



Photovoice 2 Webinar Presented by Nora Manzanilla

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(Baezconde-Garbanati, PI; Cruz, Koprowski, and Unger, Co-Investigators). 1

Tobacco Enforcement Program TARGET (Teens and Retailers Getting Educated on Tobacco) Project

Nora Manzanilla, Program Director

TARGET Project Planning

➤ Project Planning

• Collaboration with Los Angeles Unified School District (LAUSD)

– Meetings to discuss 20 participant high schools

• TARGET Project Staff:

- School selection based on illegal tobacco sales to minors (Hot Spots) areas.
- Mapping of 25 - 40 Tobacco Retailers around participant high schools
- Assessment of retailers conducted through drive-by, database research
- Create database of retailers organized by geographic locations
- Assign teams and designate drivers and chaperones

TARGET PhotoVoice Check List

➤ Create a check list of items and materials needed on the day of the PhotoVoice field trip, such as:

- List of Retailers
- Parent Permission Slips
- Photo Release/Consent Form
- Maps – Driving Directions
- Cameras
- Pens, Clipboards & Sign-In Sheets
- Name Tags or T-shirts
- Water & Snacks

*TARGET Project check list is available on TEAM Lab website

PhotoVoice Data Collection

➤ TARGET Teams

- 2 Adults per team: a Driver and a Chaperone

➤ Merchant Education Packets

- Discussion with Retailer and Student
- Requesting Permission for Access

➤ Safety Concerns a Priority!

- Potential risk: i.e. loiterers, gangs and tobacco shops
- Police presence

Students Working on PhotoVoice Displays



PhotoVoice Displays



PhotoVoice Data Management

- **Photos are downloaded and saved on to a network drive**
 - An external or flash drive or CD should be utilized as a back up
- **Photos are reviewed and some may be deleted prior to sharing with students**
- **Photos are organized by camera numbers and teams**
 - Camera numbers are included in the observational surveys
- **Photos are printed on a color printer and taken to the schools for PhotoVoice displays**

PhotoVoice Data Analysis

- **Qualitative Data Analysis**
 - **Note the differences between communities...**
 - The type and amount of advertisement
 - Amount of Litter
 - Outlet Density
 - Type of non-traditional tobacco outlets
 - Increase in the tobacco only shops
 - **Student made connections with information discussed during session and what they observed and photographed in their community**

Survey Data Analysis

- **Approximately 600 stores were surveyed throughout the City**
- **Surveys are collected and reviewed**
 - For accuracy, store closures and missing data
- **Survey data is input into an excel spreadsheet**
 - Each response to the question is counted and totaled
- **Survey Findings**
 - Liquor stores were the most common type of stores near schools
 - The ratio of pro-tobacco ads to anti-tobacco messages around participating schools is approximately 7:1
 - Marlboro, American Spirit and Newport were the three most heavily advertised brands

Dissemination

- **School Events**
 - Students conduct on-campus activities through assemblies, health fairs, rallies and after school events
 - Youth Speakers Bureau
 - Specialized training for students on civic participation
 - Opportunity for students interested in articulating the lesson learned in City Council
 - TARGET Project Staff
 - Develop reports for Council members, school board members on TARGET Project findings
 - Meetings with School Board Members and Council members
 - Newsletters and school newspapers

Lessons Learned

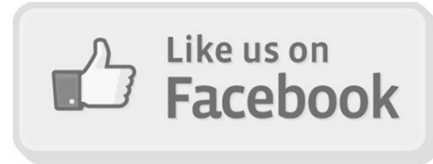
- **Safety**
- **Liability**
 - LA City Attorney Office
 - LAUSD
- **Labor Intensive**
 - Detailed Planning
 - Developing Procedures and Protocols
 - Demand extra staff hours and workload
- **Easier to work with Charter and or Private Schools Coordinate with local law enforcement**
- **Engage Principal at the school from the onset and understand the school's politics**
- **PhotoVoice displays are well received and liked by teachers, schools, administrators, and Council members.**

Questions?

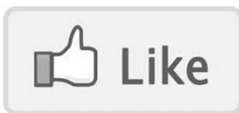
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California's
Winnable
Battle
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Against Tobacco**

Join in on the conversations!

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How many are watching
in a group setting?

Please enter the number of people that
watched the webinar in the
chat box/question box.

*A separate training satisfaction survey will be emailed to you.

Thank you!

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Thank you!

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