

1005 ROAD TRAFFIC INJURY PREVENTION

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These animations are produced by the traffic police of Iran with co-operation of Safety Promotion and Injury Prevention Research Center of Shahid Beheshti University of Medical Sciences and broadcast regularly from national radio and television of Iran for the purposed audience. Within a focus group discussion including academic researchers, police officers, artists and media experts the problem is introduced and a story and narrative is created for any subject. These selected series are films and photos have been created within the past 2 years, are completely native and can be used for other countries.