

Planning a Photovoice Project to Evaluate a Fruit and Vegetable Prescription Program

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Background

The Washington State Department of Health (DOH) used a **Food Insecurity Nutrition Incentive (FINI) grant** to implement fruit and vegetable incentive programs for low-income households.

The **fruit and vegetable prescription program (Rx program)** is an incentive program wherein healthcare providers issue \$10 vouchers for eligible produce purchases at participating grocery stores.

Initial evaluations of economic impact and general participation have been positive, but **more research is needed to understand how the Rx program is working from the perspective of participants.**



Objectives

- Design an evaluation to assess: knowledge and attitudes of Rx program participants, program impact, and opportunities for improvement
- Work with community partners to develop plans for a photovoice project, using the principles of CBPR

Results

Logistical Plans:

- Three groups of 8-10 participants—two English-speaking groups and one Spanish-speaking group
- Three participant planning sessions at each site, for a total of nine sessions
- Two facilitators and one note taker per site, including at least one facilitator hired from the community

Tools Developed:

- Recruitment criteria and suggested talking points
- Facilitator guide and schedule
- Summary of process for photo analysis
 - SHOWeD (for English-speakers)
 - VENCeR (for Spanish-speakers)
- Forms and guidelines for participants



Methods

Conducted a **literature review** of photovoice and community-based participatory research (CBPR) methodologies, including how they have been applied to past projects.

Developed a **detailed plan for project implementation**, including: who to recruit, questions to ask, where to hold group sessions, and how partner organizations will be involved.

Designed a **facilitation guide** based on established photovoice and CBPR methodology, as well as evaluation aims for DOH and partner organizations.



Lessons Learned

Photovoice offers opportunity for insight, advocacy, and community partnership that is not afforded by quantitative research alone. Involving community partners early in the planning process is important for tailoring the project to meet participants' needs and incentivize participation.

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