

03

**PARTICIPATORY PHOTOGRAPHY PROJECT GIVES VOICE TO NON-DRIVING PACIFIC, MAORI AND ASIAN YOUTH**

doi:10.1136/injuryprev-2012-040580b.3

<sup>1</sup>A Ward\*, <sup>2</sup>A Orsini, <sup>3</sup>T Baggett, <sup>1</sup>H Weiss. <sup>1</sup>University of Otago, New Zealand; <sup>2</sup>Urbanthinkers, Vancouver, Canada; <sup>3</sup>Auckland, Council, New Zealand

**Background** Young people have the highest crash injury risk of any age group. Highlighting use of active/public transport is an appealing solution to delaying driving among this cohort.

**Aims/Objectives/Purpose** We aim to create discussion surrounding transport issues that is generated and propagated by youth themselves. Our objective is to learn from the experiences of youth who use alternative means of transport, and apply this knowledge to future interventions focused on delayed driving.

**Methods** Nine non-drivers aged 16–24 were recruited for a project utilising the Photovoice participatory photography method as a research/health promotion tool. Photovoice participants take photographs of their daily environment; by sharing their photos and stories, they use the power of the visual image to communicate their experiences. This method is an internationally recognised tool to advocate for policy and behaviours that reduces inequalities by giving those who don't have much decision making power a voice.

**Results/Outcome** The photographs were narrowed down to a small number of self-reported favourites, and we worked with participants to write a narrative for each photo. A public photography exhibit was held, making public the issues surrounding the transport choices of this group of young people, extending their audience and giving participants a platform to be heard.

**Significance/Contribution to the field** When it comes to crashes, Pacific/Maori youth suffer an increased risk. Graduated Driver Licensing policies suggest that reducing exposure to car use is an under-tapped health strategy to reduce the burden of youth road trauma. This project uniquely focuses on nondriving youth in hopes that it will also encourage their peers to drive less, avoiding this harmful exposure.