

# PHOTOVOICE

*Forging stronger relationships through photography & story-telling*

## What is PhotoVoice?

Factories can feel like cold, impersonal places that merely provide a source of income. This disconnect between factories and their workforce can have a negative impact on all involved parties, especially migrant parent workers who don't see their children often. At the same time, many of these workers struggle to communicate or convey their emotions clearly towards their children, particularly when long-term separation has caused estrangement.

- The Photovoice parent tool gives factories a chance to positively engage with their workers, by providing workers with an accessible, fun and creative medium to share stories about their children.
- With a strong focus on communication skills-building, participants are given training in basic photography and story-telling and are tasked with creating photo stories during their visit home (usually over Spring Festival).
- The project ends with a fun photo competition and closing ceremony whereby workers present their photo stories, win prizes and take home their cherished photo albums.



"The migrant parent worker training and Photovoice programme allowed us to support these parents and improve their relationship with their children back home.

A secondary motivation has been to help factory management decrease turnover by improving worker satisfaction and loyalty. We've seen success in both areas."

Kelsey Keene, CSR Director, Colosseum Athletics

## Training objectives:

1. To teach workers how to use photography and story-telling as a medium to convey emotions, regardless of education level
2. Improve parent workers' communication skills, particularly in relation to their children
3. Allow factories to demonstrate their commitment to worker well-being while addressing key challenges incl. high turnover and low worker morale

## Project stages

- 1 First training on photography skills
- 2 Practical photo taking session during workers' holiday
- 3 Second training on telling stories with pictures
- 4 Award ceremony & summary of project

## Project impact:

The following data is from a 2016 PhotoVoice programme implemented in a supplier factory in Wuxi, China in which 64 workers took part.

**14%**

more parents spoke with their children every day

**19%**

more parents spoke at least a half an hour or more during each call

**11%**

more parents visited their children at least twice a year

## Contact us:

Please email [ines.kaempfer@childrights-business.org](mailto:ines.kaempfer@childrights-business.org) to learn more about joining this programme.

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