

DIGITAL STORYTELLING

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OBJECTIVES

-
- Explore impact for digital storytelling (with still images/photos and audio narration) in healthcare and primary prevention work.
- Recognize how digital storytelling supports patient-centered voice, in a patient centered medical home

WHAT STORIES DO

- Traditional Stories
 - Tell how things came to be
 - Teach and transfer values
 - Teach us how to be in relationship:
 - People
 - Nature
 - Higher Power
- Wisdom Stories
 - “In a story, we come to know precisely the both/and, mixed-up-ness of our very being.
 - “They follow a temporal format, describing what we use to be like, what happened, and what we are now.”

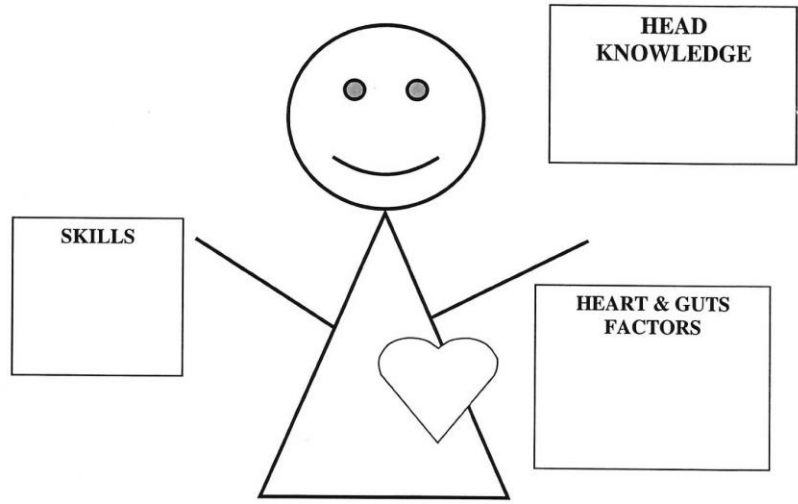
Ernest Kurtz & Katherine Ketcham

STORIES ARE ENGAGING

- “Stories are particularly effective in places where logical statements would inspire argument. If a story is well conceived and well told, listeners are likely to experience emotions that soften their positions and enable them to consider the speaker’s point of view”

Mary Pipher, Writer and Psychologist

Behavioral Change Model



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Chicago
Recovery
Alliance

A RECOVERY STORY

- Duane Brookins, Vietnam Veteran

A CALLING TO PURPOSE STORY

- Anita Diaz, CHR

BUILDING CAPACITY

- Anita Diaz

HEALTH EDUCATION

- Leilani

DEFINING YOUR AUDIENCE

- “Defining the audience is important because stories often derive their power from audience members’ identification with characters. “
- “It is often helpful if key characters are similar to the audience in a way relevant to the story’s purpose (eg, characters are age-eligible for breast cancer screening, if mammography is the goal).”

Using Written Narratives in Public Health Practice: A Creative Writing Perspective,
Tess Thompson, MPH, MPhil; Matthew W. Kreuter, PhD

- Gender and Cultural Considerations

DECIDING ON USING STORIES

- Consider purpose and intended audience
- Stories may help readers process complex or highly emotional material (eg, information about cancer treatment)
- Overcome high levels of medical mistrust
- Written stories in particular may be appropriate when using small media and other evidence- based methods for promoting health.
- For some audiences, however, such as audiences with low literacy levels formats other than written stories may be more appropriate. (*i.e. Digital Stories*).

ON WHAT TOPIC WOULD YOU LIKE TO SEE A DIGITAL STORY?

THANK YOU!

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