

## Photo Campaign

*Summary of findings, 2022*

### What was the purpose of the photo campaign?

Community members were asked to contribute to the Milwaukee Health Department's Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) by submitting photos from around the city of what they thought impacted health, whether it be positive or negative. 86 photos were submitted between July 29, 2022 and September 16, 2022.

### How were the photos analyzed?

Photo submissions were collected via Google form, email and Instagram tagging. Once all of the photos were received, they were uploaded to Flickr and tagged with one or more factors identified by the WI Way model including physical environment, social and economic factors, health behaviors and health care and public health. While each photo was assigned one or more of these major categories, there were also several sub-categories used, including themes like physical activity, family & social support and natural environment.

### What were the findings?

Physical environment: 71% of the overall submissions were identified as physical environment, including neighborhood environment, natural environment and built environment.

- Of the 61 photos in this category, 44 of them depicted the natural environment subcategory i.e. green spaces, plant life and gardens. The remaining photos depicted abandoned homes and neighborhood litter.



Social and economic factors: 36% of the photo submissions focused on social and economic factors, including housing quality and family and social support.

- Of the 31 photos submitted in this category, half of them depicted the social support subcategory, while the remaining photos consisted of broken-down homes and resource gathering, such as clothing and food drives.



Health Behaviors: 36% of the submissions were identified as health behaviors, including alcohol and drug abuse, physical activity and healthy nutrition.

- Of the 31 photos received for health behaviors, a quarter of them depicted physical activity.



Healthcare and public health: Only 4 photos fell under the category of healthcare and public health. It was previously noted that this may have been a result of the difficulty to capture public health and healthcare through photos.



### How do we plan to use this information in the CHIP?

The findings from this photo campaign will be used to illustrate and support the themes identified in the priority issues surveys. While the photo campaign did a good job highlighting many of positive and negative health influences around Milwaukee, there are some limitations within this project. For instance, the submission pool was not very large, making these findings less generalizable. Furthermore, only half of the zip codes in the city had one or more submissions. It must also be noted that a few of the subcategories are difficult to capture through pictures i.e. quality of care, access to care, income etc.