

# Advocacy & The Power of Storytelling

## A Look At Hunger Through My Lens, a project of Hunger Free Colorado



# Advocacy & The Power of Storytelling

- Stories Evoke Emotion
- People Use Stories to Make Sense of Things
- People Learn From Stories

*As human beings we are interested in other people. Stories help us to identify with those affected and generates shared emotional responses. Stories have the power to not only highlight opportunities for change, but move people to act and create change.*

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## Why did we choose the photovoice model?

- To help amplify and articulate voices that may otherwise be unheard, empowering people to document and reflect on their individual experiences and the conditions of their community.
- To encourage critical consciousness. Through the process of selecting, discussing and reflecting on their photographs, participants begin to see their circumstances in new and helpful ways. They become more fully aware of the ways in which social, economic and political factors shape their lives.
- To influence policymakers to make changes that improve conditions and enhance lives.

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**At Hunger Free Colorado, we focused on hunger, but photovoice is a powerful tool for many issues.**

- Photovoice can help people, whose needs are often ignored, gain control of their story. They gain the confidence and skills to tell their own stories directly to the people who can make a difference.



## ***Hunger Through My Lens:*** **A Project Facilitated by Hunger Free Colorado**

In 2013, Hunger Free Colorado set out to develop an advocacy project to promote understanding of what hunger looks like, who is impacted by it, and how hunger affects different people. Hunger Free Colorado leveraged the photovoice method to develop a project titled *Hunger Through My Lens*. ([Click here for the Hunger Through My Lens Project Plan](#)).

**We gave:** Participants were provided digital cameras.

**We provided:** Participants received training in the mechanics, art, and ethics of documentary photography.

**We captured:** Within two weeks of their initial training, project participants began downloading their first photographs.

**We engaged:** Over a period of several months, participants engaged in a series of trainings designed to foster group identity, establish trust, and increase participants' ease in speaking publicly and persuasively about their photographs (*see appendix: training session explanations and curriculums*).

**We launched:** Participants exhibited and discussed their captioned photographs displayed via traveling exhibits held in community settings (*see appendix: Hunger Through My Lens exhibition sites*). Exhibits served as an opportunity for Hunger Free Colorado and project participants to connect with policy makers, media, and other individuals in positions of power, as well as engage in dialogue with community members.

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*Photovoice does not “give people a voice.” Rather, the process of photovoice helps participants to uncover, clarify and strengthen the voice that they already have.*

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**HUNGER**  
FREE COLORADO

 **HUNGER  
THROUGH  
MY LENS**  
*Photographs of hunger  
in everyday life.*

“Stacks of assistance and job applications framed by my motivators.”





“Food is medicine.”

“What’s In Your Cart?”





## “Ancestral Meals”



# HUNGER THROUGH MY LENS

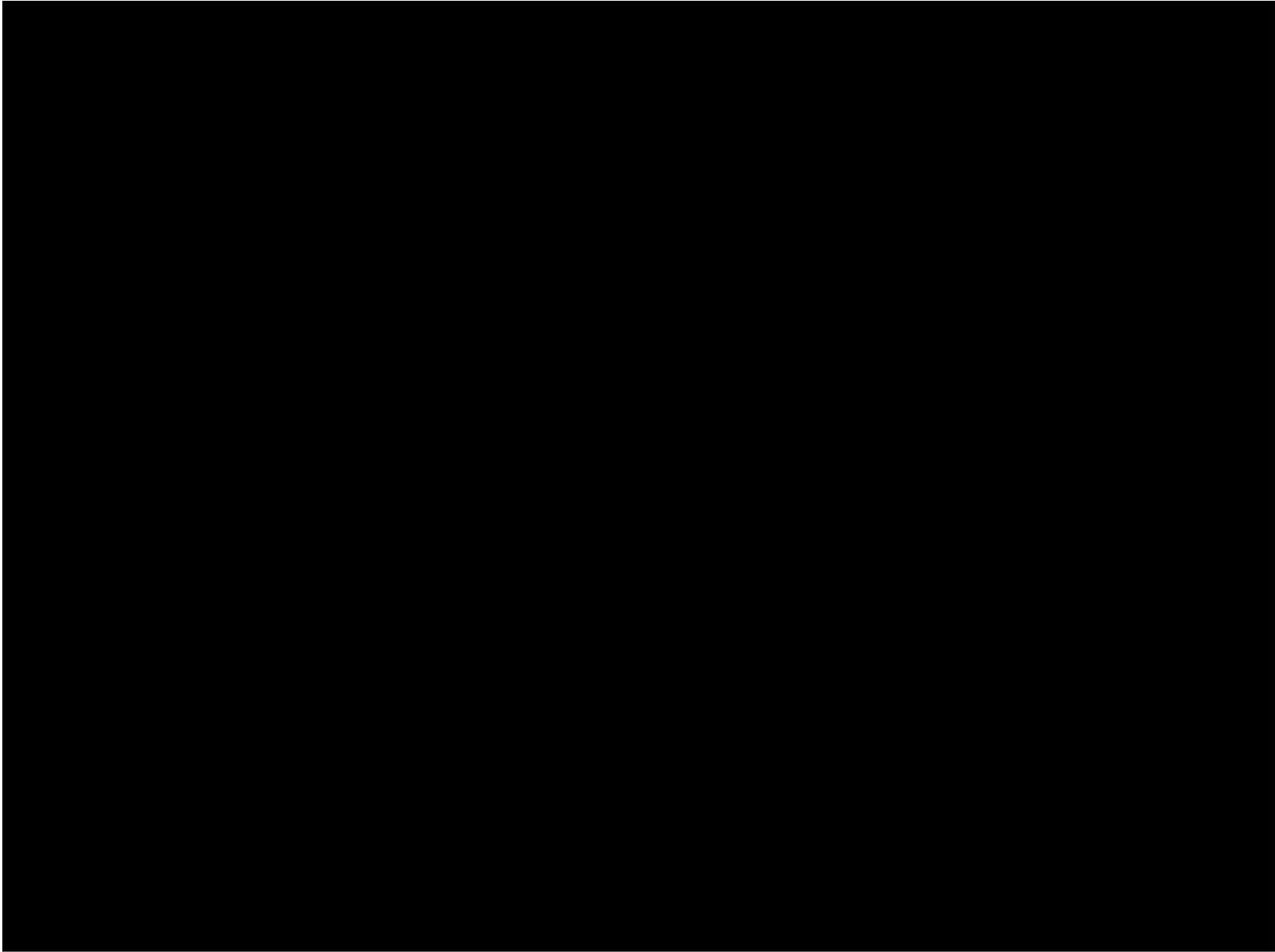
*Photographs of hunger  
in everyday life.*

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With Goals like...

- Increasing Awareness
- Changing Public Opinion
- Reaching Policy Members

How Do We Measure Success?

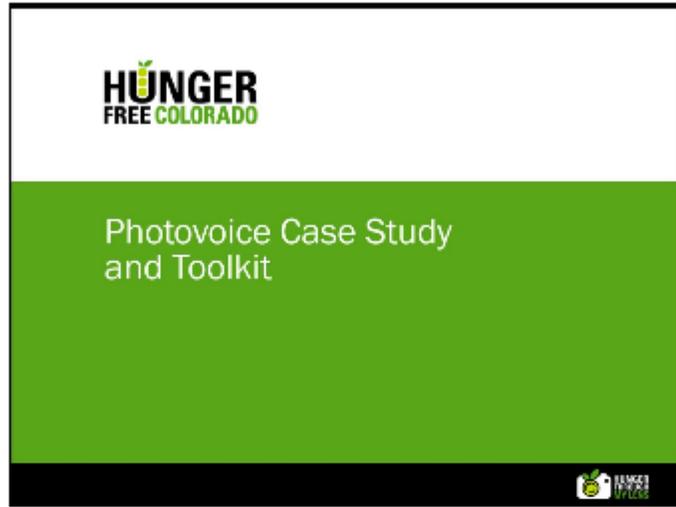


**HUNGER**  
FREE COLORADO



*Photographs of hunger  
in everyday life.*

Witneses to Hunger, Kaiser Permanente's Community Health Initiatives, and multiple studies conducted by Caroline Wang.



**Access the [Hunger Through My Lens Toolkit & Case Study](#).**

It details the goals, process and best practices of using photovoice, a powerful and effective method to tell the story of your cause.

*(You are welcome to download and save the PDF via the link above.)*

You can also view the *Hunger Through My Lens Toolkit & Case Study* on SlideShare [here](#).

During or after review, you are welcome to access the following items noted in the toolkit and case study:

***Hunger Through My Lens Toolkit Resources***

- (Word) [Blank/Fillable Project Plan](#)
- [Hunger Through My Lens Project Plan](#)
- [Application and Information Form](#)
- [Participant Consent Form](#)
- [Group Rules](#)

# Advocacy & The Power of Storytelling

Learning From Each Other & Collaborating



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