



The City of New York
Office of the Mayor

PRESENTS

The New York City
Health Literacy Campaign:
From Knowledge To Action



“Be Active”
A Photo Voice Project:
Telling stories with
pictures.

The Mayor's Office of Adult Education is helping to create a state-of-the-art adult education system in New York City. This system will serve more people with greater results, use best educational practices, and be based on learner goals.

For more information on the Mayor's Office of Adult Education, please visit:

www.nyc.gov/adulteducation

The New York City Health Literacy Campaign: From Knowledge to Action

The Mayor's Office of Adult Education designed the Health Literacy Campaign. The Campaign helps students to read, write, and speak English and learn about health at the same time.

We asked students what health topics they wanted to learn about. Students said that disease prevention, nutrition, and physical activity were important. We created three lessons, one for each topic.

Each lesson includes a field trip. The field trip is a chance to put knowledge from the classroom into action in the real world. After the field trip, students reflect on their experiences and practice telling other people what they learned.

The lesson about physical activity is called "Be Active." It teaches students that physical activity is important and that it can be easy and free. Students take a field trip to a park or recreation center. They participate in a free fitness class. Students come back to the classroom and talk about how to tell their friends and families about physical activity.

Snap into Shape: The Photo Voice Project

We wanted to understand if the “Be Active” lesson helped people learn. So, during the summer of 2008, we developed the “Photo Voice” project.

Students were asked to take pictures of people, places and things that answered the question, “What does physical activity mean to you?” Then the teacher taught the “Be Active” lesson. The students learned vocabulary words, easy and free ways to exercise, and went on a field trip to a fitness class. Then, students took pictures again. They photographed people, places, and things that answered the question, “What does physical activity mean to you now?” We used the pictures to see if students’ understanding of physical activity had changed.

We learned that students understood the key messages of the Be Active lesson.

The key messages are:

1. Physical activity is important for your health.
2. Physical activity can be easy and affordable.
3. Be physically active at least 30 minutes each day.

This book displays pictures taken by the students. These pictures show how much students know about and learned about physical activity.

Special Thanks:

The Mayor's Office of Adult Education wishes to thank all students, teachers and program coordinators for their dedication to the Photovoice project. Their enthusiasm and creativity made this project possible.

We also wish to thank the Department of Parks and Recreation and the Department of Health and Mental Hygiene for providing Shape Up classes, free fitness classes for all New Yorkers. A special thanks to Mr. Joey Harley and Ms. Kim Carr for teaching the classes.

We also want to thank Kirsten Kastberg, graduate student at Columbia University's Teacher College. Ms. Kastberg was an intern in the Mayor's Office and did a great job leading the Photo Voice project. Thanks also to her special assistant, Zainab Ashraf, for ensuring that the project went smoothly.

For more information on the
Health Literacy Campaign,
please visit:
www.nyc.gov/healthliteracy

Aguilar

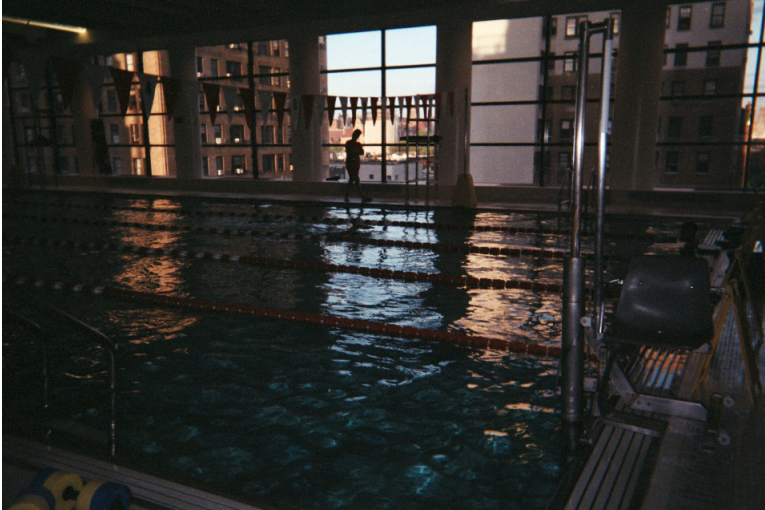


The New York Public Library helps adults who want to improve their reading, writing and communication skills.

Betty Gerstein tutors adults at the Aguilar Language and Learning Center in East Harlem. Seven of her students participated in Photo Voice.

This group visited a Shape Up fitness class at Thomas Jefferson Recreational Center in East Harlem.

Adrianna Frons



“I chose this picture because it is a picture of the swimming pool at the Jewish community center. I like swimming in the pool at the Jewish community center. I go swimming on Tuesdays only.”

Adrianna Frons



“Physical activity means to me staying active, like walking up subway stairs when you get off the subway train. When my mother and I were on the E train coming back from WalMart. A lady was going up the subway stairs in one of the subway stations in Queens and when she was walking up the stairs she was doing physical activity. She is behind the blue pole.”

Allen Hoage



“I chose this picture because Betty is teaching the class and we are going over where homework and understanding what we read. Physical activity means to me if you do not in class you we not git everythink of it and this a way of life. I will be very active in class and at home. This is what I will tell my son work very hearted in school and now he graduated from High School!”

Allen Hoage



“Physical activity means is seeing this woman on a beautiful hot day and she directing heavy traffic on 3rd avenue, and helping people across the street. Cars, trucks, busses, bicycles.”

Mariama Diallo



“I chose this picture because to me this physical activity. I saw her walking around the park she walk for about an hour around the park than she came in the with a smile she like so ambitious about working out she was ran stretch so to me she is my physical activity.”

Joseph Calhoun



“Here are two six year old kids getting ready to play football. It’s a Sunday afternoon, I ask one of them, if he wants to be like Eli manning, and he said “They won the Superbowl!” I said “OK.” “Thank you, my name’s Henry and Bill.”

Maria Lopez



“I chose this picture because in the post office people do a lot of activity all day long they work also they do physical activity they go anywhere they go all over the streets they’re really had a lot exercise all the people work in the post office are thin and skinny not fat because they had to work all Manhattan. I chose this picture because it is my favorite job I dream to work in the post office.”

Maria Lopez



“Physical activity means to me to be active all day for example: yesterday my friend sing and danced and smiled. My friend was so excited to dance she lost weight. She moved around all day. She is not relaxing. This for me is physical activity.”

Mamoudou Diallo



“I chose this picture because my favorite sport is soccer. I always play soccer ball for exercising. I get more fun on it. And this park is where I play soccer.”

Harlem



The Harlem Center for Reading and Writing is part of the New York Public Library.

Steve Mahoney tutors a group of six adults who participated in Photo Voice.

This group visited a Shape Up fitness class at the Marcus Garvey Recreation Center in Harlem.

Dieuvela Charles



“I chose this picture because children in the park playing they’re doing exercise. The bike represents exercise.”

Dieuvela Charles



“My first set of pictures did not have a picture of me. Exercise means a lot to me because I like it and it makes me feel good. It is good for your health. It is good for every part of your body. I do push-ups. I use a treadmill and bike. Dance is good for you and I love to dance.”

Ivorall Brown



“I chose this picture because the best children walk to subway steps. The children are traveling and they are happy. They are running and having fun.”

Ivorall Brown



“I chose this picture because parents and kids play and swing at the park. Now I know exercise happens everywhere. Not just at gym. I walk a lot in my neighborhood.”

Leonard Harris



“I chose this picture because the mind is a terrible thing to waste so exercise body and mind.”

Bernard Taylor



“Why I pick this picture because it is physical activity we do to keep in shape when we run walk or ride bicycle. If you would like to change some thing you would have to start to get in shape. If you would like to be healthy you can see big change in your life.”

Esther Daley



“I chose this picture because it shows activity people are walking up there stairs if you live up on the 4th floor you have to go up and down if you do not have a car you must walk to go where ever you are going.”

Esther Daley



“It was an experience. But I liked it so I will be going back also become a member of the recreation center. I always wanted to join an exercise gym but they are too expensive so now that I am aware of this recreation center I will be there so I would like to say thank you for coming. I hope that the Mayor will be there [at the September event].”

Joanne Wilson



“I walk in the park after class. I want to be more active. I see people playing ball in the park.”

Joann Wilson



“The first time on the exercise bike was in one year. I told my friend about the exercise. She said she was going to start. My friend pointed out the kid riding the bike”

F·E·G·S BEGIN



F·E·G·S is a health and human service organization. BEGIN is a program at F·E·G·S that happens in partnership with the New York City Human Resources Administration. FECS BEGIN helps adults with education and job training.

Mildred Carrion teaches 13 adults in the BEGIN program who participated in Photo Voice. Begin is a non-for-profit service organization.

This group visited a Shape Up fitness class at St. Mary's Recreational Center in the Bronx.

Gwendolyn Richardson



“I picked a picture of my daughter Tamara because she is in Prospect Park, in Brooklyn, swinging on a swing. That is called exercise because she is kicking her legs back and forth. My son and daughter on a day to day basis constantly run around, dance, and go to the park, and love to eat. This is what they do everyday.”

Oralee Savage



“I look at this picture and I can see lot of cars people move around it is like time is going around and around everyone is doing what have to be done for a full day.”

Oralee Savage



“Kids playing in the park, people playing handball, people have a cook out. Kids all over park doing all kinds of things like jumping rope, riding bikes, playing basketball, playing in the pool.”

Jasmine Garcia



“I chose this picture because this is what physical activity mean to me. I think that the girl that is in the picture is doing physical because she is climbing up the stairs and with that she need to use her feet, hand and also her complete body. This is why I pick this picture this picture show me that this is physical activity.”

Pamela Mills



“The reason why I chose this picture is because he is a very little boy, he has cerebral palsy. He just started to let me and my daughter put him on the sliding board and swing. He is learning how to walk, so that is why I chose him for physical activity.”

Zoriely Rodriguez



“I pick this picture because this is what physical activity mean to me. The man are play hand ball. They have to used their whole body to play hand ball.”

Zoriely Rodriguez



“Physical activity means to me is when you are running like the boys in my picture that I picked. They are running they are using their leg muscles. and they are running to the water so they can swim and they are going to use their whole body to swim, that is another physical activity too.”

Carol Shuler



“Why did I pick this picture. Because I see mother holding your baby in her arm and she is crying and she probably want something and she probably have no money to buy your something to eat. That why I pick this picture.”

Carol Shuler



“I pick this picture because it tells me about exercise and how the little boy is running to catch the bubble and that is good exercise and he has a balloon on his waist and he does this all the time everyday in the park. Running is good for the body. Energy for the bones. Relax your muscles.”

Cassandra Lyons



“I pick this picture because this is something that happens everyday throughout the world. No matter what race or color. I chosing this picture because I see this all the time everywhere. It make me think of physical activity because I’m always on my phone. No matter where I’m at or what I’m doing.”

Cassandra Lyons



“This is what physical activity means to me. We are in the classroom doing some exercise as you can see I’m laughing and enjoying what I’m doing. I’m moving my arms and legs. It looks like I’m doing the chicken walk.”

Diana Baltazar



“Why I chose this picture. Why does it make me think of physical activity? Physical activity make me think of been active, exercise. Get in shape to build up your self-esteem to feel good about yourself with your body and with others. Taking care of your health”.

Diana Baltazar



“Physical activity means a lot to me, because I keep my body in shape. It is good for my heart and that makes me feel better about my self-esteem. After going to the Shape Up class, I decided to keep working out, I already start to feel the energy that I need. I do my sit-ups every day now in the morning and in the night.”

Sonia McDonald



“Why I chose this picture. Because they were exercising and clowning around and working towards staying healthy and no matter how small you are, you can monitor the activity you do it can be fun and healthy in a positive way.”

Rosemary Ferreira, Lisette Grullon, and
Patricia Agosto



Photo taken by: Lisette Grullon

“The reason why we chose Lisette’s son Jay riding a bike is because he riding a bike doing an everyday activity that works out the legs also stimulates the body in a good way. It stimulates the body because it keeps the heart going and he used the most important parts of the body for movement his shoulders and hip.”

This Photo Voice Booklet is a
Mayor's Office of Adult Education
production.

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