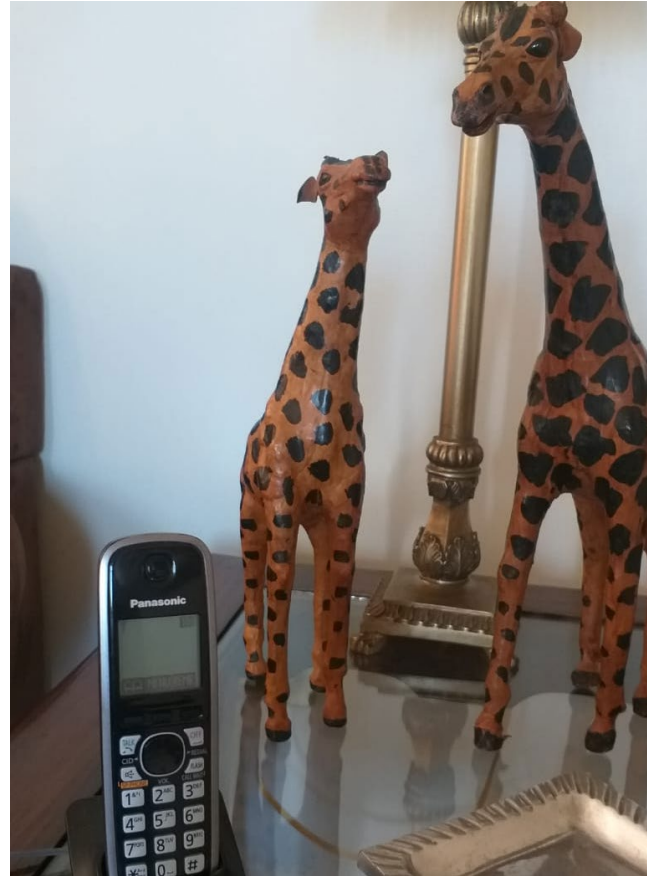
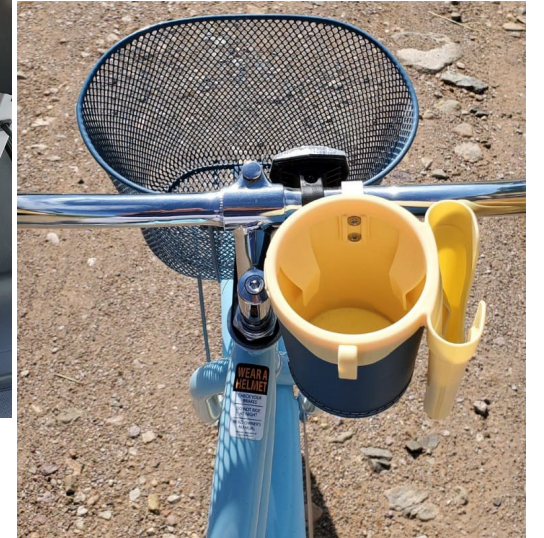
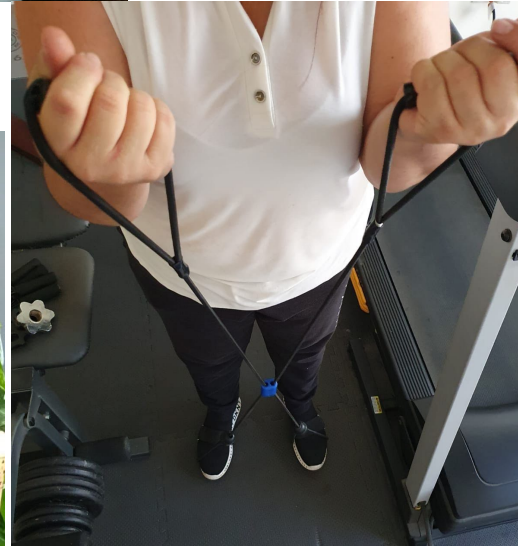
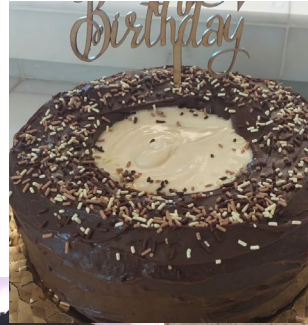
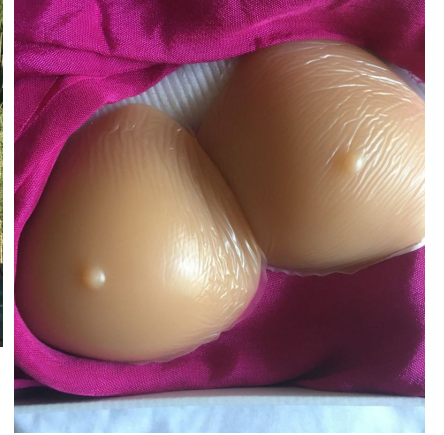


Foto 3. Confidencias

"He acompañando a varias personas cuando las diagnostican." - Fanny

Photo 3. Confidences

"I have accompanied several people when they are diagnosed." - Fanny



Knowledge Learned

- Dietary habits and wellness activities are influenced by culture and interactions with others
- Participants were excited about the project and sharing their experiences
- Promotora/CHW involvement is critical



Importance of Collaborative Research Methods

- Equips community members to drive data collection, analysis, and interpretation in a meaningful and impactful way
 - Results derived from the project are directly connected to the community and their vision for how change can be made
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Conclusions

- Following a participatory approach is feasible and acceptable as a formative approach for capacity building and program development



Collaborators



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Join Us!



JOIN US FOR THE **Vida Plena Showcase**

Mariposa Community Health Center and the University of Arizona would like to extend to you an invitation to an exhibition in Nogales, Sonora to showcase photos from breast cancer survivors who participated in a research study titled **"Vida Plena"**.

Refreshments, appetizers, and live music will make this a memorable evening.

Thursday, June 16, 2022 5:30 PM - 8:00 PM

Jardín del Club de Leones

Alamos 5, Colonia Kennedy, 84066, Heroica Nogales, Mexico

Please RSVP if you plan on attending the 'Vida Plena' Showcase:

<https://forms.gle/t7thQKmukGbWWCmf9>



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Cancer Center



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