



# EVERETT GOOD FOOD FOR ALL

## PHOTOVOICE PROJECT

Part of the  
Everett Community  
Food Assessment  
& Plan





## ACKNOWLEDGEMENTS

We are grateful to the Everett Community Growers Advisors for their many contributions to the project, and particularly to those who participated as community photojournalists in the PhotoVoice Project. We are also grateful to Katy Rogers, experienced photojournalist, who served as the photography facilitator through the process.

Katy Rogers	Katy Rogers Art
Sunghwa Chang	Everett High School
Kathleen Flanagan	Tremont Street Community Garden
Eleanor Gayhart	ECG Outreach and Education Coordinator
Samantha Lambert	ECG Farm Manager
David LaRovere	Messinger Insurance
Maria LaRovere	Messinger Insurance
Sylvia Navarro-Olivares	Florence Street Community Garden
Alcione Silva	Tremont Street Community Garden
Sarah Souza	Common Ground Coffee Roasters
Miriam Peralta	Everett High School student
Karen Aldana	Everett High School student

Cover Photo: Samantha Lambert

## INTRODUCTION

Beginning in 2017, project partners, the City of Everett, Everett Community Growers (ECG) and the Metropolitan Area Planning Council conducted a community food assessment and developed an action plan to guide food system policymaking and aligned efforts in Everett. Through a participatory process with city representatives and community and food system stakeholders, the project assessed local food system assets and generated policy and program goals to advance public health, health equity, and racial equity through improving Everett's food system.

The PhotoVoice element of the project engaged ECG advisors as community photojournalists in recording strengths and issues in their community food system, and reflecting on the images through critical dialogue with each other. Participants articulated which improvements need to take place in Everett's community food system, and sought to reach local decision makers, policymakers, and residents in taking action.

During the first PhotoVoice workshop, ECG Advisors received guidance from photography consultant, Katy Rogers and the project team prior to taking photos. ECG advisors then photographed in Everett over the course of several weeks, and the full group reconvened for a second workshop to review and discuss the photos and compose change statements. The project team prompted discussion with a series of questions developed for PhotoVoice that encourage progressively deeper analysis of issues and what to do about them. This approach is called the SHOWeD Method, and is comprised of the following questions:

What do you See here?

What's really Happening here?

How does this relate to Our lives?

Why does this situation, concern, or strength exist?

What can we Do about it?

A selection of the photos were exhibited with change statements at the Everett Good Food for All event that announced the Everett Community Food Assessment & Plan. The PhotoVoice images, change statements and recommendations were integrated into the Plan. And the photos will be exhibited at municipal buildings and public spaces in Everett over a one-year period July 2018-July 2019 to be displayed permanently at a location yet to be determined.

This is a story about community networks. This blue tricycle once belonged to a volunteer at Bread of Life Food Pantry. When she passed away in the summer of 2015, the tricycle was given to Bread of Life, who in turn gave it to Bike to the Sea. In spring 2017, Bike to the Sea donated it to Everett Community Growers. Everett Community Growers volunteers now use it to deliver harvested vegetables to Bread of Life via the Northern Strand Bike Path! Talk about coming full circle! This illustrates how relationships and a culture of sharing can help a community do more. In this case, through strong community networks, partners are sharing resources and addressing food insecurity and increasing healthy food access for Everett residents. Where these organizations are so important to Everett, we need to make sure their work is supported and sustained!

Ron Ramsdell (Photographer) and  
Eleanor Gayhart, (Change Statement),  
2018









My pet makes my breakfast!

This is our backyard chicken, Pinky. We've kept chickens in our backyard for 7 years, and love their company as well as getting eggs from them! The City of Everett recently revised its Animal Control Ordinance to allow residents to keep hens (up to 6), and also included a very restrictive permit and application process. While we are happy that Everett allows backyard chickens, we would like to see a more streamlined and accessible process; the City could partner with ECG to create and deliver a multilingual Backyard Chicken 101 video and workshop. We would also like to be allowed up to 12 hens so that we have enough eggs for ourselves, our family and friends. We would love to be able to sell our fresh eggs someday at a farmers market!



Ron Ramsdell (Photographer) and  
Kathleen O'Brien (Change Statement),  
2018





Everett's major food stores are along the Revere Beach Parkway, bordering Chelsea, which isn't the most accessible area to get to from other parts of Everett via public transportation. Low income families and those without cars are likely to be most impacted by limited access to grocery stores. They may be forced to go further distances and travel for a longer time on public transit in order to get food; they may pay higher prices at convenience stores; or they may settle for fast food in walking distance to their home. It would be better to have more public transportation to areas with large grocery stores, or more small grocery stores (like McKinnon's) in individual neighborhoods.



Katy Rogers (Photographer & Change Statement), 2018



A hungry homeless man pleads for help with a cardboard sign outside of Stop & Shop in Everett on a Saturday morning. This issue results from limited sustainable jobs and housing, personal struggles, and income inequality. We should fight for more programs and public resources to help people who struggle and advocate for a higher minimum wage.



Katy Rogers (Photographer & Change Statement), 2018







Healthy and fresh food matters for our health! The bright colors of this citrus display of oranges, tangerines, and lemons got my attention. Not only is this food delicious, it is also healthy. With so many options available to us, we have to make choices that are healthy for our bodies. People are kept from choosing healthy foods by lack of information and lack of affordable produce. With just a little research about nutrition, many families could modify their diet. Although, that would cause them to learn about the increased price of fresh and nutritious food. Groups like Everett Community Growers or a similar group would be the next step for a family in that situation. Food equality is possible, but it takes effort.



Maria Jose LaRovere (Photographer & Change Statement), 2018



The exterior advertising on this convenience store fascinates me. At first glance, the sheer volume of the marketing is especially notable—can patrons see in and out of the store windows? How does this factor into community safety? I notice that “homemade” signage advertises both healthy (milk, groceries) and unhealthy (ice cream, cigarettes) products. I also see the more typical advertising and signage provided by corporate distributors that displays company logos for alcohol and other products. It’s especially interesting to me that the same venue providing valuable community services such as EBT transactions and MBTA passes also hawks deadly products that endanger the health of its customers. When I think about opportunities to improve the healthfulness of the retail environment in Everett, I see in this picture opportunities to regulate product sales and limit exposure to marketing for unhealthy products: content-neutral limitations on exterior advertising could improve health and safety, while limits on the retail density of outlets that sell alcohol or tobacco could nudge convenience stores toward focusing on more healthy product categories, such as healthy foods. Access to healthy food in Everett needn’t go hand in hand with exposure to an onslaught of marketing for alcohol, tobacco, and lottery.

Emily Nink (Photographer & Change Statement), 2018







A busy day at Common Ground, a local independent coffee shop in Everett. Despite limited parking and being on the outskirts of the city, their service and quality still attracted a standing room only crowd. Small businesses are important for the local economy. Small businesses would be supported and strengthened if we had more programs, like a small business coalition.



Katy Rogers (Photographer & Change Statement), 2018



This photo captures the irony of the “FOOD” section in Rite Aid, which is one of Everett’s larger food retailers: aisles of sugary beverages and packaged water match or exceed shelf space dedicated to staple foods or more nutritious options. The viewer can also notice the special “end cap” shelf space devoted to the marketing of Coca Cola’s products (prime real estate for which companies pay extra in “slotting fees” order to drive higher sales). I’m also struck by the cleanliness and orderly nature of the stocking in Rite Aid, as compared to other stores I’ve visited throughout Everett. While customers may be drawn to Rite Aid for other products such as medications, personal care items, and more, the store may drive significant food purchases through its careful design of the retail environment and promotion of cheap, unhealthy products such as sugary drinks. Changing corporate practices is outside of Everett’s sphere of influence; yet the City could support other smaller retailers that offer more nutritious and culturally appropriate foods in designing clean, attractive retail spaces that use similar tactics (end caps, etc.) to “nudge” consumer behavior and promote healthy food purchases.

Emily Nink (Photographer & Change Statement), 2018







At this Brazilian bakery, people can have a taste of Brazil, or remember their lives and cuisines back in their homeland. Everett is an increasingly diverse city, and its food stores carry cuisines from around the world. This allows for people to gain perspectives into each others lives through food and conversations. As the City diversifies, demand is increasing for cuisines and selections that reflect their cultural heritage. Everett would really benefit from showcasing the variety of cuisines it has to offer. A food festival would be a great way to do that!

Karen Aldana (Photographer &  
Change Statement), 2018



This shows fresh produce that I like to cook with. My family care what we eat now and in the future. It's important to me that I am able to get these foods, especially from the stores in Everett. Stores like Whole foods are great because it's good for our health, but it's expensive. We go to other supermarkets, but we see not very good food. When you have the opportunity to grow your own food, I think it's amazing. It gives my kids the opportunity to eat well and be outside. I'm happy to have a garden and access to fresh eggs. My daughter loves eggs with scallions, she goes crazy and every day she wants the same. Over the summer we can go to the garden and pick scallions. Over the winter we can buy from the supermarket. There's opportunity to have a garden, but the food in the supermarkets also needs to be better.



Emily Nink (Photographer) and Alcione Silva (Change Statement), 2018





Everett needs to bulk up! Long after food is eaten, single-use packaging gets tossed and has negative impacts on the environment, impacting our great grandchildren's generation. My partner Steven and I have are making a concerted effort to reduce the amount of food we buy in plastic packaging. Though it takes more effort to do, we see this as an important act of resistance, and we buy healthy foods that come in their own natural packaging, like fruits and vegetables; we buy in bulk, using re-useable containers; and we buy poultry, fish, eggs and cheese wrapped in compostable paper or cardboard.

Unfortunately, in Everett there are not many options to shop this way, and as a result, Steven and I have to go to stores outside of the City. Where shopping at stores that have bulk and plastic-free shopping options lets us shop our values, spending our food dollars outside of Everett also has an impact on the Everett's food stores and the local economy. I'd like to see more options for bulk in Everett, for the sake of the environment and for the local economy.

Kathleen Flanagan (Photographer & Change Statement), 2018



Many children gravitate toward the color, texture and variety of fresh produce, but the cost can be prohibitive. We see the beautiful displays meant to entice consumers, but these same colors and textures can draw students in a cafeteria. If we invest in fostering the natural curiosity and adventurous eating of young people, we can create healthy habits that will last a lifetime.



Samantha Lambert (Photographer & Change Statement), 2018





You reap what you sow. Putting in hard work increases food accessibility in Everett and opportunities for education. Fresh produce is important for our health and knowing where our food comes from is a great learning opportunity.

The opportunity for Everett residents to learn about food production in an urban environment is a great strength of ours. Everett Community Growers runs the community farm right along the Northern Strand Community Trail. As use of community trails grow, we hope to provide many more residents with the satisfaction that comes from a great harvest.

Samantha Lambert (Photographer & Change Statement), 2018



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Kathleen Flanagan (Photographer & Change Statement), 2018







One of our local grocery stores has a creative way to prevent waste of fresh produce that may be passed over for it's looks by offering free fruit to children . This is a great opportunity to reduce cost barriers by providing a fresh healthy options to kids. Grocery stores have the option to provide food not intended for sale to all patrons in order to reduce food insecurity at any age.

Samantha Lambert  
(Photographer & Change  
Statement), 2018





Walking by my daughter's track bag, the amount of "on the go" snacks caught my eye. Eating on the go is a challenge for many student athletes who go from school to sports without healthy snack options. There is opportunity for schools and parents to provide fresh healthier options over processed packaged foods.



Samantha Lambert (Photographer & Change Statement), 2018





My son's school provides a bag of food for Breakfast in the Classroom which is used for breakfast and snack. Leftovers can be taken home. This provides options for kids at school such as fruit and packages snack.

Allowing students to bring these snacks home can alleviate food insecurity and anxiety in young people without fear of shame. It provides them with a healthy after school option that may not be available at home. Future considerations to address food insecurity in students may be weekend snack bags that a student can pack on a Friday.

Samantha Lambert (Photographer & Change Statement), 2018



UberEats provides a service to deliver food from a variety of restaurants in under 30 minutes. Although there is increased access to a variety of options, we often make choice on speed and cost. Increased education on food preparation and weekly planning can help to improve eating habits on a busy schedule. Increased access to foods can be both positive and detrimental. Calorie counts now found on most restaurant menus are excluded from these delivery services and less healthy options are generally more budget friendly. These type of delivery services can increase access to food options not generally accessible to many areas, allowing consumers to try options they may not have considered such as vegan restaurants or juice bars. This could potentially inform future decisions on opening new locations when determining market favorability.

Samantha Lambert (Photographer & Change Statement), 2018







This Moroccan food display from local restaurant, Casa Blanca is an example of food diversity in Everett. Food not only serves as a connection to our own cultural heritage, it can bridge the gap to our neighbors.. Beautifully displayed food serves as a centerpiece to gatherings, an aid to conversation and opens doors to share across cultures. Here, the Everett Public Libraries celebrates Moroccan culture as part of their Armchair Travel program which celebrates a different country each month. A deliberate focus on diverse food options at community gatherings allows for exploration beyond our own comfort zones and allows us to share in the joy food brings to each of us universally.

Samantha Lambert (Photographer & Change Statement), 2018



Passing it on. We have so much knowledge in Everett, so much that can't be taught out of a book. Here, Rosa - one of our farm volunteers and resident "plant-whisperer" - is teaching Amelia about how to best plant a 3 Sisters Garden, adding the beans to a bed of already sprouted corn at the beginning of the Northern Strand Community Farm growing season.



Cyara Lambert (Photographer) and  
Samantha Lambert (Change Statement),  
2018





Healthy living starts at home! People want to live healthy, but money and limited food stores can prevent them from doing so. Money is always an issue. It is so much easier and cheaper to buy something at McDonald's than it is to go to the store and buy ingredients, and then put the time in to cook it. We need to make it easier for people to find healthier foods that are also affordable, and support each other in learning to prepare quick and healthy meals. The City can help by making spaces available for fresh food stores to open and operate in.

Miriam Peralta (Photographer & Change Statement), 2018



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