2.2 Elicitation of Community Heritage Values & Place Perceptions

FEBRUARY 2015 – JULY 2015

A SUSTAINABLE HERITAGE ENDORSEMENT PROGRAMME
ST. GEORGE PARISH, GRENADA

Deliverable Guide

Organization of American States

COHERIT ASSOCIATES LLC
Goals & Tasks

Deliverable 2.2, an elicitation of local cultural values and place perceptions, is comprised of three specific sub-deliverables and associated tasks for which the GNT is responsible:

2.2.1 Community "Photovoice" elicitation

2.2.1.4 Identify and invite Photovoice Facilitators, according to established criteria
2.2.1.6 Identify and recruit Photovoice participants

2.2.2 Mobile oral history elicitation

2.2.2.2 Identify and recruit 4 local interviewers
2.2.2.5 Recommend and schedule interviews

2.2.3 Community Round Table "Focus Groups"

2.2.3.3 Organize and publicize community round table meetings (estimated, 5 meetings with 5-8 participants each)

This document outlines the specific objectives associated with these tasks.

Contracts

The GNT will be responsible for contracting and disbursing fees to the following personnel as part of this deliverable:

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<th>PERSONNEL</th>
<th>FEE (USD)</th>
<th>NUMBER</th>
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<td>Photovoice/Focus Group Facilitator</td>
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PhotoVoice Elicitation

ABOUT PHOTOVOICE

The Photovoice methodology combines documentary photography, ethnographic focus groups, and public exhibitions to provide a forum for community members to engage with each other and policymakers around specific public policy issues. “Photovoice has three main goals: to enable people (1) to record and reflect their personal and community strengths and concerns, (2) to promote critical dialogue and knowledge about personal and community issues through group discussions of photographs, and (3) to reach policymakers” (Wang 1999). Originally developed in the late 1990s to understand cultural attitudes within the field of public health, Photovoice is gaining in popularity to document and communicate environmental values, issues shared by marginalized populations, and cultural heritage ethics.

This project’s use of Photovoice will proceed as follows:

1. The GNT will contract 5 Photovoice facilitators and recruit 20–30 participants (February–March).

2. Photovoice facilitators will be trained in the project’s specific Photovoice methodology by Coherit (April 7–11).

3. Facilitators will hold orientation meetings with their participants to introduce them to the project, outline ethical guidelines, photo releases, and camera usage (April).

4. Participants will take photographs in response to themes or thematic “prompts” (developed by Coherit) and select a certain number of photos to share and discuss with their group in five additional meetings coordinated by the facilitators (May–June).

5. Facilitators supply Coherit and GNT Task Force Chair with meeting notes, copies of digital photos, and signed photo release forms (July).

6. Facilitators participate in debriefing conference call with Coherit (July).

RECRUITMENT OF FACILITATORS

This project will support five Photovoice facilitators who must have access to the locale where their group of participants live. These facilitators will be trained by Coherit during a workshop in April and will be expected to meet with their participants six times during the period of April 20–June 26. These facilitators will also be responsible for facilitating one focus group each (see section below on Focus Groups).

When recruiting local facilitators, consider the following skills and qualities:
previous experience with the Photovoice method
familiarity with digital cameras and photographic knowledge
ability to take clear and detailed notes
experience in working with young adults and vulnerable people
ability to deal with sensitive issues
experience of teaching
enthusiasm and flexibility

RECRUITMENT OF PARTICIPANTS
Each facilitator will be paired with 4–6 local, volunteer participants (20–30 total). Participants will meet together as a group six times over the period of April 20–June 26.

Participants should:

- have an interest in or willingness to explore digital photography
- be available to meet six times and to spend some of their time each week taking photographs on their own
- be willing to share and discuss their photos with their small group
- be willing to release their photos for use by the National Museum and National Trust
Mobile Oral Histories

ABOUT MOBILE ORAL HISTORIES
The methodology of mobile oral history elicitation combines traditional oral history interviews with reflections on particular places and landscapes of significance to the interviewee that are visited during the course of the interview itself. Like Photovoice, it serves as a medium for the expression of personal memories and inherited knowledge and as a platform for discussion and sharing of perceptions about place, values, and memories for wider community groups. Landscapes and places have meanings that are rarely articulated by local residents. The mobile oral histories will therefore offer an opportunity to residents to express those values, their significance, and the meaning the places have for them in situ.

This project’s use of Mobile Oral Histories will proceed as follows:

1. The GNT will recruit 4 interviewers who will work as partners (teams of 2). The GNT will identify possible interview subjects (10 total) and locales for the mobile oral histories. (February–March).

2. The four Mobile Oral History interviewers will be trained in the project’s specific methodology by Coherit (April 7–11), to introduce them to the project, outline ethical guidelines for interviewing, explain the requirements for obtaining recording releases for their interview subjects, and the use of digital recording devices.

3. The interviewing teams will conduct 5 1 hour long interviews each (10 total) with their chosen interviewees at places of special significance or memory for them. It is important that a route be followed and that the interview not be held in one place only. Typically, the person being interviewed will guide the interviewers to places of importance to them—by foot or car. One member of the team will conduct the interview and take notes of all the places and things mentioned while the other member of the team will operate the recording device and take notes about the reactions and attitude of the interviewee at various places. (May–June)

4. Mobile interviewers will supply Coherit and GNT Task Force Chair with tapes, signed release forms, and notes of all the interviews (June).

5. Mobile interviewers will participate in a debriefing conference call with Coherit (July).

RECRUITMENT OF INTERVIEWERS
The four interviewers to be selected should be familiar with the areas and communities in which the interviews will be held. They should be outgoing and enthusiastic and be adaptable enough to depart from prepared questions follow the lead of the interviewee in eliciting values, attitudes, and
memories. It is also important that they keep accurate notes of each interview and trace the path followed.

**RECRUITMENT OF INTERVIEWEES**

Diversity of age and geographical location are important criteria for the selection of interview subjects. Some can be traditional practitioners who will describe and reflect on the places important to their skill; other subjects can be residents with a rich memory of daily routines and traditions, to communicate the cultural and everyday life of their communities.
**Focus Groups**

**OBJECTIVE OF THE FOCUS GROUPS**

Five focus group meetings will be held in August. Each Photovoice facilitator will be responsible for facilitating one focus group each. Facilitators are welcome to partner together to assist each other (one person facilitating and one person taking notes) if preferred. The Photovoice facilitators will be given discussion guides, which will provide instruction on how to facilitate the focus groups. These focus groups will offer an opportunity to engage a larger segment of community members to discuss issues, memories, and heritage values that are represented or raised by the photographs and oral histories.

**PUBLICITY GOALS**

The GNT is responsible for scheduling, arranging the venue, and publicizing the focus groups. These focus groups should be sited in a variety of locations to reach a diverse number of participants. Each focus group should host between 5-10 people each.

**Public Exhibit**

**DISSEMINATION OF RESULTS**

Following the conclusion of the focus groups, Coherit will prepare a report that summarizes the range of heritage values and ethics identified during the Photovoice, mobile oral histories, and focus groups. The Grenada National Museum will then develop an exhibit using the report, images produced by the Photovoice participants, the voices recorded by the mobile oral history teams, and notes taken during the Focus Groups.

This exhibit should launch in the National Museum in association with the showcase event of the endorsement program near the conclusion of the project (October 2016). If possible, the Grenada National Museum may organize smaller traveling exhibits that can be displayed in community centers in the locales of Photovoice participants prior to the National Museum exhibit.

In addition to building pride in the participants and local communities who participated, the exhibit will also provide an important opportunity for policymakers and decision makers to understand the special significances that certain places have for local communities—and to take those feelings into account in development planning.
Further Reading

ABOUT THE METHODS USED
✦ PhotoVoice Manual

EXAMPLES OF THE METHODS
✦ Hadley’s Heritage PhotoVoice Project
✦ Post-Industrial Montreal’s Audiowalks (Mobile Oral Histories)

Contact Information

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