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
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@amcgov.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, BHRS

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!
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 America 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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CHANGE THROUGH PHOTOGRAPHY

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

Photovoice will enable you to voice your struggles within the community and in your life. Participants will use photography to express themselves and share their experiences. Discuss challenges that Arab-American youth face, connect with others in the community, raise awareness, and make a change.

Anyone can do PHOTOVOICE. NO experience necessary!

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!

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

RSVP and register by
February 27th to
Florina Petcu at
fpctou@smgov.org
650.301.8668

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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?
Not a community member associated with the government

Location is associated with stigma

“Let your voice be heard”
“emotional wellness”
“discuss challenges”
“struggles in your life”

Time commitment

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FREE EVENT!
What is next?

Some suggestions

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