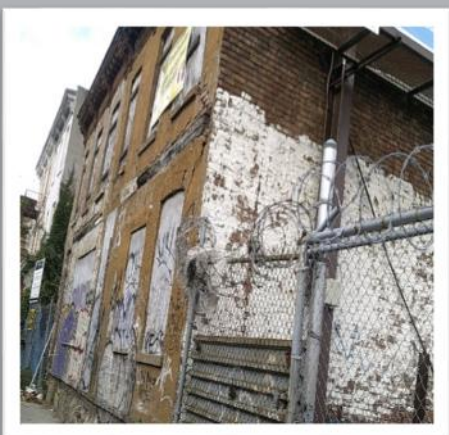




COMMUNITY PORTRAITS:

# A Youth Photovoice Project In East New York

January 2017



\*Photos taken by project participants.



## Expanding the Geography of Opportunity in New York City

For more than 40 years, Good Shepherd Services has taken a holistic and community-based approach to serving youth and families in New York City. We believe that all New Yorkers should have equal opportunity to achieve the American Dream of social mobility and prosperity. Expanding opportunity for its children, youth, and families has tangible social and economic benefits for us all. The reality, however, is that geography often plays a major role in determining one's opportunity for health, well-being and future success. In the Brooklyn and Bronx neighborhoods where our programs are concentrated, children, youth and families are often disconnected from resources and opportunities that are available to those in higher income neighborhoods. Through a network of strategically located youth and family development and educational support programs, Good Shepherd seeks to address these structural disparities and expand the geography of opportunity in its city.

Serving over 30,000 participants annually, all Good Shepherd programs implement a [Youth and Family Development Approach](#). The approach is informed by a substantial body of empirical evidence on effective strategies that mitigate the impacts of poverty and improve social mobility. This research highlights the transformational impact of targeting specific neighborhoods and enhancing the developmental opportunities afforded within those communities. In each of these neighborhoods, we offer targeted and coordinated services that address basic needs, promote belonging, build on family strengths, create developmental opportunities (such as leadership and civic involvement initiatives), improve academic achievement, and strengthen job readiness. To learn more about Good Shepherd Services, visit: [GoodShepherds.org](http://GoodShepherds.org)

This report was completed by Elizabeth DiLuzio and Miranda Yates  
Strategy, Evaluation, and Learning Department

## Acknowledgements

This project was supported by a Community Portraits grant from the [Human Services Council](#) and [Measure of America](#), with funding provided by [The Leona M. and Harry B. Helmsley Charitable Trust](#). We are grateful for the participation of youth and staff from three Good Shepherd Services programs in East New York: Groundwork for Success, Arches, and Next Steps.

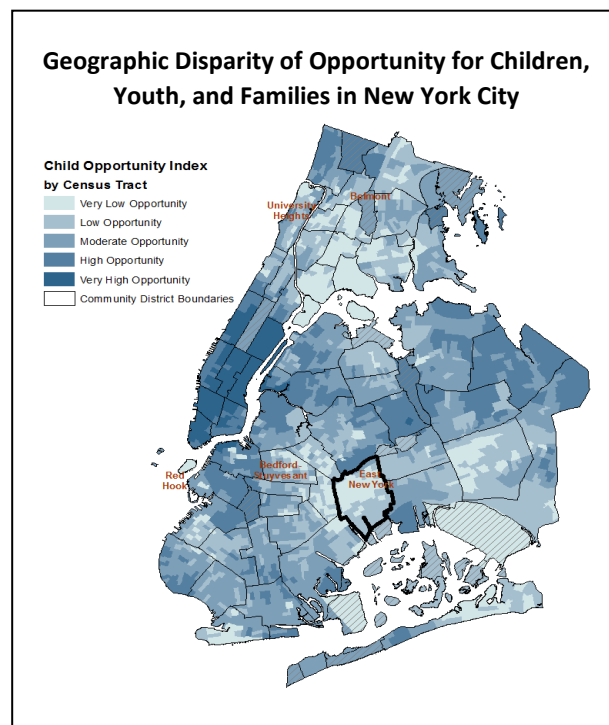
## COMMUNITY PORTRAITS: A Youth Photovoice Project in East New York

In the fall of 2016, the Human Services Council (HSC) generously awarded Good Shepherd Services a \$10,000 Community Portraits Grant to work with our participants to create an innovative, data-based portrait illuminating wellbeing challenges and unmet needs in the high poverty neighborhood of East New York (ENY), Brooklyn. Our project sought to combine photovoice, a research-based method for conducting participatory evaluation, with data derived from [DATA2GO.NYC](http://DATA2GO.NYC). The timing was particularly auspicious as the agency planned to open a new ENY community center in 2017 and was engaged in developing its next strategic plan. Insights derived from this project are relevant to both of these endeavors.

This final report details activities undertaken between October 2016 and January 2017. It begins with a brief description of East New York and Good Shepherd's work in this community. It proceeds to describe the project, its methodology and results. We conclude with recommendations and dissemination activities. In the appendices, we include resources such as flyers and handouts that could aid replication efforts as well as a [blog](#) authored by Good Shepherd staff and published by the American Evaluation Association. Throughout the report, we draw upon data from DATA2GO.NYC to inform contextual statistics about the neighborhood as well as to further interpretation of the participants' photos.

### East New York

Located in the eastern section of Brooklyn, East New York (ENY) experienced a protracted period of economic decline following the post-World War II flight of manufacturing jobs out of NYC. Youth growing up in ENY today lack resources crucial to healthy development and face significant challenges on the road to adulthood. ENY receives **a score of very low on the Child Opportunity Index**, a composite measure of critical health, environmental, social, and economic opportunities afforded by a community.<sup>1</sup> Individual indicators of community stress from census and state administrative data for ENY consistently reveal higher than average rates of extreme poverty, unemployment, disconnected youth, violent crime, child abuse and foster care placement. In fact, more than one-fifth of residents in ENY live in extreme poverty, compared to 9.3% citywide.<sup>2</sup> Nearly one in four young people aged 16 to 24 are disconnected, meaning they are not in school and not working.<sup>3</sup>



<sup>1</sup> Index created through partnership between Brandeis University and Ohio State University. For more information, see <http://www.diversitydatakids.org/>.

<sup>2</sup> American Community Survey. <http://www.census.gov/programs-surveys/acs/>.

<sup>3</sup> American Community Survey. <http://www.census.gov/programs-surveys/acs/>.

## Good Shepherd's Network of Programs in East New York (ENY)

Good Shepherd's expanding work in ENY began in 2012 with the acquisition of Groundwork, a smaller youth development organization that approached us due to financial duress. This was the agency's first step in establishing a network of youth and family development programs in one of New York City's most severely under-resourced communities. Over the past four years, Good Shepherd has deepened its work in ENY by engaging larger numbers of participants, offering enhanced evidence-based programming, and broadening its array of programs to address unmet needs. To date, Good Shepherd has opened two after-school programs, a college prep after-school program for 9-12<sup>th</sup> graders, a variety of youth justice services, a single stop program to provide residents with connections to public services, workforce development programs, a Young Adult Borough Center (YABC) for over-aged and under-credited youth, and a short-term placement center for youth awaiting placement in foster care. In FY 2016, Good Shepherd served 2,539 participants through these programs.

## Community Portraits Project

In response to the Community Portraits grant opportunity, staff from Good Shepherd's Strategy, Evaluation, and Learning (SEL) Division designed a project centered on the use of [photovoice](#), a research methodology implemented with youth and other frequently marginalized populations. This research method utilizes the power of photography as a catalyst for self-expression. It invites individuals to capture on film information about their lives and perspectives that might otherwise be difficult to express. By using this method, we sought to engage participants in the process of evaluating the needs of their community and to gain insights from the lived experience of community residents. Further, the prompts we developed to guide the photography were shaped by an [Appreciative Inquiry](#) perspective asking participants to take photos that highlight and build upon the existing resources and strengths of the community, including the youth themselves.

## Method

From October through November 2017, SEL staff collaborated with agency leadership at three East New York programs: [Groundwork for Success](#), [Next Steps](#), and [Arches](#). Staff designed and facilitated a four-week Photovoice project for fifteen youth ages 14-23.

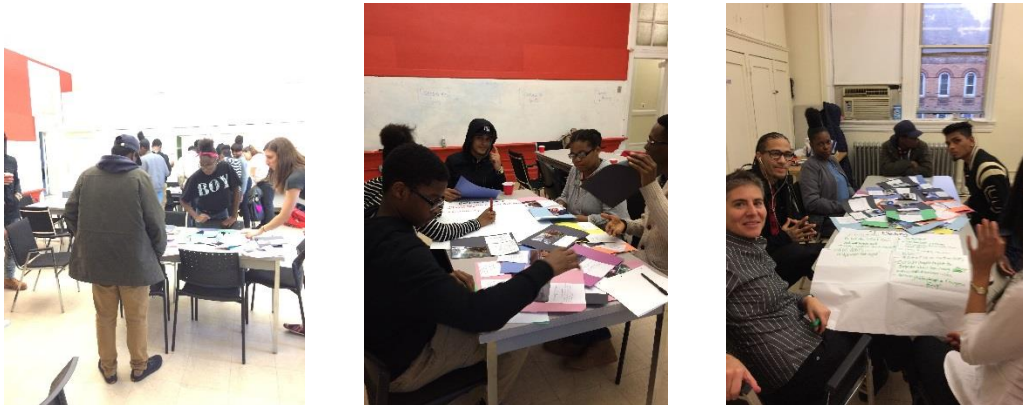
The project began with a one-week recruitment period during which staff presented participants with information about the project (see Appendix A). Recruitment was followed by a kick-off meeting where participants learned about the project more in-depth, and received cameras, photography guidelines and tips (see Appendix B). The meeting incorporated a photography intern and former Good Shepherd participant who shared insights into photography with the young adults.

For a period of five days following these activities, participants were tasked with taking ten pictures in response to three prompts: this is where I feel like I belong; this is my community at its best; and this is something that I'd like to change. They were encouraged to ask a point-person in their program questions along the way.





At the end of five days, the participants returned their cameras to program staff. In the culminating “Harvest” activity, the youth shared with staff, the intern, and their peers the stories behind their photos and how the pictures related to the prompts. Additionally, each participant selected three of their favorite photos to discuss in greater depth with their peers and staff, and the meeting concluded with a large-group discussion about next steps. At the end of the initiative, SEL staff presented each participant a thank you package including copies of their photos, a frame, and a gift card as a sign of appreciation for their time.



## Results

The project resulted in 126 photos being taken, with written interpretations of 45 photos provided by participants. Notes were also taken during the group discussions at the Harvest meeting. This data was analyzed by SEL staff to answer questions about who participated, what they photographed and the meaning underlying their photos.

### Who Participated?

Fifteen participants, ages 14-23 years, completed the project:

- Average residency in East New York was 10 years;
- 80% were African American, 13% Hispanic, and 7% Asian;
- Participants had been enrolled in a Good Shepherd program for an average of 1.5 years; and
- Participant were 53% were male and 47% female.

As a point of comparison, the ENY population is 56% African American, 36% are Latino, 4% White, 3% Asian/Pacific Islander, and 1% is another race. There are 65,048 youth and young adults, ages 0-24.<sup>4</sup>

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<sup>4</sup> Measure of America, Social Science Research Council. 2016. DATA2GO.NYC. [www.data2go.nyc](http://www.data2go.nyc).

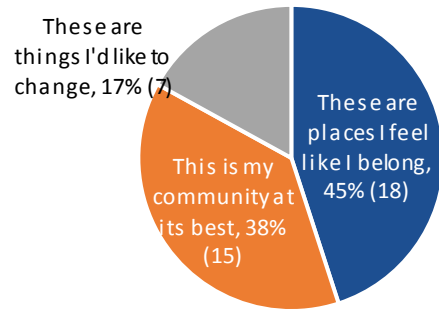
### What did Participants Photograph?

Of the 126 photos submitted, 37 were in response to the prompt “This is where I feel like I belong”, 56 in response to “This is my community at its best”, and 33 in response to “This is something I would like to change”.

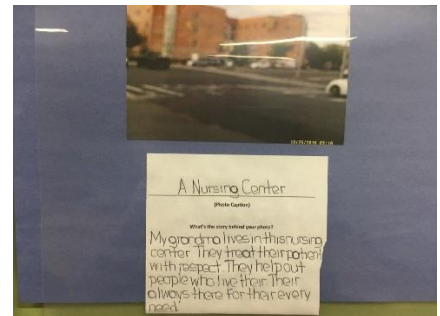
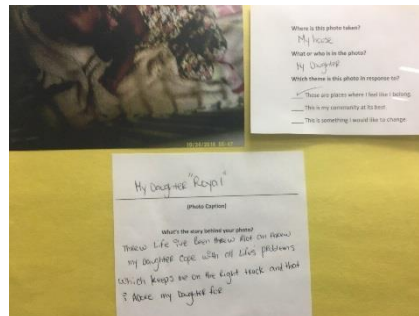
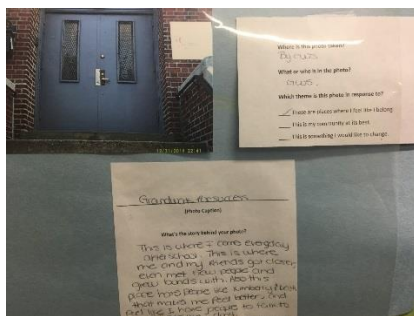
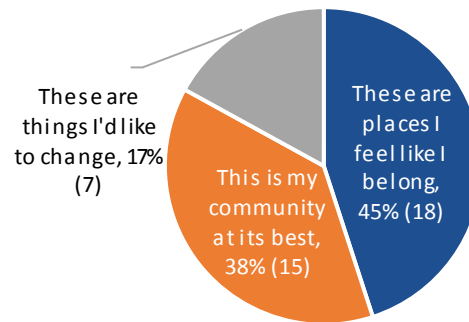
### What were Participants’ Favorite Photos?

During the Harvest meeting, the group selected 40 photos as their favorites. Eighteen of the photos responded to the prompt “This is where I feel like I belong”; 15 to “This is my community at its best”; and seven to “This is something I would like to change”. The participants then shared details about the photos, including the subject and a brief description, and divided into small groups and discussed their thoughts on a series of questions related to one of the three prompts, including “What do the pictures have in common?” and “What is something that surprised you?” Afterwards, the groups joined together to discuss their thoughts regarding a series of questions about the project, including “What can the pictures teach us?” and “What can we do in response?”

### To which prompts did the favorite photographs respond?



### To which prompts did the favorite photographs respond?



After the Harvest meeting, the subjects of the favorite photos for each prompt were analyzed by SEL staff for trends. The following themes emerged:

This is where I feel like I belong.	This is my community at its best.	This is something that I would like to change.
Public Art	Public Art	Poor Maintenance
Good Shepherd Services	Green Space/Nature	Health and Wellness
Neighborhood/Green Space	Good Shepherd Services	School Environment
Family/Home	Environment, Other	Public Transportation
School/Friends	Home, Family, Friends, and Pets	Green Space/Nature
Store/Restaurant	Activity	Economic Opportunity
Activity Location	Public Service	Public Art
	Store/Restaurant	Construction/Traffic

### What do the Common Themes Teach Us about ENY?

**Prompt #1.** The three most common places that the participants feel like they belong are: (1) in the streets or green spaces of their neighborhood, (2) in Good Shepherd programming, and (3) with their family and friends at home or in school. The participants represented these spaces with photos of a neighborhood gym, the local park, busy street blocks, their school, and other places they like to “chill, talk, play Uno cards, eat, and jam to some tunes” with friends. When discussing a photo of an apartment complex within the neighborhood, the photographer said the place is “where you wanna be. They think about the kids and want it to be a safe environment.” The participants also captured students learning in Good Shepherd classrooms, writing about how Good Shepherd has been a second family to them, as well as took photos of the couches in their living room and the view of their apartment complex from their window. One participant shared a photo of his daughter, stating that she has helped him “cope with all [of] life’s problems, which keeps me on the right track. That I adore my daughter for.”

*“ENY is a diamond in the rough.”*

*-Anonymous Participant*

The reflections on the photos in this category referenced good memories, loving relationships, safe spaces, and feelings of comfort. During the discussion, one participant did wonder if outsiders might be surprised by how many places they feel like they belong in ENY. The group who reflected on this prompt felt strongly that ENY is not a bad place. In fact, they said, it is “a diamond in the rough”. They

feel strongly that ENY is a safe place full of resources for youth.

**Prompt #2.** The three most common themes when capturing their community at its best were: (1) public services, (2) nature, and (3) public art. Participants captured photos of their doctor at work, firefighters, a food pantry, and a grandparent’s nursing home that “treats their patients with respect... [and are] always there for their every need.” There were more photos of their local park in this category, as well as pictures of community gardens where residents go to harvest food and flowers. One participant shared that she walks past a community garden every day on her walk to school where she enjoys watching the flowers grow and the plants change over time. Another participant said that watching her

community “take such good care of nature is very refreshing.” With a little over 13% of the land in ENY dedicated to public parks, open space, and recreation, this is certainly highly-appreciated space.<sup>5</sup>

There were also a number of photos of street art on buildings, sculptures, and beautiful architecture. One of the photographers told us about a nonprofit called [Arts East New York](#), an organization that supports local creativity and entrepreneurship and is responsible for many of the beautiful pieces of art on the buildings around the neighborhood. In the small group discussion, participants spoke about how one of the neighborhood’s strengths is that “what’s ugly to some has beauty to others” and that “the beauty and the ugly [is what] makes it East New York.”

**Prompt #3.** When reflecting on things they would like to change, the most common themes that the young adults hit upon were: (1) maintenance, (2) the amount of construction and its resulting traffic, and (3) health and wellness opportunities. Participants took a number of photos of sidewalks in disrepair, stating that they are “always tripping... I don’t know why nobody has fixed it.” There was also a photo of garbage that had not been picked up by the Department of Sanitation for a few days as well as a number of photos of litter, to which one participant commented that she counted 308 cigarettes on one block. In the small group discussion, one youth reflected on the amount of litter by stating that it’s “not the people in the community who don’t care about the environment, it’s the system outside” and, when residents see that their area is not being cared for, they lose the passion to care for it themselves. Indeed, data seems to support this opinion: the neighborhood of ENY generates over twice the amount of waste per person as compared to NYC as whole, yet their sanitation budget is only 1.4% greater.<sup>6</sup>

There were three photos of construction in the neighborhood, mainly around the subway line. This construction causes significant traffic, which one participant said can result in being late to school depending on the day.

There were also two photos of the inside of convenience stores, showing the food choices for someone in a hurry. One participant reflected on the choices by stating, “We need to have more healthy foods. If I’m hungry around here, all I can get is friend chicken, and if I can get something healthy, it’s so expensive”. With 33% of residents below the NYC Center for Economic Opportunity (CEO) poverty line,<sup>7</sup> this might be related to why almost 20% of people surveyed in ENY reported not eating fruits and vegetables the day prior.<sup>8</sup>

*“We need to have  
more healthy food.”*

*-Anonymous Participant*

In addition, there were two photos of the free condoms distributed by the New York City Department of Health and Mental Hygiene. Participants shared their desire to lower teenage pregnancies, and one stated that the quality of the condoms was not helping towards this end. City data shows that the concern over the number of teen pregnancies is not unfounded: 3.2% of young women ages 15-19 gave birth to a child in ENY from 2012-2014 as compared to 1.9% of females in NYC.<sup>9</sup>

<sup>5</sup> Measure of America, Social Science Research Council. 2016. DATA2GO.NYC. [www.data2go.nyc](http://www.data2go.nyc).

<sup>6</sup> Measure of America, Social Science Research Council. 2016. DATA2GO.NYC. [www.data2go.nyc](http://www.data2go.nyc).

<sup>7</sup> Measure of America, Social Science Research Council. 2016. DATA2GO.NYC. [www.data2go.nyc](http://www.data2go.nyc).

<sup>8</sup> Measure of America, Social Science Research Council. 2016. DATA2GO.NYC. [www.data2go.nyc](http://www.data2go.nyc).

<sup>9</sup> Measure of America, Social Science Research Council. 2016. DATA2GO.NYC. [www.data2go.nyc](http://www.data2go.nyc).



## Lessons Learned

This project was a success in meeting our goals of youth engagement and the collection of data with which to inform a needs assessment.

We found photovoice to be an effective and informative technique for engaging young adults. Their voice came through clearly in their photos and through their reflections and group discussions. The project was an opportunity to be involved with program staff, program participants, and the greater East New York community in a unique, creative way.

Good Shepherd found it noteworthy that participants shared much more about what they felt were areas of strength in their neighborhood - places they feel like they belong and times their community was at its best - than about areas for growth (things they would like to change). The young adults also found multiple ways of sharing that ENY is a safe neighborhood that provides the space for them to have fulfilling, positive experiences, but they did highlight a few areas where they would like to see improvement. These areas, they feel, they cannot impact as individuals or even as a unified neighborhood, but need government intervention. "We can only do so much," one participant stated. "We are the little people compared to them. They need to do something."

## Sharing Our Work

Since the conclusion of the project, we have taken a number of steps to share the project's approach and results with internal and external stakeholders, including:

- The young adults' favorite photos were arranged in a one-week popup display at Good Shepherd's ENY administrative offices for the perusal of support staff, executive staff, and members of the strategic planning committee.
- Photos were then sent to the young adults' program sites for display.
- The project and its outcomes were presented to the Good Shepherd Board of Directors.
- In the spring, staff at the Next Steps and Arches programs will host an Evening of the Arts for the ENY community. One of the installations will be the photos taken by the young adults for this project.
- Select favorite photos were organized into a Flipgram and posted on our [Instagram](#) and [Facebook](#) accounts.



As a way of permanently memorializing the photos and reflections of the young adults who participated in this project, select photos will be framed and mounted in Good Shepherd's new ENY community center (opening date: May 2017). In this way, the voice of our young people will become a permanent fixture in the halls for all community residents to see.

We have also sought opportunities to share this participatory approach with practitioners and evaluators. [A brief guide](#) to implementing photovoice, co-authored by the two project leads, was published by the American Evaluation Association's daily blog, AEA365 (see Appendix C). Since its publication, we have received phone calls and emails from staff in other programs seeking guidance for the implementation of their own photovoice project.

Finally, the insights gained from this project, as well as the participatory methodology, will be used by Good Shepherd as it moves forward. The feedback the young adults provided has and will continue to be used in the agency's strategic planning process. Examples include further collaboration opportunities with community partners, increased use of green space, and a need for increased advocacy around health and wellness issues. Additionally, we intend to recreate the photovoice project in other neighborhoods. In this way, we will ensure that the voice of its young adults will continue to be heard and to have an impact on the direction and vision of the agency.

APPENDIX A



***LET'S CHOP IT UP!***  
2 weeks. 10 photos. 1 story.

**“THIS IS MY COMMUNITY.”**

For 2 weeks, tell the story of your neighborhood through pictures. Meet as a group to learn about the project, borrow a GSS camera to take pictures of your life in East New York and, after a week, share your story. There will be two meetings; each will have pizza and refreshments. You will receive a gift card at the end of the project as a thank you for your time and thoughts. We hope you will join us!

**Pizza | Free Gift Cards | Storytelling  
October 19th -November 4th**



## APPENDIX A

### “THIS IS MY COMMUNITY.”

You have been selected to participate in a special Good Shepherd Services program project called “THIS IS MY COMMUNITY” so that we can get to know you, your life, and your neighborhood better. If you choose to participate, you will be lent a GSS camera so that you can tell us the story of life in your neighborhood through photos. **Think of it like an Instagram account for East New York.** Your photos will respond to three prompts:

- These are the places where I feel like I belong.
- This is my community at its best.
- This is something that I would like to change.

Below are some details about the project. Read them carefully. If you would like to participate after reading them and discussing them with a parent or guardian, please the attached form and bring it with you to your first meeting.

Let us know if you have any questions. We look forward to working with you!

#### TIME COMMITMENT

There will be two meetings. The first meeting will be on Wednesday, October 15<sup>th</sup> from 5-6pm at Groundwork for Success (692 Blake Avenue). At this meeting, you will learn about the project, learn details about what you will be photographing, and receive a camera. You will have one week to take pictures as you live your everyday life. You will then turn in your camera and, on November 4<sup>th</sup> from 4:30-6:30pm, we will meet a second time. At this meeting, you will tell us the stories behind the photos you took and receive a gift card as a thank you for your time.

COMMITMENT	DATE AND TIME	LOCATION	DESCRIPTION
Introduction Meeting	10/19 from 5-6pm	Groundwork for Success (692 Blake Ave)	Learn about the project and photography. Get your camera.
Take Photos of ENY	10/19 to 10/26	Everywhere you go!	Take photos that respond to the 3 statements.
Return Your Camera	10/26 between 9am and 7pm	Your program's point person	Return your camera to Ms. Burack, Mr. Alexander, or Ms. Smith
Sharing Meeting	11/4 from 4:30-6:30pm	Groundwork for Success (692 Blake Ave)	Share the story behind your pictures, see everyone else's photos, and get your gift card.

#### WHAT DO I GET OUT OF IT?

This is a chance to express yourself to an organization that wants to be involved in your community. What you say has the power to affect what we do. You also get delicious pizza at the two meetings and a \$30 gift card. Not a bad deal!

## APPENDIX B

### “THIS IS MY COMMUNITY.”



You have been selected to participate in a special Good Shepherd Services program project called “THIS IS MY COMMUNITY”. Good Shepherd Services received a small grant to fund this project so that we can get to know you, your life, and your neighborhood better. This evening, you will be given a camera so that you can tell us the story of life in your neighborhood through photos. **Think of it like an Instagram account for East New York.**

**Your task:** in the next 6 days, take up to **10 photos** that capture what your neighborhood is to you. Here are some ideas to get you started.

- ✓ These are places where I feel like **I belong**.
- ✓ This is my community **at its best**.
- ✓ This is something that I would like to **change**.



APPENDIX B

“THIS IS MY COMMUNITY.”



**BRAINSTORM**

What are some **places**, **people**, **objects**, or **events** that you want to take pictures of?

These are places where I feel like I belong.

This is my community at its best.

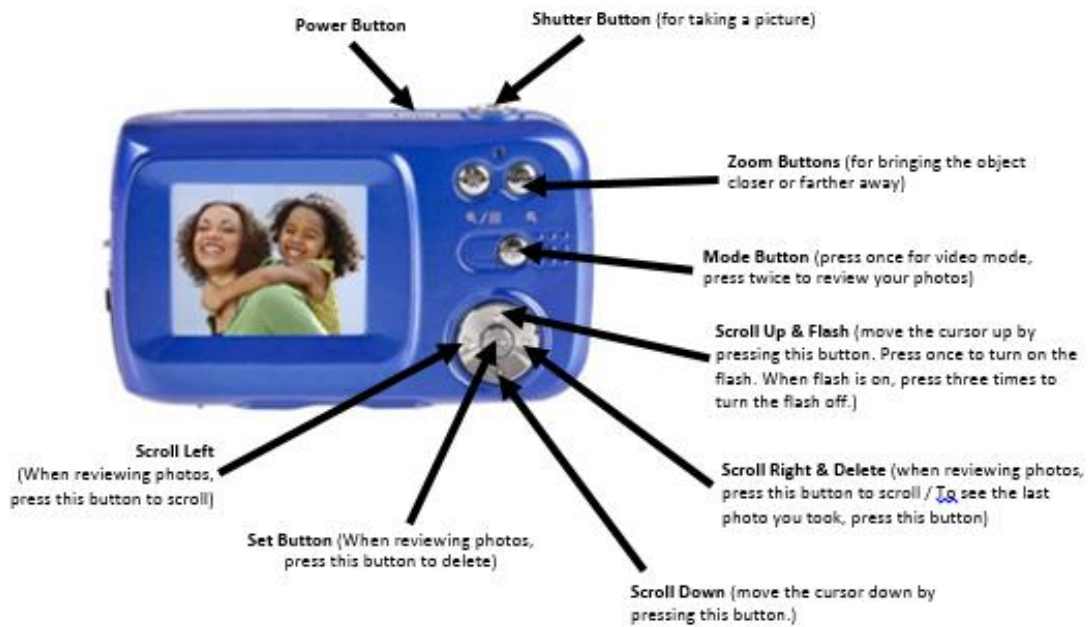
This is something that I would like to change.

## APPENDIX B

“THIS IS MY COMMUNITY.”



### USING YOUR CAMERA



#### Multi-Step Quick Guide

To review your photos:

- 1.) Press the “Mode” button twice
- 2.) Scroll left and right using the scroll buttons
- 3.) To begin taking pictures again, press the “Mode” button

To delete a photo:

- 1.) Put your camera in review mode (see instructions above)
- 2.) Scroll until you have found the photo you would like to delete
- 3.) Press the “Set” button
- 4.) Using the up and down scroll buttons, highlight either “Delete this Photo” or “Delete All Images”
- 5.) Press the “Set” button to delete

## APPENDIX B

### “THIS IS MY COMMUNITY.”



#### PHOTOGRAPHY (& Life) TIPS FROM A PROFESSIONAL PHOTOGRAPHER

1. **Zoom in on the subject** (*Pay attention to what's in front of you*).
2. **The "Rule of Halves"** (*Rules are good, most of the time*).
3. **Speak up** (*Closed mouths don't get fed*).
4. **If you are photographing a person, encourage him or her to "Be Yourself"** (*...be yourself!*).
5. **Find a unique perspective.** (*When faced with a challenge, think outside the box*).

#### NEXT STEPS

- Go have fun! Be creative! Express yourself!
- Choose the **top 10 photos** that represent your community and **delete the rest**.
- Return your camera **with 10 photos only** to your program's point person on **Wednesday, October 26th** between **9am and 5pm**.
- Join us to talk about your shots on **Friday, November 4th** from **4:30-6:30pm**. At the meeting, you'll get printed copies of your photos, your gift card, and other exciting things!

APPENDIX B

“THIS IS MY COMMUNITY.”



ASSENT TO PARTICIPATE

WHAT WE ARE DOING

Good Shepherd Services (GSS), a non-profit organization, is sponsoring a project to learn more about you and your life in East New York by empowering you to share with us pictures that represent your life, your interests, and your neighborhood in general.

WHAT WE'RE ASKING OF YOU

GSS is lending you a camera to take pictures of your daily life. After you finish taking all the pictures, you will return the camera to GSS. GSS will then print the pictures, return them to you, and ask you to share the stories behind them.

The camera and the pictures you take are the property of GSS. We will, however, give you copies of your photos to keep.

There are a couple of rules to this project:

**Respect Privacy.** Do not take pictures that invade someone else's privacy.

**Do Not Trespass.** Pictures should be taken on public property. If taken on private property that is not your own, ask permission first.

**Get Permission.** You must get verbal consent to take pictures of a person or small group of people. You do not need permission to take a picture of a large group of people.

**Do Not Take Pictures of Illegal Activity.**

**Be Visible.** Do not hide when taking photos. If people ask what you are doing, explain it to them.

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-----  
**FOR PROJECT PARTICIPANTS**

I have either read this form or had someone read it to me. I understand what it says. By signing, I am agreeing to be a part of this project and will obey the rules.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Print Name \_\_\_\_\_

**FOR PARENTS OR GUARDIANS**

I have either read this form or had someone read it to me. I understand what it says. By signing, I am agreeing to have the youth under my care be a part of this project and will do what I can to ensure s/he obeys the rules.

Parent/Guardian's Signature \_\_\_\_\_

Date \_\_\_\_\_

Print Name \_\_\_\_\_

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## YFE Week: Elizabeth DiLuzio and Miranda Yates on Implementing Youth Photovoice for Strategic Planning

No comments · Posted by *sgrant* in Youth Focused Evaluation

Hello! We're **Elizabeth DiLuzio** and **Miranda Yates** from the Strategy, Evaluation, and Learning Division at **Good Shepherd Services** in New York City. As an organization dedicated to youth and family development, we strive to develop and offer programs that integrate the values, insights, and ideas of our participants. And, as an organization dedicated to evidence-based practice, we are continually seeking ways to incorporate innovative and effective methodologies into our work.

**Photovoice**, a research methodology implemented with youth and other frequently marginalized populations, utilizes the power of photography as a catalyst for self-expression. It invites individuals to capture on film information about their lives and perspectives that might otherwise be difficult to express. A Community Portraits grant from the **Human Services Council** and **Measure of America**, with funding provided by **The Leona M. and Harry B. Helmsley Charitable Trust**, recently enabled us to utilize Photovoice as a tool for including youth perspectives in our strategic planning process. Our project focused on the East New York neighborhood of Brooklyn where Good Shepherd Services seeks to deepen its work.

Interested in implementing this approach?

### Hot Tips:

1. **Prepare Your Prompts Carefully.** Craft 3-5 simply worded prompts that capture the questions you seek to address. Write prompts as first

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person statements. Our prompts were:

- These are the places where I feel like I belong.
  - This is my community at its best.
  - This is something that I would like to change.
2. **Utilize Your Resources.** Ask program staff to assist with recruitment. Solicit feedback on project materials, from the project flyer to the **informational packets**. We also found success in partnering with a former participant and professional photographer who shared tips with participants and helped host the meetings.
  3. **Point-and-Shoot, Disposable, or Cell Phone?** There are pros and cons to the type of camera you select. Factors include budget, pixels, product availability, and photograph collection method.
  4. **Harvest the Feedback.** Design a **participatory meeting** that offers space and time for participants to reflect on their photos and those of others. Encourage participants to discuss and interpret the photos – identifying trends, themes, and what can be learned
  5. **Share the Results in Multiple Ways.** In addition to informing strategic planning, use the results to impact conversations in multiple forums. Ensure participants have copies of all their work to take with them. Display the photos at the program site. Create a photo gallery that is open to the public. Bring photos to spark conversation at a community convening. Write an advocacy report.

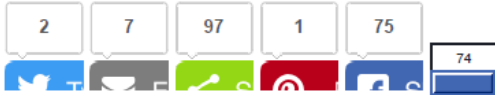
**Rad Resource:**

“**I Bloomed Here**”, a guide created by the National Indian Child Welfare Association, has more helpful tips and ideas for designing your own Photovoice project.

*The American Evaluation Association is celebrating Youth Focused Evaluation TIG Week with our colleagues in the YFE AEA Topical Interest Group. The contributions all this week to aea365 come from our YFE TIG members. Do you have questions, concerns, kudos, or content to extend this aea365 contribution? Please add them in the comments section for this post on the aea365 webpage so that we may enrich our community of practice. Would you like to submit an aea365 Tip? Please send a note of interest to aea365@eval.org. aea365 is sponsored by the American Evaluation*

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*Association and provides a Tip-a-Day by and for evaluators.*



*photovoice · youth focused evaluation*

*No comments yet.*

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**Good Shepherd Services  
Community Portraits Expense Report  
09/15/2016 - 1/17/2017**

<u>Personnel</u>	<u>Projected Budget</u>	<u>Actual Expenses</u>
Assistant Executive Director @ 0.08 FTE	2,250	2,492
Project Manager @ 0.15 FTE	1,895	2,658
<b>Sub-total Personnel</b>	<b>\$ 4,145</b>	<b>\$ 5,150</b>
<b>Fringe Benefits @ 26%</b>	<b>\$ 1,046</b>	<b>\$ 1,339</b>
<b>Total Personnel Cost</b>	<b>\$ 5,191</b>	<b>\$ 6,489</b>
<b><u>Other Than Personnel Services (OTPS)</u></b>		
Disposable Cameras	400	772
Gift Cards (20 Participant @ \$50 each)	1,000	570
Food/Drink	500	343
Supplies	1,000	761
Data viz (consultant)	500	0
Printing	500	156
<b>Sub-total OTPS</b>	<b>\$ 3,900</b>	<b>\$ 2,602</b>
<b>Total Direct Cost</b>	<b>\$ 9,091</b>	<b>\$ 9,091</b>
<b>Indirect Cost @ 10%</b>	<b>\$ 909</b>	<b>\$ 909</b>
<b>Total Amount</b>	<b>\$ 10,000</b>	<b>\$ 10,000</b>