

## Citizens' Voice



Citizens' voice is an approach to citizen journalism that can support the extension of communities' capacity to pursue their own advocacy and achieve real gains. It is a synthesis of 'traditional' participatory photo and video with citizen journalism.

Participatory photo and video has the capacity to extend the communities' skill set. It has been transformed by technology to create the potential for citizen voice, which integrates programme, campaigning and communications into a transformative process led by and for people living in poverty.

## Steps in the Process

The citizens' voice process is integrated into the participatory process:

1. At a point decided by the group and its facilitators, simple cameras are introduced to capture the evidence and testimony around the issues that have emerged and been prioritized.
2. As an advocacy plan is produced for change (within the community, with local, national or international decision makers), the content gathered is shaped to support and extend the effectiveness of that advocacy

## Suggestions for Use

- Citizens' voice can be used within a research process, building to an advocacy strategy it requires the name, role and gender of the participant to be well recorded and transcribed, and it requires informed consent to have been granted. If there is a sufficient sample size then the perspectives gleaned give a sense of the community context at the time the question is asked. It would be interesting to record these over time.