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Photovoice is a methodology to reflect the fact on certain social problems through photography. Photovoice–Children's Perspective on Road Traffic Safety was adopted by Walk This Way program in seven safe kids member countries to stimulate the road traffic environment improvement for child pedestrians. The photovoice phase I was the identify the road issues through children's photovoice. The photovoice phase II was to stimulate the road improvement through stimulating multi-sectors' collaboration. The photo flash illustrate the top 10 road issues identified by phase I in one community in Shanghai, China, and also tells how Safe Kids China stimulate multi-sectors' collaboration on road improvement through social marketing of the photovoices and solved the top four road issues with pre and post photos. The Programme Committee will need to review your film or photography. Please provide us with any relevant technical information for example, format, duration of the film, number of photos, size, etc. Please do not send your submission until we ask you to do so.

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CHILDREN'S PHOTOVOICE – A MULTI-SECTOR COLLABORATION STIMULUS ON CHILD PEDESTRIAN SAFETY THROUGH ENVIRONMENT MODIFICATION

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