

Objectives

Upon completion of this session, participants will be able to:

- Identify the essential elements of a story to promote flu vaccination
- Discuss best practices for developing narratives
- Learn about story dissemination strategies

Why Stories Work

- Historical tradition of storytelling among African American, Latino, and American Indian cultures
- Oral history is an honored means of sharing values and beliefs
- Stories today are shared through multiple channels at lightning speed
- Stories shape people's understanding of the world around them*

*Weinschenk Institute, 2013

Why Stories Work

- Research shows that stories have the power to help people “edit” their personal narratives
- Stories can prompt people to evaluate their behavior
- People put themselves in the “shoes of the other” to evaluate their own persona (character), decisions (action) and possibilities (transformation)*

Tom Baranowski, Ph.D., et.al., American Journal of Preventive Medicine (2008)

Why Stories Work

Cultural storytelling

- Oral lore that is passed on in many forms
 - Sidewalk and jump rope rhymes
 - Handclap songs and rap
 - History and creation stories
 - *Cuentos* (stories) and *dichos* (proverbs)

Cultural Storytelling



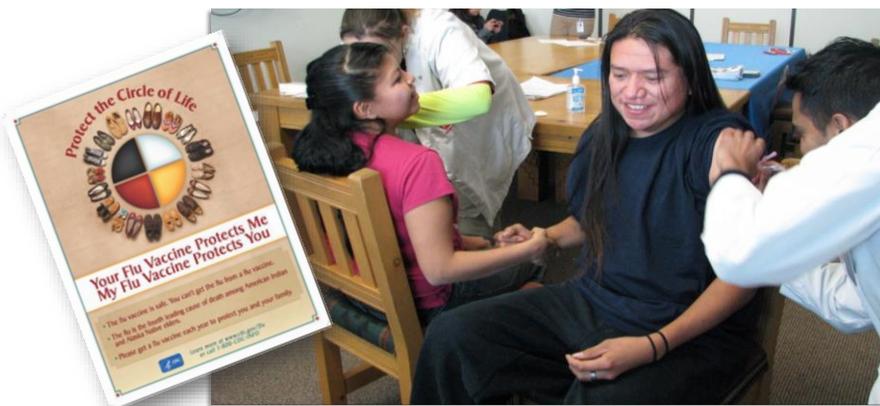
Essential Elements of a Story

- Passion
- Protagonist
- Antagonist
- Conflict
- Awareness
- Transformation*



*Richard Maxwell and Robert Dickman, *Elements of Persuasion*

A Real Story

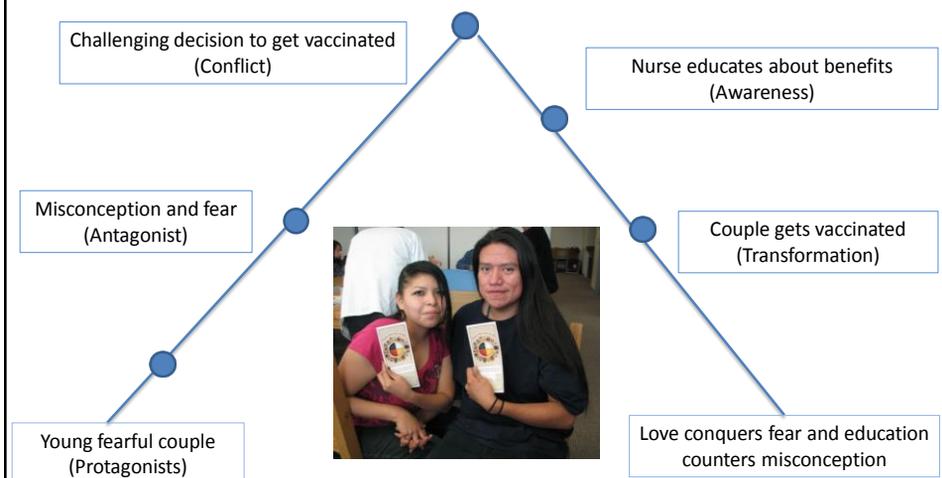


A Real Story

Albuquerque, New Mexico

- Distrust and fear of medications entering the bodies of a young Navajo couple
- Local Navajo nurse explains benefits of flu vaccine
- Couple sees the benefits of getting vaccinated but are still somewhat uneasy
- Nurse suggests that the couple get vaccinated at the same time while holding hands
- Trust and love for each other transcends fear

Following the Narrative



Stories that Stick

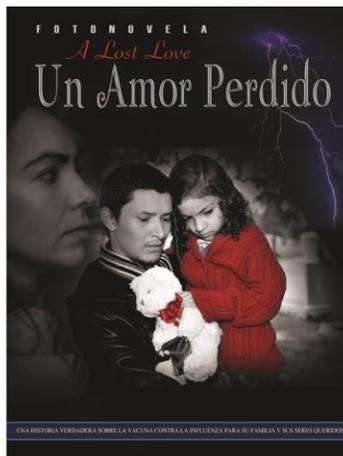
- Likeable characters
- Universal conflict
- Cultural values
- Transformation
- Reflection on personal narrative



Best Practices in Storytelling

Design for
young adults

Characters
✓ Pregnant mom
✓ Loving father
✓ Young daughter



Conflict
✓ Perception of
risk
✓ Doctor's
advice

Transformation
✓ Commitment
to protect
family
✓ Misconception
countered

Dissemination Strategies

Audience analysis can reveal:

- Platforms that are the best fit
- Media partners that reach the target audience
- Means to evaluate success



Take Home Message

- Stories work to create emotional connections with target audiences
- Stories can promote healthy behaviors that influence personal narratives
- Stories should be culturally bound and transformative





Storytelling helps
saves lives



J. Carlos Velázquez, MA
HMA Associates, Inc.
Senior Vice President of
Community Engagement
(202) 342-0676
cvelazquez@hmaassociates.com

