



**Health Care for All Texas**  
[www.healthcareforalltexas.org](http://www.healthcareforalltexas.org)

## **Final Report**

# **“Denied: The Crisis of America’s Uninsured”**

**A photography exhibit from Talking Eyes Media sponsored by Health  
Care for All Texas**

**The Texas Statewide Tour  
Sept. 2 - Oct. 18, 2004**

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## Executive Summary

Health Care for All Texas is a coalition that promotes universal health care through education and policy setting. This fall, in an effort to raise public awareness about the uninsured, Health Care for All Texas and 79 community leaders and organizations co-sponsored the photography exhibit “*Denied: The Crisis of America’s Uninsured*” in six cities in Texas.

The photography exhibit is part of the educational and policy advocacy effort of Talking Eyes Media. Through twenty black-and-white photographs and four in-depth accounts, internationally acclaimed photographer Ed Kashi and writer Julie Winokur tell the story of the 45 million people without health insurance. The exhibit puts faces on numbers: a cancer patient who loses her insurance halfway through chemotherapy; average Americans worked literally to death; a woman enduring an abusive marriage to keep her health insurance; and the crowded emergency room at San Francisco General Hospital.

Health Care for All Texas set two goals and four objectives for the exhibit. The goals were to raise public awareness about the uninsured and to build consensus for universal health care. Objectives set for each exhibit city were to recruit at least 20 co-sponsors, to organize one opening reception, to involve at least one publicly elected official, and to produce at least one media report. An evaluation tool (“the survey”) was designed to measure the

effect of the photography exhibit on viewer attitudes about the health care system.

While results of the survey need to be interpreted with caution due to sample bias, these show that many of the goals and objectives of the photography exhibit were met. Almost half of the viewers saw the lack of health insurance as more widespread after viewing the exhibit. In addition, an overwhelming number felt less confidence and pride in the U.S. health care system after viewing the exhibit, and a greater sense of urgency to reform health care, including voting for a candidate based on that candidate’s support of universal health care.

All six cities met at least half of their objectives, with five cities meeting more. Taken together, organizers in six cities recruited 79 co-sponsors, held five opening receptions with speakers and media, involved more than 15 publicly elected officials, and produced almost 30 media reports.

Overall, the exhibit successfully met its goals and objectives to increase public awareness about the uninsured and build consensus for universal health care. In addition, the exhibit increased visibility and credibility for Health Care for All Texas. It is our hope that future collaboration between co-sponsors, publicly elected officials and Health Care for All Texas in forums, study circles, town hall meetings, and other community events and legislation will move Texas closer to the goal of universal health care.

## Introduction

The chances of being uninsured are higher in Texas than anywhere in the country. Over 25% of children and adults are uninsured. Almost 40% of non-elderly Texans under 65 years had a gap in health care coverage over 2001 and 2002. <sup>1</sup> Recent findings from the Institute of Medicine indicate that working-age Americans without health insurance are more likely to receive too little medical care too late, be sicker and die sooner, and receive poorer care when they are in the hospital, resulting in 18,000 preventable deaths every year. <sup>2</sup>

Several factors conspire to make Texas the state with the highest rate of uninsured. Fewer Texans are insured through their employer than the average American at every level of firm size. In addition, Texas has a higher share of workers employed involuntarily in part-time jobs, a higher share of construction and farming jobs, a lower rate of manufacturing jobs, and low rates of unionization. <sup>3</sup>

The working poor make up 75% of the uninsured in Texas. Yet, because of restrictions placed by the Texas legislature on non-pregnant, non-disabled adults 18 to 65 years old, most adults, even those with low-paying, part-time wages, are not eligible for Medicaid. These same adults cannot afford to pay for private health insurance, even if their employer offers to pay. Family Security Index data show that monthly expenses would rise an

average of 30 to 50 percent if the family were to pay for health insurance premiums entirely on their own. <sup>4</sup>

When Texans are asked if they favor national health care financed by taxes, a majority say yes. But asked about tax credits, medical savings accounts, expansion of Medicaid, and employer mandates, they favor those, too. <sup>5</sup> Our complex health care system is further complicated by an uninformed consumer. As costs escalate, and the numbers of insured plummet, Texans will be called upon to find a viable solution.

## Background

Health Care for All Texas is a coalition that promotes universal health care through grassroots education and policy setting. The Declaration for Health Care for All Texas promotes a health care system based on five guiding principles: universal, comprehensive, affordable, accountable, and just.

Health Care for All Texas is a not-for-profit corporation (Texas Coalition for Universal Health Care, Inc.) founded in March 2002 by two physicians. The organization is managed by a statewide steering committee, which is responsible for policy, program, and fundraising. There are regional chapters in El Paso, Austin, College Station and Houston. The website, [www.healthcareforalltexas.org](http://www.healthcareforalltexas.org), list-serve, and electronic newsletter educate Texans via the Internet. Community

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<sup>1</sup> [www.familiesusa.org](http://www.familiesusa.org) (accessed Jan. 2004).

<sup>2</sup> [www.iom.org](http://www.iom.org). (accessed Feb. 2004).

<sup>3</sup> The Texas Health Care Primer, Center for Public Policy Priorities, Nov. 2003.

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<sup>4</sup> Ibid.

<sup>5</sup> University of Houston Center for Public Policy, Texas Public Policy Survey, Statewide Survey on Health Care, June 2002.

presentations and monthly programs in English and Spanish radio enlarge the scope of educational efforts, as do local op-ed and newspaper articles.

## The Photography Exhibit

This fall, Health Care for All Texas and 79 statewide community leaders and organizations co-sponsored the photography exhibit “*Denied: The Crisis of America’s Uninsured.*” A project of Talking Eyes Media ([www.talkingeyesmedia.org](http://www.talkingeyesmedia.org)), the twenty black-and-white photographs and four in-depth accounts by internationally acclaimed photographer Ed Kashi and writer Julie Winokur tell the story of the 45 million people without health insurance. The exhibit puts faces on numbers: a cancer patient who loses her insurance halfway through chemotherapy; average Americans worked literally to death; a woman enduring an abusive marriage to keep her health insurance; and health care at a crowded emergency room at San Francisco General Hospital.

The photos have appeared in the New York Times Magazine, the San Francisco Chronicle, and D Magazine. The materials are an ongoing source of public education and have been used in many states to raise awareness and inspire action. The exhibit is a tool to speak to policy makers and has been made available for free to organizations engaged in the field.



Sheila Wessenberg, breast cancer patient who lost her health insurance during chemotherapy, and her son.

## Goals and Objectives

The goals of the photography exhibit were to raise public awareness about the uninsured and to build consensus for universal health care.

The objectives were to recruit at least 20 co-sponsors in each exhibit city, organize six opening receptions, involve at least one elected public official in each city, and produce at least one local media report.

We expect the photography exhibit to result in projects that will involve local co-sponsors in forums, study circles, town hall meetings, and other community events, as well as to create new Health Care for All Texas regional chapters and lead to legislation at the state level.

## Implementation and Methods

Talking Eyes Media sent weekly press releases starting in August to the media in Texas.

Julie Winokur, writer and co-creator of the photography exhibit, *“Denied: The Crisis of America’s Uninsured”* approached Health Care for All Texas in February 2004. In March, the statewide steering committee voted unanimously to sponsor the exhibit in El Paso, San Antonio, Austin, College Station, Galveston and Houston. Point-persons were identified in each exhibit city.

A time-line with specific tasks was drawn up by the statewide steering committee and strictly adhered to. Each point-person was responsible for forming a local committee to organize the exhibit. Local committees met to discuss venue, opening reception (speakers, entertainment, refreshments, and press conference), and recruitment of co-sponsors, promotion and media coverage. Point-persons gave progress reports at the monthly statewide teleconferences from March to October.

A 15-item questionnaire was developed with the University of Texas School of Public Health to assess the effect of the exhibit on attitudes about the health care system. A promotional flyer was designed. Watermark Printing in Houston made 2000 copies of the flyer at no cost, and 1000 copies each of the Declaration for Health Care for All Texas and the Health Care for All Texas tri-fold brochure at cost. These were divided and distributed to the six exhibit cities. In addition, Houston and College Station printed programs for the opening reception; Houston printed and mailed 250 invitations for the reception.

Funds raised: 0

## Results

### **El Paso**

#### **Project Leader**

Connie Crawford  
Assistant County Attorney  
El Paso County Hospital District  
Legal Unit  
4815 Alameda Avenue  
8th Floor, Suite B  
El Paso, Texas 79905

#### **Co-sponsors**

Jose Rodriguez, County Attorney,  
El Paso  
Dolores Briones, El Paso County Judge  
Hispanic Leadership Institute  
Mexican-American Bar Association  
State Senator Eliot Shapleigh

#### **Venue**

El Paso County Courthouse  
500 East San Antonio Ave.  
El Paso, TX 79901  
September 2-8

#### **Reception**

##### Date

- Thursday, September 2, 2004  
3 pm

##### Speakers

- State Senator Eliot Shapleigh
- Jose Luna, M.D.

##### Attendance

- 50

##### Media

- ( )

**Approximate total number of viewers:**

**Surveys: 2**

#### **Media**

### **San Antonio**

#### **Project Leaders**

Robert L. Ferrer, M.D., MPH  
Department of Family and  
Community Medicine  
University of Texas Health Science  
Center at San Antonio  
MSC 7795  
7703 Floyd Curl Drive  
San Antonio, TX 78229-3900

#### Rita Ayala

Product Manager  
Community First Health Plans  
4801 NW Loop 410, Ste. 1000  
San Antonio, TX 78229  
210.358.6172

#### **Co-sponsors**

Community First Health Plan  
Methodist Healthcare Ministries

#### **Venue**

Texas Highway Patrol Museum  
812 South Alamo St.  
San Antonio, Texas 78205  
September 9-16

#### **Reception**

##### Date

- Friday, September 10, 2004  
6:30 pm- 9 pm

##### Speakers

- State Representative Mike Villarreal
- Charles Kight, CEO Community First Health Plan
- Ed Codina, Methodist Healthcare Ministries
- Robert Ferrer, M.D., MPH, UT Health Science Center

Attendance

- 40

Media

- La Prensa Newspaper

**Approximate total number of viewers:**

90-100

**Surveys:** 5

**Media**

La Prensa Newspaper

([www.laprensa.com](http://www.laprensa.com))

**Funds raised**

\$2000.00 Community First Health Plan

\$200.00 Methodist Healthcare Ministries

**Austin**

**Project Leaders**

Steven Smith

Program Coordinator

The RGK Center for Philanthropy and  
Community Service

Lyndon B. Johnson School of Public  
Affairs

The University of Texas at Austin

P.O. Box Y

Austin, TX 75713

Lisa McGiffert

Senior Policy Analyst

Consumers Union

Southwest Regional Office

1300 Guadalupe Street, Suite 100

Austin, Texas 78701

Kirtiv Sheth, M.D.

Retired pathologist

**Co-sponsors**

Office of Senator Eliot Shapleigh

Austin Progressive Potluckers

Catholic Charities of Central Texas

Center for Public Policy Priorities

Coalition of Nurses

in Advanced Practice

Consumers Union

First Unitarian Universalist Church

Gray Panthers

Jobs With Justice

Mental Health Association of Texas

Planned Parenthood of the

Texas Capital Region

Seton Healthcare Network

National Assn of Social Workers TX

Texas AFL-CIO

Texas Impact

Texas LULAC

Texas Mental Health Consumers

TEX PIRG

United Way Capital Area

Women's Health &

Family Planning Assn.

**Venue**

The State Capitol

E-2 Capitol Building

1099 Congress

Austin, Texas 78701

September 17-24

**Approximate total number of viewers:**

3500

**Media**

The Texas Observer

<http://www.texasobserver.org/showArticle.asp?ArticleID=1769>

American Network: Project Access  
(Austin)

<http://www.apanonline.org/Oct%202004%20Connections.pdf>

Gray Panthers—Austin

<http://austingp.hypermart.net/news.html>

National Public Radio interview—KUT

local NPR affiliate profile on September  
17

**Funds raised: 0**

## **College Station**

### **Project Leaders**

Laura Tenner  
2<sup>nd</sup> year medical student  
Texas A&M Health Science Center  
College of Medicine  
College Station, TX

Beth Koh  
2<sup>nd</sup> year medical student  
Texas A&M Health Science Center  
College of Medicine  
College Station, TX

Nick Anthis  
Texas A&M University  
College Station, TX

### **Co-sponsors**

Texas A&M Medical School  
Empower: Medical Students for  
Diversity and Social Justice  
League of Latin American Citizens  
Brazos Valley Progressives  
Health Care for All Clinic  
Bryan/College Station  
NAACP  
Brazos VALley Alumnae Chapter of  
Delta Sigma Theta Sorority  
Texas A&M School of Rural  
and Public Health

### **Venue**

P. David Romei Art Gallery  
2275 Dartmouth St.  
College Station, Texas 77840

Reception

Date

- Monday, September 27  
6 pm – 7:30 pm

Speakers

- Mary DeVaul, Former President  
of the Board of Directors for  
Health For All, Inc.
- Richard A. DeVaul, M.D.,  
Director of the Leadership in

Medicine program at Texas  
A&M University System Health  
Science Center College of  
Medicine

- Ana Malinow, M.D., Health Care  
for All Texas

Attendance

- 70

Music provided by Texas A&M  
Symphony Orchestra

Refreshments provided by Texas A&M  
University System Health Science  
Center College of Medicine

### **Media**

The Bryan-College Station Eagle  
<http://www.theeagle.com/spotlight/exhibits/2004articles/092604photos.php>

**Approximate number of viewers:** 200

**Surveys:** 21

### **Media**

The Bryan-College Station Eagle  
<http://www.theeagle.com/spotlight/exhibits/2004articles/092604photos.php>  
Radio interview [www.touchstone.com](http://www.touchstone.com)

### **Funds raised**

\$600.00 for HCFAT—College Station  
and Health For All Clinic

In-kind donations

Texas A&M University System Health  
Science Center College of Medicine  
TAMU Orchestra  
P. David Romei Arts Center

## **Galveston**

### **Project Leaders**

Ted Hanley  
The Jesse Tree  
Executive Director

Janice Smith

Serena Yang, M.D., MPH  
Instructor, Pediatrics  
Baylor College of Medicine

**Co-sponsors**

UTMB Institute of Medical Humanities  
Galveston Sponsoring Committee  
The Jesse Tree  
Frontera de Salud  
SIGHT (Students Improving Global  
Health Together)  
National Alliance for Mental Illness  
UTMB Office of Community Outreach

**Venue**

Old Galveston Square on the Strand  
2211 Strand  
Galveston, Texas 77550  
October 3-10

**Activities**

**Saturday, October 2 2004** at 5 pm  
The Strand Theater - "Before Time Runs  
Out," a play about breast cancer and its  
effect on African American families.

**Monday, October 4 2004** at 5 pm -  
Ribbon Cutting and Opening of the  
Photo Exhibit at the Old Galveston  
Square Building.

**Tuesday, October 5 2004** at 7 pm -  
Theatre Forum Rosenberg Library,  
Wortham Room

**Saturday, October 9 2004** - Health for  
All Festival in Sangerfest Park from 4-6  
pm with entertainment, education, health  
screenings and more. Exhibit will be part  
of the Art Walk held from 6 to 9 pm.

**Approximate total number of viewers:**

**Surveys:** 51

**Funds raised:**

**Media**

Galveston Daily News  
<http://www.galvestondailynews.com/story.lasso?wcd=24274>  
Unitarian Universalist Galveston Gazette  
<http://home.wt.net/uufgc/UU%20Newsletter%202004%20October.pdf>  
Galveston County Health Access  
Program  
<http://www.galvestonchap.org/>  
Galveston Arts Center  
<http://www.galvestonartscenter.com/artwalk.html>

**Houston**

**Project Leader**

Ana Malinow, MD  
Assistant Professor  
Pediatrics  
Baylor College of Medicine

**Houston Chapter Committee**

Bill Amini, PhD  
Serena Yang, M.D., MPH  
Julieana Nichols, M.D., MPH  
Marsha Griffin, M.D.  
Sara Cloots  
Katherine King-Casas, M.D.  
Viginia Dzul-Church  
Jackie Chen  
Teri Selcoe  
Dana Ashrawi  
Henry and Faye Amini  
Adham Bear  
Faraz Sultan  
Nicole Loo  
Stephen Chao  
Megan Walker  
Megan Tierrey  
Pooman Mehta  
Apu Agrawal  
Jasmine Samuel  
Jose Figueroa

Erin Williams  
George Williams  
Eliza Thornton  
Vicki Stephens  
Students at the University of Houston  
Cancer Collegiate Council

**Co-sponsors**

Mayor Bill White  
US Rep Gene Green  
US Rep Sheila Jackson Lee  
City Council Member Ada Edwards  
City Council Member Adrian Garcia  
City Council Member Shelley Sekula-Gibbs, M.D.  
City Council Member Carol Alvarado  
State Senator Elliot Shapleigh  
State Senator Rodney Ellis  
Representative Garnet Coleman  
The Gulf Coast CHIP Coalition  
The Children's Defense Fund  
Children at Risk  
Baylor College of Medicine  
Texas Children's Hospital  
League of Women Voters  
Ralph Feigin, MD  
Harris County Hospital District  
KPFT 90.1 FM Radio  
Rothko Chapel  
Mayor's Office of Immigrant and  
Refugee Affairs  
St. Luke's Episcopal Health Charities  
Memorial Hermann Hospital  
Watermark Printing  
UTmed.com  
Homeless Healthcare Houston  
Catholic Charities  
Jewish Federation of Greater Houston  
The Collegiate Cancer Council  
Gray Panthers of Houston  
Congregation Emanu El  
The Asian American Health Coalition  
Rice Leaders for Change  
The Houston Chronicle  
Ziggy's Healthy Grill  
Tejano 980 AM Radio

KLOVE 106.5 FM Radio  
Forest Photography

**Venue**

Houston Public Library, Central  
500 McKinney  
Houston, TX 77002

Reception

Date

- Wednesday, October 13, 2004  
Press Conference at 5:30 pm  
Reception at 6 pm

Speakers

- The Honorable Mayor Bill White
- State Senator Eliot Shapleigh
- Vicki Johnson Stephens,  
Children's Defense Fund
- David Lopez, CEO  
Harris County Hospital District
- Sheila Wessenberg, uninsured  
cancer patient, featured in exhibit
- Christine Gonzalez, mother of  
uninsured patient
- D'Lisa Simmons,  
Rotary International
- Ana Malinow, M.D.,  
Health Care for All Texas

Attendance

- 100-150

Media

- KTMO Telemundo Canal 47
- La Prensa
- KPFT 90.1 FM Radio
- El Rumbo

**Approximate number of viewers:**  
5,540

**Surveys:** 66

**Media**

Features front page Houston Chronicle  
10-13-04

[http://www.chron.com/cs/CDA/ssistory\\_mpl/editorial/2844874](http://www.chron.com/cs/CDA/ssistory_mpl/editorial/2844874)

Editorial top page Houston Chronicle  
10-13-04

<http://www.chron.com/content/chronicle/features/index.html>  
 Baylor College of Medicine  
<http://intranet.bcm.tmc.edu/index.cfm?function=announce.view&AnnID=1200>  
 Rice U  
<http://www.ruf.rice.edu/~gsa/announcements/2004-oct11.html>  
 Houston Press  
<http://listings.houstonpress.com/gyrobase/Events/Results?location=oid%3A10715>  
 UT Med  
[http://www.med.uth.tmc.edu/community\\_affairs/escoop.htm](http://www.med.uth.tmc.edu/community_affairs/escoop.htm)  
 Houston Peace and Justice Calendar  
<http://www.hpjc.org/hpjccalendar.asp>  
 Northwest Community Unitarian  
 Universalist Church News  
<http://www.nwcuuc.org/n-services.html>  
 Harris County Hospital District Board of  
 Managers Meeting  
<http://www.hchdonline.com/board/agendas/2004/ag9-30-04.pdf>  
 The Daily Cougar  
 Vol 70, Issue 36 Tuesday, Oct. 12, 2004  
 KUHF Events Calendar  
<http://events.publicbroadcasting.net/kuhf/events.eventsmain?action=showEvent&eventID=201336>  
 Telemundo Ch. 47  
 Broadcast Oct. 14, 2004  
 KPFT, multiple PSAs, Condition  
 Critical: Interviewed Julie Winokur Oct.  
 14, 2004  
 KLOVE PSA  
 Tejano PSA  
 The Houston Chronicle, in-paper  
 advertising October 18, 2004  
 La Semana  
<http://www.semananews.com/news.php?nid=778>

**Funds raised**

\$2,500.00 St. Luke's  
 Episcopal Health Charities  
 \$840.00 Baylor College of Medicine  
 \$500.00 Memorial Hermann Hospital  
 \$354.00 individual donations  
 \$300.00 UTmed.com  
 \$50.00 Collegiate Cancer Council  
***Sub Total \$4,544.00***

In-kind donations  
 \$3,376.00 Houston Chronicle In-Paper  
 Advertising  
 \$500.00 Ziggy's Healthy Grill  
 \$83.00 Watermark Printing  
 \$475.00 Pin Lim Forest Photography  
 \$325.00 Ted Pin Designer  
***Sub Total \$4,759.00***

**Total \$9,303.00**

## Evaluations

A 15-item questionnaire (“the survey”) was developed in English and Spanish to measure the effect of the photography exhibit on attitudes about the health care system. Viewers were asked to fill out the survey after seeing the exhibit. Questions included awareness of the problem (Qt. 1, 2, 3); confidence in the system and need to reform health care (Qt. 4, 5, 6); responsibility for shortcomings of health care system (Qt. 7); need for political activism and likelihood of voting for reform (Qt. 8, 10, 11, 12); health care as a right, goal, or luxury (Qt. 13); whether major reform is achievable in one’s lifetime (Qt. 9); ever uninsured (Qt. 14) and if so, the effect this had on quality of life (Qt. 15).

One hundred forty five surveys in five cities in Texas were completed; 135 in English and 10 in Spanish. The survey was offered to exhibit viewers only. Not all viewers filled out surveys. Overall, the effect of the photography exhibit on viewers’ attitudes of the health care system was positive. Almost half saw the lack of health insurance as more widespread after viewing the exhibit (49%). After the exhibit, a majority saw the problem of uninsurance as more likely to affect people like themselves (65%) and more harmful to people’s lives (57%).

After the exhibit, viewers overwhelmingly felt less confidence and pride in the U.S. health care system (76%), more strongly about the need for major health care reform (75%), and a greater sense of urgency to reform health care (70%).

After viewing the exhibit, over two thirds of the viewers were more likely to think that major health care reform will require political activism (66%); more likely to support health care reform (70%) and more likely to vote for a candidate who supports universal health care (73%). (See Table I.)

After seeing the exhibit, viewers reported that they would definitely vote for a candidate based on his/her support for universal health care and/or consider a candidate’s support for universal health care as an important factor (data not shown).

The majority of viewers blame politicians, voters, and/or insurance companies for the shortcomings of the health care system. Physicians were least likely to be held responsible for the failings of the health care system. (See Table II.) Viewers that blame politicians were more likely to vote for a candidate who supports universal health care (83%; data not shown.) [Is this correct?](#)

More viewers see health care as a right than a goal or a luxury we can’t afford (69% vs. 25% vs. 7%). Less than half of the viewers had ever been without health insurance (47%). Of those that had ever been uninsured, 32% report that having no insurance affected the quality of their life.

The factors most predictive of viewers’ change in attitudes were seeing health care as a right ( $p<0.001$ ) and health care reform as urgent ( $p<0.001-0.01$ ). [is this the right way of writing it?](#) Health care as a right and urgency of reform were more predictive than seeing health care as achievable in one’s lifetime or ever having been uninsured ( $p=0.16-0.85$  and

p=0.08-0.85, respectively; data not shown.) [ibid?](#)

## Tables

**Table 1: Effect of exhibit on viewer perceptions of uninsurance**

Change in perceptions after viewing the exhibit	% of viewers who now see it as ...			
	Greater	Smaller	No change	Total N
Perceived prevalence of uninsurance	49%	6%	45%	144
Likelihood that uninsurance will affect people like themselves	65%	11%	24%	145
Harm of uninsurance to people's lives	57%	8%	35%	144
Confidence and pride in health-care system	5%	76%	19%	139
Need for major health-care reform	75%	9%	16%	142
Urgency of major health-care reform	70%	8%	22%	144
Likelihood that health-care reform will require political activism	66%	14%	20%	145
Optimism that health-care reform is achievable in their lifetime	36%	37%	27%	143
Likelihood they will support health-care reform	70%	4%	25%	139
Likelihood they will vote for a candidate based on his/her support for universal health care	73%	7%	20%	140

**Table 2: Who is to blame?**

Responsible for shortcomings	Frequency (Valid %)
Politicians	73 (51)
Voters	63 (44)
Insurance companies	58 (40)
Pharmaceutical companies	44 (31)
Physicians	30 (20)
Other	22 (15)

**Table 3: How viewers see health care**

<b>I see health care for all as:</b>	<b>Frequency (Valid %)</b>
A right that must be made a reality	95 (69)
A goal to work toward in small steps	34 (25)
A luxury we probably can't afford	9 (7)

**Table 4: Insurance status of viewers**

<b>Have you ever been without insurance?</b>	<b>Frequency (Valid %)</b>
Yes (ever uninsured)	66 (47)
No (always insured)	74 (53)

**Table 5: Six city composite report**

Cities	6
Project Leaders	13
Co-sponsors	79
Receptions	5
Media Reports	26
Max. Number of Viewers	9,760
Expenses	\$2,773.00
Funds Raised	\$7,344.00
In-kind	\$4,759.00
Total Funds + In-kind	\$12,103.00
Total – Expenses	\$9,330.00

Ana 11/27/04 11:22 PM  
Deleted: C

**Table 6: Objectives met by exhibit city**

	Objectives				
	20 co-sponsors	1 reception	1 elected official involved	1 media report	% of objectives met
El Paso	5	1	3	1	75%
San Antonio	2	1	1	1	75%
Austin	20	0	1	4	75%
College Station	8	1	0	2	50%
Galveston	7	1	??	4	75%
Houston	37	1	10	17	100%
Total (n)	79	5	15??	29	--
% of cities that met objective	33%	83%	83%	100%	--

## Discussion

In an effort to raise public awareness about the uninsured, Health Care for All Texas (HCFAT), a coalition that promotes universal health care through education and policy setting, sponsored a statewide tour of the photography exhibit “*Denied: The Crisis of America’s Uninsured*” in six cities in Texas in the fall of 2004. The photo documentary depicts the consequences of a failed health care system in 20 powerful photographs and accompanying text.

The photography exhibit, part of an educational and policy advocacy effort of Talking Eyes Media, has been exhibited in --- cities in the past two years. However, the effect of the exhibit on the attitudes of the viewers has not been studied, nor have measurable goals and objectives been set for the exhibit. The HCFAT statewide steering committee set two goals, to raise public awareness about the uninsured and to build consensus for universal health care. Four objectives were set for each exhibit city: to recruit at least 20 co-sponsors, to organize one opening reception, to involve at least one publicly elected official, and to produce at least one media report. An evaluation tool was designed to measure the effect of the photography exhibit on viewer attitudes about the health care system.

While results of the survey need to be interpreted with caution due to sample bias, results in Table I and VI indicate that many of the goals and objectives of the photography exhibit were met. Figures 1 and 2 show that almost half of the viewers saw the lack of health

insurance as more widespread after viewing the exhibit. In addition, an overwhelming number felt less confidence and pride in the U.S. health care system after viewing the exhibit, and a greater sense of urgency to reform health care, including voting for a candidate based on that candidate’s support of universal health care.

Table VI shows how well exhibit cities met their objectives. While only two cities (Austin and Houston) recruited at least 20 co-sponsors, all six cities recruited at least some co-sponsors (2-37). All cities except for Austin organized an opening reception for the exhibit (the State Capitol in Austin was precluded from hosting any events by the Capitol staff). With the exception of College Station, all cities involved an elected public official as a co-sponsor and/or speaker at the reception. All 5 cities met the objective of producing at least one media report, with four cities surpassing the goal.

## Implications for Strategies for Health Care Activists

The percent of viewers that had ever gone without health insurance (47%) and of those, the percent that report being uninsured affected their quality of life (32%) is similar to the percentages reported in Texas (39% [over 2001-2001] and \*\*\*%). Thus, while exhibit viewers were probably biased towards health care reform, the sample seems to reflect the average Texan experience.

Exhibit outcomes have several implications for strategies for health care

activists. First, the majority of viewers that filled out the survey blame politicians and voters for the shortcomings of the health care system. Thus, health care reform becomes an issue over which people have some power. Second, those that blame politicians are more likely to vote for a candidate that supports universal health care. Making politicians aware that voters will vote for them based on their support for universal health care might make them more likely to support an issue which is seen as unaffordable and unattainable. Third, most people already see health care as a right, not as a goal or a luxury. This supports the argument against incremental change. Fourth, believing that universal health care will be achieved in one's lifetime is not predictive of a change in attitude. Nor is being uninsured predictive of a change in attitude. This implies that people don't need the experience of being uninsured to change their attitudes about the health care system. Given that the majority is insured, educational efforts targeted at the insured will be important. Finally, factors which were most predictive of a change in attitude are seeing health care as a right and seeing health care reform as urgent. Thus, convincing people that health care is a right (and we might not be far from that already) might be a productive way to change people's attitudes about the health care system.

Understanding that the results are drawn from a sample biased towards health care reform, the findings imply that even voters that have never been uninsured already believe that health care is a right, and while most blame politicians for the system's shortcomings, many take the responsibility as their own and would be

willing to vote for candidates based on their support of universal health care. Taken as a whole, the results of the photography exhibit seem to support activists seeking change in health policy at the grassroots level.

## Future Studies

Results of the survey and measurable objectives show that the photography exhibit met and often surpassed its goals. The statewide tour in Texas proved that the photography exhibit can be used as an effective tool to raise public awareness about the uninsured and to build consensus for universal health care. In addition, it is possible to measure health activism outcomes. Future efforts to educate Texans about our current health care system should use similar strategies.