Sport for Development (SFD) is a growing movement that uses the power of sport to address social issues and other needs of underserved communities. SFD programs should be designed to focus on the specific issues that plague the population they intend to serve (Sherry, Schulenkorf & Chalip, 2015), however, many programs have been criticized for being driven more by the needs of donors and funding agencies as opposed to recipients’ needs (Hayhurst, 2009). Furthermore, in many cases, community needs are identified by program administrators. Many SFD researchers have urged the active participation of program recipients in identifying their own needs and shaping interventions (Darnell, 2007; Giles & Lynch, 2012; Kidd, 2008). Not only should involving recipients help to create more impactful SFD programs, it should also foster sense of ownership in the program and help build community capacity for participants (Giles & Lynch, 2012).

Photovoice is a commonly used needs assessment method in the field of public health, education, and community development, in which participants identify, represent and enhance their community through photography (Wang & Burris, 1997). The main goals of photovoice are to enable people to record and reflect on their community’s strengths and concerns, to promote critical dialogue and knowledge about important community issues, and to reach policy makers. Research has indicated that photovoice can help foster empowerment, build community capacity, and increase participants’ sense of control over what happens in their community and in their life in general (Catalani & Minkler, 2010). While photovoice has been successful in other fields, it has yet to be used in the field of sport for development to assess community needs. Consequently, the purpose of this study is to utilize photovoice among the youth SFD program participants in a low-income community to assess the needs of their community from their own perspective. In doing this, this study aims to assess photovoice as a viable method for needs assessment for SFD programs. This study is guided by the following research questions:

1. Are there differences in how three forms of needs assessment identify the needs of a low-income community?
2. How can the results of a photovoice project inform community-based youth sport programming?

Method
Research Context
The community utilized in this study is an urban neighborhood located on the east coast of the United States. The neighborhood is among the lowest income neighborhoods in America with an average household income lower than 94.5% of neighborhoods in the U.S. Furthermore, with 74.7% of the children living below the federal poverty line, this neighborhood has a higher rate of childhood poverty than 98.7% of U.S. neighborhoods (NCCP, 2016). Additionally, the crime rate in the neighborhood is about 25% higher than the national average (Zimmerman et al., 2016). The local Boys and Girls Club located in this neighborhood is committed to improving the lives and meeting the needs of youth living in the community. The club currently serves about 500 youth in their after school and summer programs. Additionally, the club currently offers a variety of sport programming.

Participants and Data Collection
In order to assess the differences in how three forms of needs assessment identify needs in a low-income community, three groups of participants are taking part in this study: administrators, non-photovoice youth, and photovoice youth. Data collection is currently in progress and will conclude in February 2018.

Program Administrator Group. Three program administrators participated in a 20-30 minute semi-structured interview. During this interview, they were asked questions related to the needs of the community and how their perception of the needs guide their current sport programing. Following data collection from the other two groups, the same three administrators will participate in a focus group to discuss how the needs identified by youth might guide future sport programing.
Youth Non-photovoice Group. Eight youth members of the SFD program between the ages of 10-15 participated in a one-hour focus group to discuss assets (positive aspects) and shortcomings (negative aspects) that may exist in their community. Participants were asked to identify specific things in their community that represent the assets and shortcomings.

Youth Photovoice Group. Approximately 6-10 youth members of the SFD program between the ages of 10-15 have been selected and are being asked to take pictures of things in their community that represent assets and shortcomings. All photography sessions take place as a group, with at least one adult present. Once pictures are taken, youth participants will engage in a focus-group discussion about common themes of pictures. Youth will develop a presentation/showcase that will allow them to tell their story about the assets and shortcomings of their community to be presented to program administrators, family, and other community members.

Data Analysis
All individual interviews, focus groups, and photovoice group discussions will be audio recorded and transcribed. Data will be coded using the NVIVO ATLAS.ti software and themes will be identified. For the photovoice group, it is essential that data analysis be conducted alongside participants (Wang & Burris, 1997). The youth that take the pictures will be responsible for interpreting what each picture means and its significance.

In order to answer research question one, data from the youth focus group, the administrators’ interviews and the photovoice group discussion sessions will be compared to assess the similarities and differences in how each group identifies the needs of the community. Data from the administrator focus group will be assessed to answer research question two.

Results and Significance of Findings
The results of this study should shed light on what SFD program administrators and youth members view to be the needs of their community. Additionally, results should indicate the viability of photovoice to inform sport programming. Potential implications of the findings are two-fold. First, by allowing members of an underserved population to tell their own stories about their experiences and living conditions, the results of this study should provide insight into how individuals in low-income communities live. The results should also provide insight into what youth living in a low-income neighborhood view as the needs in their community. This is important as marginalized groups’ needs are identified and stories are told in many cases from the perspective of outsiders rather than from the perspective of those within the groups (Giles & Lynch, 2012). The second important implication of this research is in the assessment of the photovoice methodology. This research could be an important first step to legitimizing the photovoice method in the field of sport management, and specifically for Sport for Development programs. These implications among others will be presented.