

Unembedded: A Photography Exhibit Used to Raise Awareness of the Public Health Impact of the War in Iraq



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Unembedded

- Four Independent Photojournalists on the War in Iraq
 - Not embedded with the military
 - April 2003 to Spring 2005
 - Exhibit: 60 photographs depicting life in Iraq since war began
 - Book: 120 photos with captions
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Arkansas Exhibit

- Partnership between:
 - The 4 photojournalists
 - Arkansas Coalition for Peace and Justice
 - College of Public Health, University of Arkansas for Medical Sciences
 - Philander Smith College
 - Funded by donations
 - Supported by labor of MANY volunteers
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Arkansas Exhibit

- Two venues to increase exposure:
 - COPH and Philander Smith College
 - Photojournalists slideshow/talk at openings
 - Thorne Anderson
 - Kael Alford
 - Public health text panels displayed with photographs to raise awareness of impact of war on public health
 - Exit survey
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APHA Policy Statement

- November 7, 2006
 - Formal statement calling for immediate initiation of safe withdrawal of troops from Iraq.
- Importance of statement in garnering support for the exhibit at UAMS

Text Panel – Content Areas

- What is public health?
 - Map/Background on Iraq
 - Health in Iraq before 2003 invasion
 - Impact of Iraq war on public health
 - Estimated civilian deaths
 - Health care system
 - Before and after 1st gulf war and sanctions
 - Since 2003 invasion
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Text Panel – Content Areas

- Impact on public health (contd.)
 - Environment and Physical Infrastructure
 - Pollution from 1st Gulf War
 - Water, Sanitation, and Electricity
 - US Efforts at Reconstruction
 - Infectious Disease
 - Food Supply and Nutrition
 - Children's Health
 - Women's Health
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Text Panel – Content Areas

- Impact on public health (contd.)
 - Mental Health
 - Impact on US Troops
- Financial Impact on Families
- Economic and Social Impact on US

Survey Objectives

- To assess whether viewers would read text and find it informative
- To obtain anonymous feedback on combined exhibit

Survey Methods

- Self-administered, 1 page instrument
 - Given by volunteers when viewers exited exhibit at both venues
 - Data entry
 - Descriptive analysis
 - Stratified
 - By venue
 - By health/non-health
 - IRB approved as exempt
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Survey – Content of Instrument

- How much of text was read
 - Likert scales (1 = not at all to 5 = a great deal) to indicate degree text increased understanding of war's impact on specified issues
 - Would they recommend to a friend
 - Public health or health care field
 - Reactions (open-ended)
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Sample of Visitors

- 597 visitors to COPH exhibit based on volunteers' count log
 - Guestbook signed:
COPH – 393
Philander Smith – 182
 - Surveys completed:
COPH – 228
Philander Smith - 75
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Survey Response Rates

- COPH:
 - 58% based on guest book
 - 38% based on volunteer count
- Philander Smith
 - 41% based on guest book
 - No volunteer count

Survey Results

- 75% of viewers saw exhibit at COPH
- 96% would recommend it to a friend
- 56% were public health/health professionals or students
- Over 50% read all or almost all text

Survey Results

- Over 60% of viewers gave ratings of 4-5 for extent exhibit expanded their understanding of the war's impact on:
 - Civilian deaths
 - Health care system
 - Natural environment
 - Physical infrastructure
 - Nutrition
 - Women's and children's health
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Philander Smith College (PSC) & College of Public Health (COPH): Differences

- Significantly more viewers at COPH than at PSC reported they were professionals or students in a public health or health care field.

Philander Smith College (PSC) & College of Public Health (COPH): Differences

- Significantly more viewers at PSC than at COPH reported the exhibit increased their understanding a great deal regarding the war's impact on:
 - Civilian deaths
 - Health care system
 - Natural environment
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Public Health or Health Care versus Non-Health Viewers: Differences

There were no significant differences between health and non-health viewers regarding the extent to which they reported the exhibit expanded their understanding of the war's impact on public health.

SEE THE EXHIBIT AT APHA

- AFL-CIO Headquarters
815 16th St., NW Washington, DC
- Nov. 4th-8th (reception, Nov. 5th)
- Exhibit Hours: 7 am to 7 pm