

Rural Public Health Nursing and Rural Older Women's Health: Using Photovoice to Expand Understanding and Practice



Beverly D. Leipert, RN, PhD, UWO
Carol McWilliam, RN, PhD, UWO
Dorothy Forbes, RN, PhD, UWO
Mary Lou Kelley, PhD, Lakehead
Pam Wakewich, PhD, Lakehead
Tamara Landry, PhD Student, UWO

**This research was funded by the
Social Sciences and Humanities
Research Council of Canada**

Purpose of the Presentation

- Discuss the photovoice method, strengths, and challenges.
- Highlight research findings about the health promotion needs and resources of older rural women.
- Explore ways to advance rural public health nursing practice with rural older women using photovoice



Photovoice Method

- Cameras and logbooks provided to participants in camera orientation session
- Time to take pictures, usually a few weeks
- Retrieval of cameras and logbooks; film developed
- Meet with participants to discuss pictures and logbook data to address research questions

Photovoice History and Use

- Developed for research with rural women (Wang, Burris, & Ping, 1996; Wang & Burris, 1997).
- Philosophical roots in feminist inquiry, Freire's critical consciousness work, and participatory action.
- Useful to:
 - elicit rich data about lived experience
 - inform consumers, policy makers, practitioners, and the public about health issues
 - facilitate individual and community action and empowerment.

How Rural Public Health Nursing Fits and Works with Photovoice Research

Rural public health nurses:

- appreciate multiple diverse points of view, which fits with the feminist and empowerment philosophical foundations of photovoice
- are adept at marketing and attracting people to health promotion which assists with recruitment
- have expertise in communicating individually and in groups, useful in photovoice data collection
- have credibility and many community connections which assist with dissemination

Objectives of the Photovoice Study

- To examine the social and health promotion needs and resources of rural older women, 65 years of age and over, in northern and southwestern Ontario, using photovoice.
- To explore the fit and utility of photovoice with this population.

Study Participants

- 31 women, aged 55-89, from South-Western Ontario.
- 4 lived on a farm (5-18km from nearest town), 14 lived in a town (population 250-7500).
- Education: Less than Grade 9: 15; Grade 9-13: 9; Trade/technical certificate/diploma: 8; University undergraduate degree: 1; University graduate degree: 1.
- Marital Status: 8 married, 18 widowed, 2 divorced, 1 common-law.
- Income: 1 (Under 10,000), 7 (\$10,000-\$19,999), 11 (\$20,000-\$39,999), 3 (\$40,000-\$49,999), 3 (50,000-59,999)
- Health Status: 8 (excellent to very good), 11 (good), 8 (fair), 1 (poor).

Study Method

- Older women recruited in 4 rural communities in SW Ontario via seniors groups, Women's Institutes, public health nurses and word of mouth.
- Five camera orientation sessions (6/4/8/5/8), log books.
- Two weeks of picture taking.
- Cameras, log books, forms collected; Pictures developed by researcher.
- Five focus group sessions (6/4/8/5/8).
- Analysis of focus group data by participants;
- Analysis of focus group, logbook and pictorial data by researchers using NVIVO.

Photographs

- Participants took a total of 593 pictures;
- 18 of these pictures excluded due to lack of clarity of meaning or picture depiction;
- 14 pictures could not be included for public presentation due to lack of consent, although they were included in the analysis.
- 575 pictures were analyzed.

Analysis Methods

Four analysis methods used:

- Method One (Wang & Burris, 1997)

Participants select, contextualize and codify:

- In selecting, participants choose photos for discussion.
- In contextualizing, perspectives about pictures are shared which promotes discussion.
- Codifying occurs when themes or issues arise from discussion.

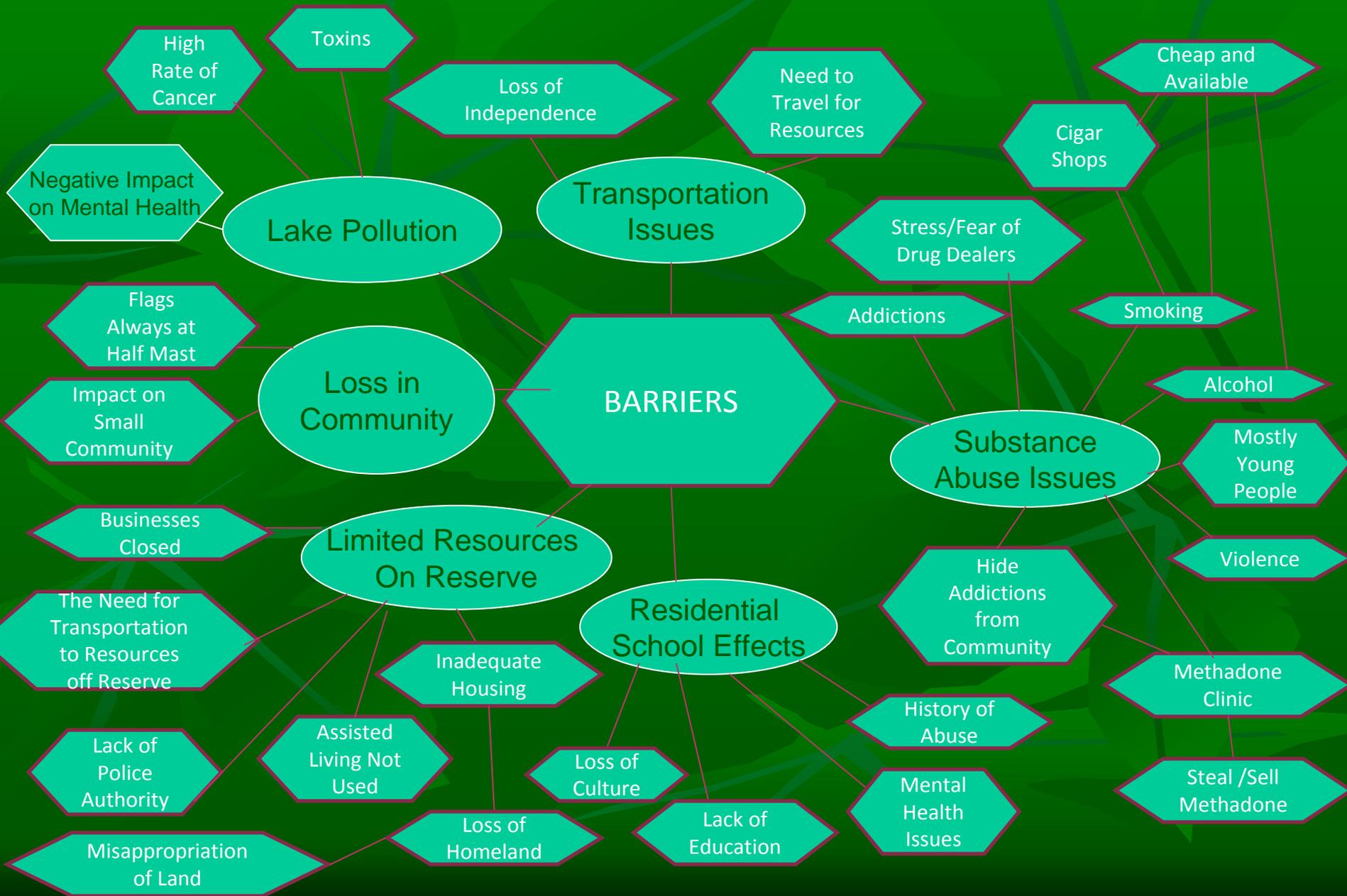
- Method Two (Leipert & Smith, 2008)

- Line-by-line coding of transcripts of group and log book data to identify key words, phrases, and themes.

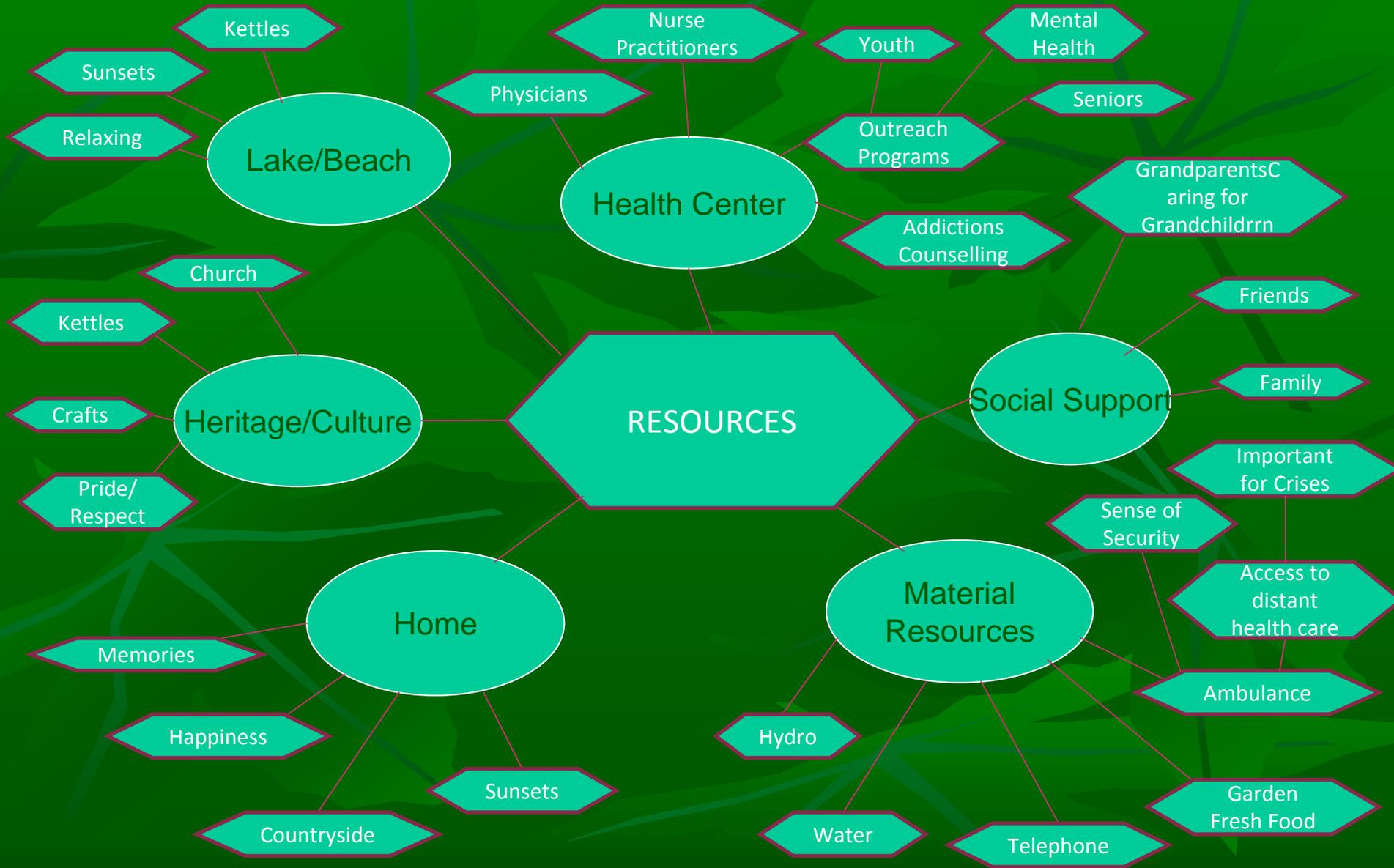
Analysis Methods

- Method Three (Oliffe, Bottorff, Kelly, & Halpin, 2008)
 - Preview: photos and perspectives are considered in context.
 - Review: photos viewed again to compare and interpret contradictions and explanations
 - Cross-photo comparison: all of the participants' pictures are viewed together to determine themes.
 - Theorizing: more abstract understanding is developed by linking themes to theory.
- Method Four (Dennis, Gaulocher, Carpiano, & Brown, 2009) - Mapping

Community X Health Promotion Barriers



Community X Health Promotion Resources



Findings: Health Promotion Needs

- Quality care and access
- Church closings
- Limited rural infrastructure
- Transportation issues
- Community issues and health challenges
- Farming challenges
- Political issues

Findings: Health Promotion Needs



“This is the nursing home where my husband lived. The reason we chose [it] is because it was close to where we lived...[When it closed] we had to take the first one that came up...23 km away [from home]”

Findings: Health Promotion Needs



“Without wheels, we’re stuck...there’s no bus stopping where I live... When stores are closing...there’s something missing...you can’t get what you would get...in a larger community”.

Findings: Health Promotion Needs



“I think sprays are a big danger to our health...because the spray drift is gonna go for several miles...I don't think it would be organic because of spray”

Findings: Health Promotion Resources

- Homes/Gardens/Landmarks
- Past times/Hobbies
- Social support/Pets
- Transportation
- Church/Faith
- Volunteering and Community Connection
- Access to health care services

Findings: Health Promotion Resources



“[Church is] the center of everything...the heart of the community...children were christened there, weddings, funerals, it’s you, it belongs to you”.

Findings: Health Promotion Resources



“I used to work nights...I loved to come home, jump on the tractor, go out to the fields and think...this is freedom, I can watch the birds...the trees...how relaxing to get away from stressful work”.

Findings: Health Promotion Resources



“I [have made] several hundred quilts... They help me care for my family, help them remember me, quilting is something to do and it is fun”.

Utility of Photovoice

- Benefits of Photovoice:
 - Taking pictures
 - Facilitated appreciation of health and community needs and resources.
 - Stimulating: “It gets us out, gets us moving...to look for...and think about something...new”.
 - Focus Group Discussions
 - Educational; enhanced knowledge translation
 - Empowering for both participants and researchers
 - Log books
 - Provide private, confidential information
 - Therapeutic

Utility of Photovoice

- Issues Regarding Photovoice:
 - Log books and literacy issues
 - Camera issues
 - Using the flash, forgetting the camera, type of camera.
 - Time constraints on picture taking
 - Not enough time or more time requested.
 - Discussion of all pictures taken
 - Large focus groups vs. smaller focus groups.

Other Issues

- Explaining the study to others, e.g., elderly, ESL groups.
- Obtaining written consent of distant people.

Suggestions for Advancing Rural Public Health Nursing Practice with Rural Women Using Photovoice

- Include phns and rural women in the co-identification, formulation, and implementation of strategies to enhance relevance, appropriateness, feasibility, empowerment eg. in program planning & evaluation research
- Include rural phns and rural women in research
- Advocate with and for rural women using photovoice data

Selected References

- Keating, N. (Ed.). (2008). *Rural ageing: A good place to grow old?* Bristol, UK: The Policy Press.
- Leipert, B., & Smith, J. (2008). Using photovoice to explore older rural women's health promotion needs and resources. In P. Armstrong & J. Deadman (Eds.), *Women's health: Intersections of policy, research, and practice* (pp. 135-150). Toronto, ON: Women's Press.
- Oliffe, J., Botorff, J., Kelly, M., & Halpin, M. (2008). Analyzing participant produced photographs from an ethnographic study of fatherhood and smoking. *Research in Nursing & Health*. Available at www.interscience.wiley.com
- Wang, D., & Burris, M. (1997). Photovoice: Concept, methodology, and use for participatory needs assessment. *Health Education and Behavior*, 24, 369-387.