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 candidates 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.  

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.  

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.  

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.  

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. 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, lists, serve, and electronic newsletter educate Texans via the Internet. Community

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3 The Texas Health Care Primer, Center for Public Policy Priorities, Nov. 2003.
4 Ibid.
5 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), 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

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.

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

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

Funds raised: 0
Attendance
• 40

Media
• La Prensa Newspaper

**Approximate total number of viewers:** 90-100

**Surveys:** 5

**Media**
La Prensa Newspaper
(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
2nd year medical student
Texas A&M Health Science Center
College of Medicine
College Station, TX

Beth Koh
2nd 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

Surveys: 21

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
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
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
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?fecha anunciar=announce.view&AnnID=1200
Rice U
Houston Press
http://listings.houstonpress.com/gyrobase/Events/Results?location=oid%3A10715
UT Med
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
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

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.)

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). 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

<table>
<thead>
<tr>
<th>Change in perceptions after viewing the exhibit</th>
<th>% of viewers who now see it as …</th>
<th>Total N</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Greater</td>
<td>Smaller</td>
</tr>
<tr>
<td>Perceived prevalence of uninsurance</td>
<td>49%</td>
<td>6%</td>
</tr>
<tr>
<td>Likelihood that uninsurance will affect people like themselves</td>
<td>65%</td>
<td>11%</td>
</tr>
<tr>
<td>Harm of uninsurance to people’s lives</td>
<td>57%</td>
<td>8%</td>
</tr>
<tr>
<td>Confidence and pride in health-care system</td>
<td>5%</td>
<td>76%</td>
</tr>
<tr>
<td>Need for major health-care reform</td>
<td>75%</td>
<td>9%</td>
</tr>
<tr>
<td>Urgency of major health-care reform</td>
<td>70%</td>
<td>8%</td>
</tr>
<tr>
<td>Likelihood that health-care reform will require political activism</td>
<td>66%</td>
<td>14%</td>
</tr>
<tr>
<td>Optimism that health-care reform is achievable in their lifetime</td>
<td>36%</td>
<td>37%</td>
</tr>
<tr>
<td>Likelihood they will support health-care reform</td>
<td>70%</td>
<td>4%</td>
</tr>
<tr>
<td>Likelihood they will vote for a candidate based on his/her support for universal health care</td>
<td>73%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Table 2: Who is to blame?

<table>
<thead>
<tr>
<th>Responsible for shortcomings</th>
<th>Frequency (Valid %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politicians</td>
<td>73 (51)</td>
</tr>
<tr>
<td>Voters</td>
<td>63 (44)</td>
</tr>
<tr>
<td>Insurance companies</td>
<td>58 (40)</td>
</tr>
<tr>
<td>Pharmaceutical companies</td>
<td>44 (31)</td>
</tr>
<tr>
<td>Physicians</td>
<td>30 (20)</td>
</tr>
<tr>
<td>Other</td>
<td>22 (15)</td>
</tr>
</tbody>
</table>
### Table 3: How viewers see health care

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

### Table 4: Insurance status of viewers

<table>
<thead>
<tr>
<th>Have you ever been without insurance?</th>
<th>Frequency (Valid %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes (ever uninsured)</td>
<td>66 (47)</td>
</tr>
<tr>
<td>No (always insured)</td>
<td>74 (53)</td>
</tr>
</tbody>
</table>

### Table 5: Six city composite report

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cities</td>
<td>6</td>
</tr>
<tr>
<td>Project Leaders</td>
<td>13</td>
</tr>
<tr>
<td>Co-sponsors</td>
<td>79</td>
</tr>
<tr>
<td>Receptions</td>
<td>5</td>
</tr>
<tr>
<td>Media Reports</td>
<td>26</td>
</tr>
<tr>
<td>Max. Number of Viewers</td>
<td>9,760</td>
</tr>
<tr>
<td>Expenses</td>
<td>$2,773.00</td>
</tr>
<tr>
<td>Funds Raised</td>
<td>$7,344.00</td>
</tr>
<tr>
<td>In-kind</td>
<td>$4,759.00</td>
</tr>
<tr>
<td>Total Funds + In-kind</td>
<td>$12,103.00</td>
</tr>
<tr>
<td>Total – Expenses</td>
<td>$9,330.00</td>
</tr>
</tbody>
</table>
**Table 6: Objectives met by exhibit city**

<table>
<thead>
<tr>
<th>City</th>
<th>20 co-sponsors</th>
<th>1 reception</th>
<th>1 elected official involved</th>
<th>1 media report</th>
<th>% of objectives met</th>
</tr>
</thead>
<tbody>
<tr>
<td>El Paso</td>
<td>5</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>75%</td>
</tr>
<tr>
<td>San Antonio</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>75%</td>
</tr>
<tr>
<td>Austin</td>
<td>20</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>75%</td>
</tr>
<tr>
<td>College Station</td>
<td>8</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>50%</td>
</tr>
<tr>
<td>Galveston</td>
<td>7</td>
<td>1</td>
<td>??</td>
<td>4</td>
<td>75%</td>
</tr>
<tr>
<td>Houston</td>
<td>37</td>
<td>1</td>
<td>10</td>
<td>17</td>
<td>100%</td>
</tr>
<tr>
<td>Total (n)</td>
<td>79</td>
<td>5</td>
<td>15??</td>
<td>29</td>
<td>--</td>
</tr>
<tr>
<td>% of cities that met objective</td>
<td>33%</td>
<td>83%</td>
<td>83%</td>
<td>100%</td>
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Health Care for All Texas
Final Report "Denied: The Crisis of America's Uninsured"
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 candidates 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.