

# LIGHTEN UP

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

The basic problem is the obesity epidemic in Murray, Kentucky. According to the American Heart Association, one in three adults in the United States are considered obesity and the statistic holds true in Calloway County according to a study conducted by the Murray Calloway County Hospital and the Calloway County Health Department.

The obesity epidemic can effect any gender, race, and age. This is why it is a health issue that should be discussed within our community.

## Photovoice Pictures



(Above): A photo of a sidewalk on Main Street in Murray; This is a free encouragement Available to everyone to Walk outdoors in a safe Environment.

(Below): A photo of 12<sup>th</sup> Street that shows 2 fast restaurants side-by-side – 2 unhealthy & convenient options.



## Conclusions

After conducting my research, I have found that Murray does a phenomenal job at offering a clean and safe environment with well paved sidewalks to encourage the use of the outdoors and encourage physical activity such as biking, running, or walking around the town.

However, the barrier in Murray is that the majority of convenient food places (specifically ones that college students go to). I would like to encourage the Chamber to reach out to fast and convenient options that recognize and advertise quick and healthy options.

## Research Methodology

Photovoice is a participatory research “technique that allows individuals to photograph their everyday realities and highlight factors that may enhance or diminish their individual health status or that of the community” (Doyle, et. al, 2010).

To conduct my research, I traveled the most traffic-busy streets in Murray (Main Street and both North and South 12<sup>th</sup> Street), assuming these are general areas where multiple people in Murray go.

While on these roads, I was taking note of two things: the access to food that I recognized (primarily focusing on restaurants as opposed to grocery store due to convenience) as well as what opportunities these areas offered or encouraged physical activity.

## Resources Available

### PHYSICAL ACTIVITY (Good)

- Murray State University Arboretum
- Murray State University Football Field/Track
- Murray State University Racer Arena
- Community sidewalks/”The Loop”

### UNHEALTHY CONVENIENCE (Bad)

- Cookout
- McDonalds
- Pizza Hut
- Wendy’s
- Culver’s
- Burger King

## References

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