

**Kaiser Permanente
Community Health Initiatives
Photovoice Q&A**

What is Photovoice?

- Photovoice is a technique that puts cameras into the hands of community residents so they can document the barriers to healthy eating active living in their own communities.
- The Photovoice DVD tells the story of the positive changes that are taking place in Kaiser Permanente's Healthy Eating Active Living communities through the use of this methodology.
- By creating a visual record of the environmental conditions in their neighborhoods, residents identify opportunities for community change, help set priorities, and act as advocates for change with city officials, policy makers, and legislators.
- Photovoice is being implemented in at least 18 Kaiser Permanente communities across six states to lift up residents' voices and create change. By using Photovoice across the nation, our communities are starting to see significant outcomes in relatively short timeframes.

What are community health initiatives and Healthy Eating Active Living?

- Community health initiatives for Healthy Eating Active Living are Kaiser Permanente-supported efforts to help communities make concrete changes that make it easier for residents to eat healthier and be more physically active.
- Working closely with community-based organizations, policy-makers, residents and other key stakeholders, we are working to build healthy eating and physical activity into people's every day lives by changing the policies, systems, and physical conditions in places where people live, work, learn and play.
- To learn more about Kaiser Permanente's community health initiatives, visit the community benefit Web site at kp.org/communityhealth.

How can this be used?

- Internal uses:
 - Kaiser Permanente employees and physicians are eager to learn about the activities we support that help make our communities healthier. View the video with your team at your next staff meeting to build awareness of community benefit efforts and to instill pride in Kaiser Permanente.

- Post a link to the video to the Community Benefit Web site (info.kp.org/communitybenefit/html/video_library/video_library.html?id=19) and/or youtube.com/kaiserpermanenteorg on your department's intranet site to make it easier for your team to find us.
- External uses:
 - Include the video as part of your Kaiser Permanente booth presence at future conferences. You can also include collateral materials from your regional community benefit office, which describe our activities.
 - Share this effort in conversations with friends and colleagues outside of Kaiser Permanente, as a specific example of how we understand that good health extends beyond our doors, and that we invest significant resources in programs that improve health of our communities.
 - Photovoice has proven its value as a powerful tool for advocacy. If you are engaged in volunteer commitments that involve making infrastructural changes that impact your community, consider sharing our experience with Photovoice to inspire fresh ideas.

How can I get additional copies?

- For DVD or Flash requests, contact Jennifer Burns-Pope at jennifer.a.burns-pope@kp.org
- **You may also view the video on the Kaiser Permanente You Tube site at:** <http://www.youtube.com/kaiserpermanenteorg>