

PHOTOVOICE

change through photography

CULTURAL COMPETENCY PROJECT

FLORINA PETCU, MFT Trainee North County Youth Team

San Mateo County Behavioral and Recovery Services

What is Photovoice?

- ▶ Community-based research method using photography to express important issues
- ▶ Sponsored by The Office of Diversity and Equity (ODE), Behavioral Health & Recovery Services (BHRS)
- ▶ In collaboration with Diversity and Equity Council (DEC)
- ▶ Workshop takes place over 3 days
 - ▶ DAY 1
 - ▶ Introduction, discussions; framing question; basics of photography; brainstorm sheet
 - ▶ DAY 2
 - ▶ Narrative worksheet; selection process
 - ▶ DAY 3
 - ▶ Wrap up; debrief; showcase

Photovoice workshop with Arab American Women

- ▶ Avenue to engage the Arab American Community in San Mateo county
- ▶ Initial Goal: to empower women in the community and facilitate them to voice their challenges
- ▶ Put in motion a change at a larger scale

Initial Steps & Development

- ▶ Organized and discussed the details of the project with DEC and ODE, establish important contributing factors and essential elements of the project as well as outreach (two conference calls with Ms. Kathy Reyes and Kim Westrick)
- ▶ Created a flyer for the event
- ▶ Outreach in the Arab American community



PHOTOVOICE

CHANGE THROUGH PHOTOGRAPHY

**LET YOUR VOICE BE HEARD
EMPOWER AND MAKE A CHANGE
TELL YOUR STORY**

What challenges do you face as an Arab American woman in achieving emotional wellness?

Photovoice will enable you to voice your struggles within the community and in your life. Participants will use photography to express the important issues that affect their emotional wellness. Discuss challenges that Arab-American women face, connect with others in the community, raise awareness, and be part of a much needed change.

Anyone can do PHOTOVOICE. NO experience necessary!



FREE EVENT!



**Arab American
Women speak for
their emotional
wellness!**

**Empower the women
in your community!**

**Discuss, connect,
take action!**

**Must attend all 3
dates: March 5th,
March 19th, April 2nd,
2015
5:30pm-8pm**

**RSVP and register by
February 20th to
Florina Petcu at
fpetcu@smcgov.org**

EVENT WILL BE HELD AT:

**BHRS NORTH
COUNTY CLINIC**
395 89th Street
Daly City
650. 301.8650

Facilitated by the
Office of Diversity and Equity,
BHR.

Outreach

- ▶ Very extensive
 - ▶ project was presented
 - ▶ DEC monthly meeting in January,
 - ▶ “Working with Arab and Arab-American community” – Hazem Hajaj
 - ▶ Monthly staff meeting at North County in January and Youth staff meeting at North County Clinic
 - ▶ flyer was posted in the North County and the other BHRS locations
 - ▶ reached out to BHRS providers and partners in San Mateo County
 - ▶ reached out to Zawaya group, non-profit organization based in San Mateo that shares the same mission of addressing stigma and stereotypes and empowering Arab American women in the community
 - ▶ reached out to the community directly (e.g. distribute flyers, post them at Arab Cultural Center, at the Arab American deli)

Results

- ▶ High level of interest initially
- ▶ No registrations by the set deadline
- ▶ Made changes
 - ▶ Changed the language
 - ▶ Targeted high school and college students
 - ▶ Offered community service credits
 - ▶ Offered snacks



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FREE EVENT!

Snack will be provided



Arab American Youth
give voice to their
experiences and tell
their stories!

Empower other youth in
your community!

Get community service
hours!

Let your voice be
heard!

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February 27th to
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fpetcu@smcgov.org
605.301.8668

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Facilitated by the
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BHRS

What came next?

Learn about the obstacles

- ▶ Interviewed three individuals
 - ▶ Provider, client, community member
- ▶ Learn about what may have prevented participation to the project
- ▶ Got feedback about the flyer

What did I learn?

- ▶ Flyer
 - ▶ Several raised concerns
- ▶ Take a few steps back
 - ▶ What is the best project to begin with?
- ▶ What organizations to engage and how?

San Mateo County Behavioral Health & Recovery Services
Office of Diversity and Equity



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Picture raised
several concerns

“Let your voice
be heard”

“emotional
wellness”

“discuss
challenges”

“struggles in
your life”

Time commitment

Not a community
member associated
with the government

Location is associated
with stigma

What is next?

Some suggestions

- ▶ Intermediary steps
 - ▶ E.g. Ancestry object group
- ▶ Target a younger audience
- ▶ Project conducted by someone trustful that is part of the community
 - ▶ E.g. Support of imams
- ▶ Ran it in collaboration with other Arab American organizations