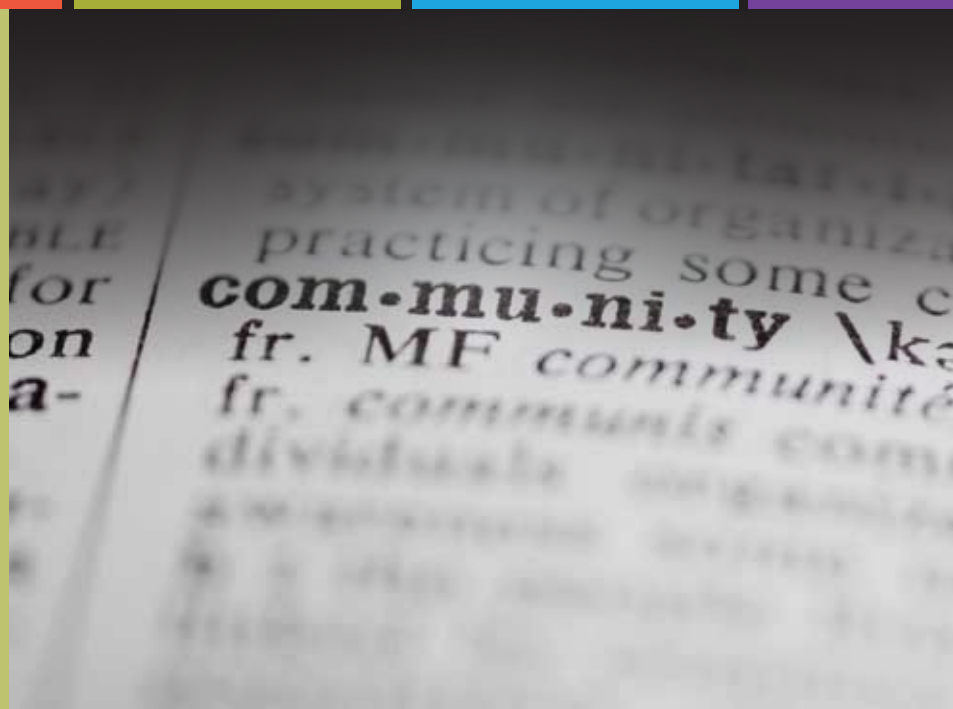




# a **The Voice of the Community:** photo**VOICE** **Project**

A publication of the Center for Health Equity, Maxine Goodman Levin College of Urban Affairs, Cleveland State University





**a** **The Voice of the Community:**  
**photoVOICE**  
**Project**



## **Cleveland State University's Center for Health Equity**

received a National Institutes of Health/National Center on Minority Health and Health Disparities grant in 2005. The purpose of the project (ACT: Advancing Central's Health Together) was to partner with a local medical center, St. Vincent Charity Hospital, and the residents of an urban neighborhood in Cleveland, Ohio to understand their concerns about obesity and its health consequences, and to use Community-Based Participatory Research (CBPR) methodologies to develop effective obesity-related interventions. Throughout the project, a community group, self-identified as the Central Community Healthy Group (CCHG), met consistently and worked closely with the project team to support the associated activities.

One of the hallmarks of a CBPR project is to build trust and sustainability with the target community. Three strategies were identified during the project that contributed to the sustainability of the CBPR approach: 1) leadership training, 2) social marketing, and 3) PhotoVoice project. The ACT project engaged CCHG members and through a series of trainings honed their leadership skills and allowed them to advocate for themselves and their community. Social marketing surfaced as a strategy to inform more community members about healthy living and nutrition. Through community consensus, the slogan "Eat Healthy, Feel Good, Live Longer" emerged. Activities were initiated to distribute healthy recipes at various locations in the community. A subsequent activity was the PhotoVoice project. PhotoVoice is a process through which people can identify, represent and enhance their community through a specific photographic technique. Twelve CCHG members documented their experiences of the strengths and weaknesses of the Central neighborhood with respect to the slogan "Eat Healthy, Feel Good, Live Longer" through photography. The photographers were taught how to take photos using a simple disposable camera and to take each photo around specific themes (social structures, prevention and treatment, social support, diet and nutrition, and environmental factors). These photos illustrate a range of health factors such as stress, income, resilience, and family support that impacts both the individual and community beyond healthcare access. This booklet is a collection of the photos. The title and caption of each photograph represents the photographer's motivation and message they wanted to portray. The hope of this booklet is to view and understand the health and wellness of the Central neighborhood through the eyes of some of its residents.

# photographers



## Deloris Abdul Malik

Born in Cleveland, Ohio, she is a life-long resident. She has 6 sons, 21 grandchildren and 7 great-grandchildren. Her hobbies are reading, walking, listening to gospel music and attending church to hear the words.



## Sadie Jackson

Born in Cleveland, Ohio, she has 3 sons, 2 daughters, 18 grandchildren and 8 great-grandchildren. Her hobbies are reading, writing, and going to church at St. John AME where she has been a life-long parishioner.



## Anne Franklin

A life-long resident, she was born in Cleveland, Ohio. Her hobbies are reading, sewing and playing bingo where she wins now and then. She believes strongly in the importance of remaining active.



## Nikki Ali Jarreux

Born in Little Rock, Arkansas she comes from a long line of healthy people. Her mother just celebrated her 93rd birthday. She has 2 sisters, a son, and a grandchild. Her hobby is music and she attends St. Phillips Church.



## Jean Howard

She was born in Cleveland, Ohio and has a daughter, 2 sons and 3 grandchildren. Her hobbies are reading, word puzzles, cooking, and volunteers at her church (Church of God) and the Cleveland Foodbank. She is always on the go!



## Mildred Lowe

She was born in Cleveland, Ohio and is a life-long Central resident. She has a son and remains active in the community in various volunteer activities. Her hobbies are knitting and crocheting.



**Lila Mills**

Born in Richmond, Kentucky, she moved to Cleveland in 1948 and was married for 43 years. She has 2 nieces, 1 nephew, 6 great-nieces and nephews and 11 great-greats. Her hobbies are baking and working in the kitchen at her church, St. Timothy Missionary Baptist Church.



**Diane White**

Born in Cleveland, Ohio, she has 3 children and 2 grandchildren. Her hobbies are exercise, bingo, and line-dancing. She enjoys helping her neighbors and staying active for her health.



**Dorothy Roberts**

Born in Gloster, Mississippi, her hobbies are cooking and singing in the Corinthians Baptist Church choir. She has 2 sons and 2 daughters and lots of grandchildren. She is proud that all of her children are college graduates.



**Lavallia Williams**

Born in Tuskegee, Alabama, she has a son and daughter-in-law, 1 grandchild and 3 great-grandchildren. She has been a member of Mt. Moriah Baptist Church for 40 years. Her hobby is photography.



**Priscilla Walton**

She was born in West Virginia and has lived in Central for 60 years. She is the oldest of 9 siblings and has 1 daughter and 1 grandchild. She worked for the Departments of Public Health and Aging for 19 years as an outreach worker. She was selected as a "Living History" for Ward 5 in 2005.



**Loretta Williams**

Born in Cleveland, Ohio, she is a retired city worker. She is happily married and they are proud parents to 3 college graduates and 2 potential graduates. Her hobbies are cooking, cleaning, and shopping.

# photovoice



## STEP IN THE RIGHT DIRECTION

I take the stairs instead of the elevator in my building. It gives me exercise – keeps me limber.



## HARMONIOUS ACCORD

I play the organ at my church. When I feel stressed out I play music and feel better. I share my talent by passing it on to my children.



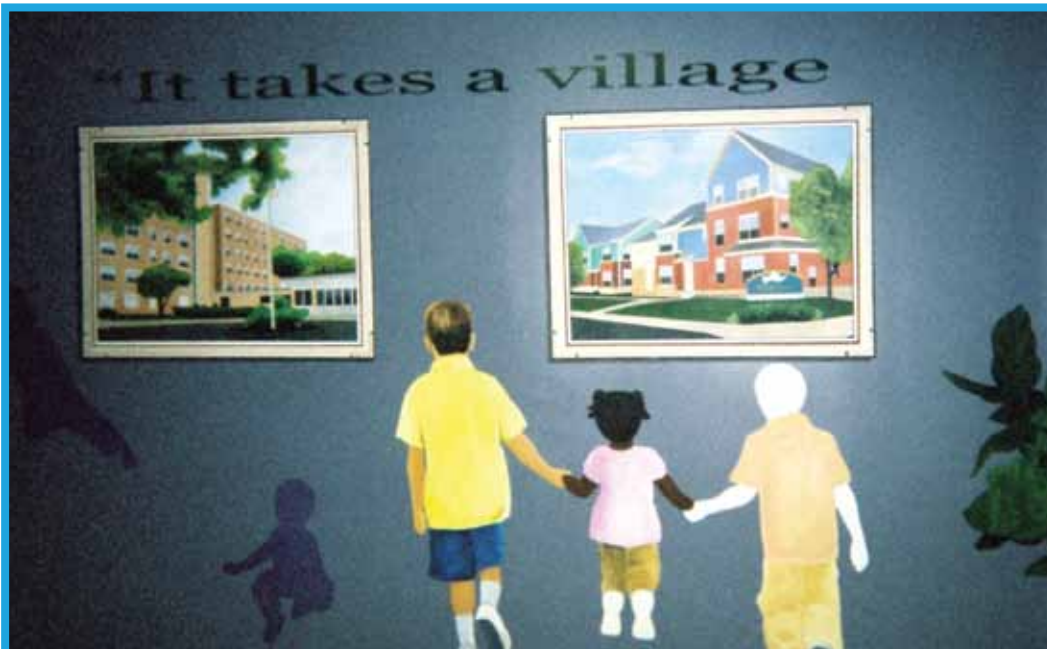
## WALL OF FAME

These pictures are on the wall of my house and it's important because all my kids graduated. Their accomplishments make me feel very good!



## SIGN OF THE TIMES

I gave Him a chance and I've been going ever since!



## HAND IN HAND

This wall is across from my street. It takes a village to raise a child.  
Healthy eating from the beginning goes a long way.

eat healthy 🍀  
feel good *live longer!*



## BANK ON NUTRITION

Every Friday, the Cleveland Foodbank brings food. Every week they bring different items that are good for us. Some people don't get to the store to buy healthy things. I think it's a good thing for people to have nutritious food.



## DAILY GRIND

The Politician Sculpture – all the parts move but they don't do anything. If you are stressed out you are in trouble. You can eat right but stress overrides everything.



## SPIRITUAL HISTORY

This is my granddaughter Jasmine. She is standing in front of a local landmark – my church – St. John AME. She is the seventh generation to attend. Spirituality – Family – Food.



## ART OF FILLING A CART

We always try to pick out the best items that fit in our budgets.



## HOME GROWN

Dave's is a neighborhood supermarket. This is one of the only ways residents can get the food they need.



## RIPE FOR THE PICKING

Frozen vegetables and some entrees – just add meat and you've got a meal. People should eat a lot of vegetables. Fresh first, frozen second and canned vegetables last.

eat healthy 🍀  
feel good *live longer!*



## TEMPTATION IN MODERATION

Kentucky Fried Chicken is good to you but not good for you!  
Every now and then I do eat it. I know my limit.



## LINK TO HISTORY

E. 55th – the home of the old Central School. At that time the street was named Wilson. Generations of Central residents attended this school including my father. It was torn down before 1959. It reminded me of an old castle.



## NO PLACE LIKE A HOME

When you look at this picture you have to understand that a family has walked away from this home. If the family would have been allowed to stay, this home would have been taken care of. This house represents homeless people.



## LIVING PROOF

My mother just turned 93. She taught me how to eat healthy. She is beautiful to me. I want to get to the age of 93 by eating healthy.



## DASH FOR CASH

ATMs are convenient if you have money in the bank. Twenty-four hours you can go and get money to do the things you want.



## WANTED: DELINQUENTS

This is the new jail for our young people. New housing for our youth that our taxes are going to pay for. This polluted ground will house our bad kids.



## MAKEOVER TAKES OVER

Some of these new homes have replaced the projects. That's good living! Anything that looks better has to be better for your health.

eat healthy 🍃  
feel good *live longer!*



## LACK OF GOOD SNACKS

This is the only alternative to the kids' school lunch.  
It is this or nothing. Other schools have choices.



## POWERLESS

This was a viable building for the electric company and now the economic system is failing. No jobs equal stress. All the vegetables in the world will not help you if you are stressed.



## STITCH INTIME

This is mental exercise for me. I would like to get back into sewing.



## BACKING THE COMMUNITY

Cleveland has community relations boards. This is a group of civilians that are auxiliary police. They wear green jackets because they are certified in CPR. They are beneficial to my neighborhood.



## PURE F-U-N

I like having fun and being social. Bingo is great for older people like me.



## WELL-DESERVED REWARD

Rock-n-Robots perform at local schools with a program on healthy lifestyles. Kids get to see the show as a reward for completing their schoolwork.



## BLOSSOMING

I sat down to get all my papers and stuff together. The Central Community Healthy Group brought me those flowers! I was in the nursing home to get better and I did.



## MAKINGS OF A GARDEN

These boards are for raised beds for my garden. OSU County Extension gives you seeds, plants and everything else. You just need four or more people to participate.



## EVERYTHING UNDER ONE ROOF

The Faith Baptist Community Center provide services to pregnant ladies, serve food on Wednesdays, and have counseling services. They've been here for the last eight or nine years. They help a lot in the community.



## HALL CALLING ALL

The dining hall is for socializing with the other nursing home residents. If you are feeling better it shows at the dining room. You are happy to be out of your room.



## RECIPE CENTRAL

This is my kitchen. I stay in here all day!  
I cook original recipes in here.



## AFTERNOON GOONS

Mr. Paul's has been in business for over 50 years. A Mom and Pop store - this was the only store to get bread and milk for a long time. Now guys are just hanging out there in the middle of the day.



## ADDED VALUE

The new units are about three years old. My unit got a facelift - trying to bring the community up to standards and make it nice. I also go to resident meetings so I can find out what is happening in our community.



## LIVING AMONG US

Plants make me feel happy. A plant in your home helps the environment. I cannot have them outside my home so it's very important to me to have them inside.



## LIGHTING OUR WAY

This is the parking lot at Arbor Park Village. The lot is close to the building so you don't have to walk so far. You feel safe because it is well lit.



## DOMINO EFFECT

The Cleveland skyline has tall, strong buildings. The residents in many communities are crippled with bad debts and foreclosures from big businesses who in turn are feeling the economic crunch.



## THE THRILL IS GONE

It's so sad. It used to be a thriving community and now it's nothing. Hawthorne was my old street and the condition it is in now is sad to me.

# The Voice of the Community: A PhotoVoice Project

May 2009



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## PARTNERS



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