

Fed Up

HEA 356: Health Promotion Programming Photovoice Research Project – Fall Semester 2016

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The Problem:

Indra Nooyi once said, “Each and every one of us has unknowingly played a part in the obesity problem.” This is a strange concept to think about that every day we are playing a part in the obesity problem. We are consistently purchasing food from fast food restaurants keeping the companies in business. We are buying microwavable meals at the grocery because it’s convenient, and we know we won’t have time to make dinner at home this week. Obesity has become an issue that’s on us to fix because we have played a part. We make choices everyday about what we’re going to eat, and if we’re going to find a way to get exercise today. It’s a matter of whether we’re going to make a conscious decision to choose healthy eating and exercise.

According to the lightenupcalloway.org, "during a 2013 survey of Calloway County conducted by the Murray-Calloway County Hospital and the Calloway County Health Department a major health problem in Murray is obesity." This is an issue I would like to see changed in the community because I want families to live a healthy lifestyle and a life of longevity. Our community is filled with many parks and recreation centers that can almost always be used to get some exercise.

Research Methodology:

According to Wang and Burris (1997), “Photovoice is a process by which people can identify, represent, and enhance their community through a specific photographic technique.”

“Photovoice has three main goals: (1) to enable people to record and reflect their community’s strengths and concerns, (2) to promote critical dialogue and knowledge about important issues through large and small group discussion of photographs, and (3) to reach policymakers” (Wang & Burris, 1997).

Photovoice Pictures and Descriptions:



In this photo you will see a McDonald's, which is one of the barriers for obesity in Murray. Fast food restaurants have become a source of convenience in the Murray community. Every corner you turn you can always find a fast food restaurant, which causes a major problem for Murray citizens to live a healthy lifestyle. I feel that with our busy lifestyles fast food has become a way of life for not only the Murray community, but also American society. I would like to see healthier convenient options for our community. A Salad and Go fast food restaurant is a healthier and affordable option that is popping up across the nation.

Conclusions & Recommendations:

I would recommend that the Murray Community try to establish more healthy eating restaurants. This new idea of healthy fast food has restaurants popping up across the U.S. I think instead of putting in an Arby's, Murray could put in a Salad and Go fast food restaurant. I think it would help the people of Murray make better lifestyle choices in healthy eating.

Resources Available:

According to lightenupcalloway.org, "In response to this need to fight obesity, the Murray-Calloway Wellness Consortium Obesity Workgroup was formed. Lighten Up Calloway is a community initiative that falls under the Murray-Calloway County Wellness Consortium Obesity Workgroup and is designed to help provide activities and programs that teach citizens how to live a healthier lifestyle."

- Campus Wellness Center
- Murray-Calloway County Center for Health and Wellness
- Health Services
- Community walking trails



In photo 2, you will see the Calloway County Health Department. This is a key asset to fighting obesity. Though this isn't a wellness center where you can work off the weight, it's a great resource. The health department can provide the people of Murray with healthy eating tips, and ways to get fit.

References:

- Doyle, E. I., Ward, S. E., & Oomen-Early, J. (2010). *The Process of Community Health Education and Promotion* (2nd ed.). Long Grove, IL: Waveland Press, Inc.
- Kurantani, D. L. G. & Lai, E. (2011). *Photovoice Literature Review*. Retrieved October 11, 2016 from University of Southern California, TEAM Lab Web site: <http://teamlab.usc.edu/Photovoice%20Literature%20Review%20%28FINAL%29.pdf>
- Lighten Up Calloway. (2016). Retrieved November 6, 2016, from <http://www.lightenupcalloway.org/>
- Wang, C. & Burris, M.A. (1997). Photovoice: Concept, Methodology, and Use for Participatory Needs Assessment. *Health Education & Behavior*, 24(3), 369-387.