

Partnering for **Vaccine Equity**



Learning Community Webinar
1.27.22



Interpretation

Zoom Webinar Features

- Participants will **remain muted** during this webinar, but you can use the **raised hand feature** to be unmuted to ask a question, OR
- Use **Q&A tab** in Zoom task bar to submit a question at any time
- **Live Spanish interpretation:** for webinars offering this option, access the interpretation option in the Zoom toolbar (Globe icon)
- **Chatroom Etiquette:** Avoid posting questions for the speaker in the Chatroom, and be civil
- **Technical problems?** Email vaxequitylearning@urban.org

Today's Speakers



Zoanne Clack,
MD, MPH



Erica Lynn
Rosenthal, Ph.D.



Alexander
Fajardo, MCP,
CFC



Jorge Perez

Anatomy of Dramatic Storytelling

Zoanne Clack, MD, MPH
Executive Producer/Writer/
Medical Consultant
Grey's Anatomy
ABC-TV





GREY'S ANATOMY



The background of the slide is a light gray collage of film-related items. At the top left is a clapperboard with the word 'TAKE' visible. Below it, on the left, are the words 'PROD' and 'ROLL'. On the right side is a director's chair with 'DIRECTOR' written on the backrest. In the bottom center is a megaphone.

Dramatic Storytelling

How to engage the
audience: storytelling is
truth wrapped around a social
experience

Dramatic Storytelling

» Great **STORIES**

- communicate simple truths
- reflect the dimensions of the human soul

» Powerful **CHARACTERS**

- help us understand our lives
- their stories reflect our core values as human beings

» Meaningful **THEMES**

- universalize the human experience
- help the audience relate



What is Story?

- » A series of acts that leads to climax in which the protagonist and antagonist go head to head in a battle of win or loss that may or may not lead to deep spiritual or moral change in the character
- » “Why now”
 - This question galvanizes the story
 - Inciting incident - trying to restore balance
 - Story should have stakes and conflict (conflict is to story what sound is to music)

Story Building

- » The truth of the world wrapped into an emotional experience
 - Honest
 - Relatable
- » Design the story to compel interest
 - Story should have the rhythm of life/variety (not same note all the way)
 - Relax/Stress (cycles of rising tension, pace yourself)
 - Take out the mundane/banal
 - Reverse expectations
- » Should have authenticity
 - Internal consistency - true to itself
 - Audience deeply believes in the world you have created

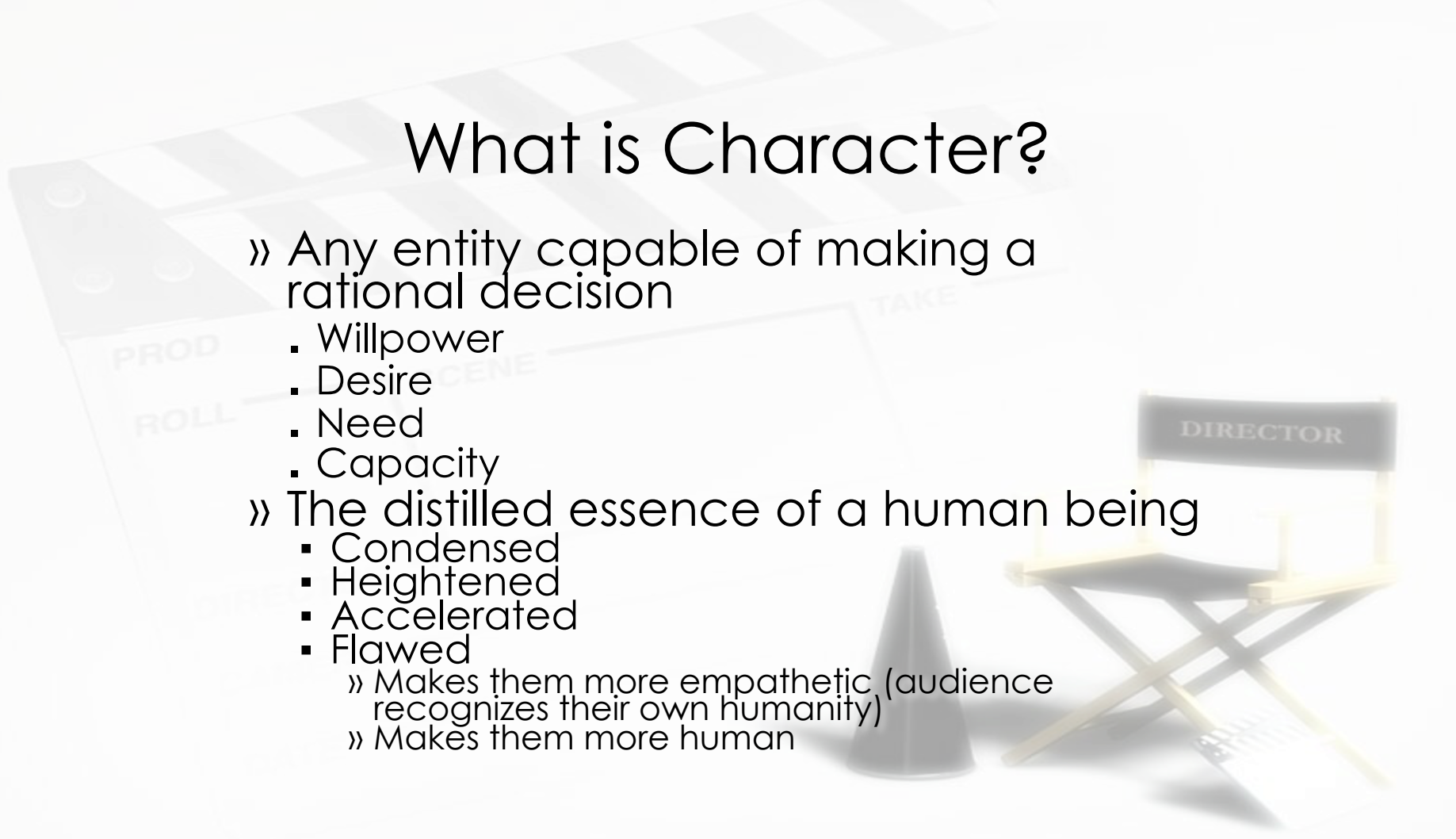


Avoiding Exposition

- » Dramatize the facts
- » Try to make it virtually invisible - the audience learns what they need to know without knowing they learned it
 - Keep the audience curious, asking questions
 - Let audience in on a need-to-know basis - parse out
 - Show don't tell
 - TEACHABLE MOMENTS!!!

What is Character?

- » Any entity capable of making a rational decision
 - Willpower
 - Desire
 - Need
 - Capacity
- » The distilled essence of a human being
 - Condensed
 - Heightened
 - Accelerated
 - Flawed
 - » Makes them more empathetic (audience recognizes their own humanity)
 - » Makes them more human



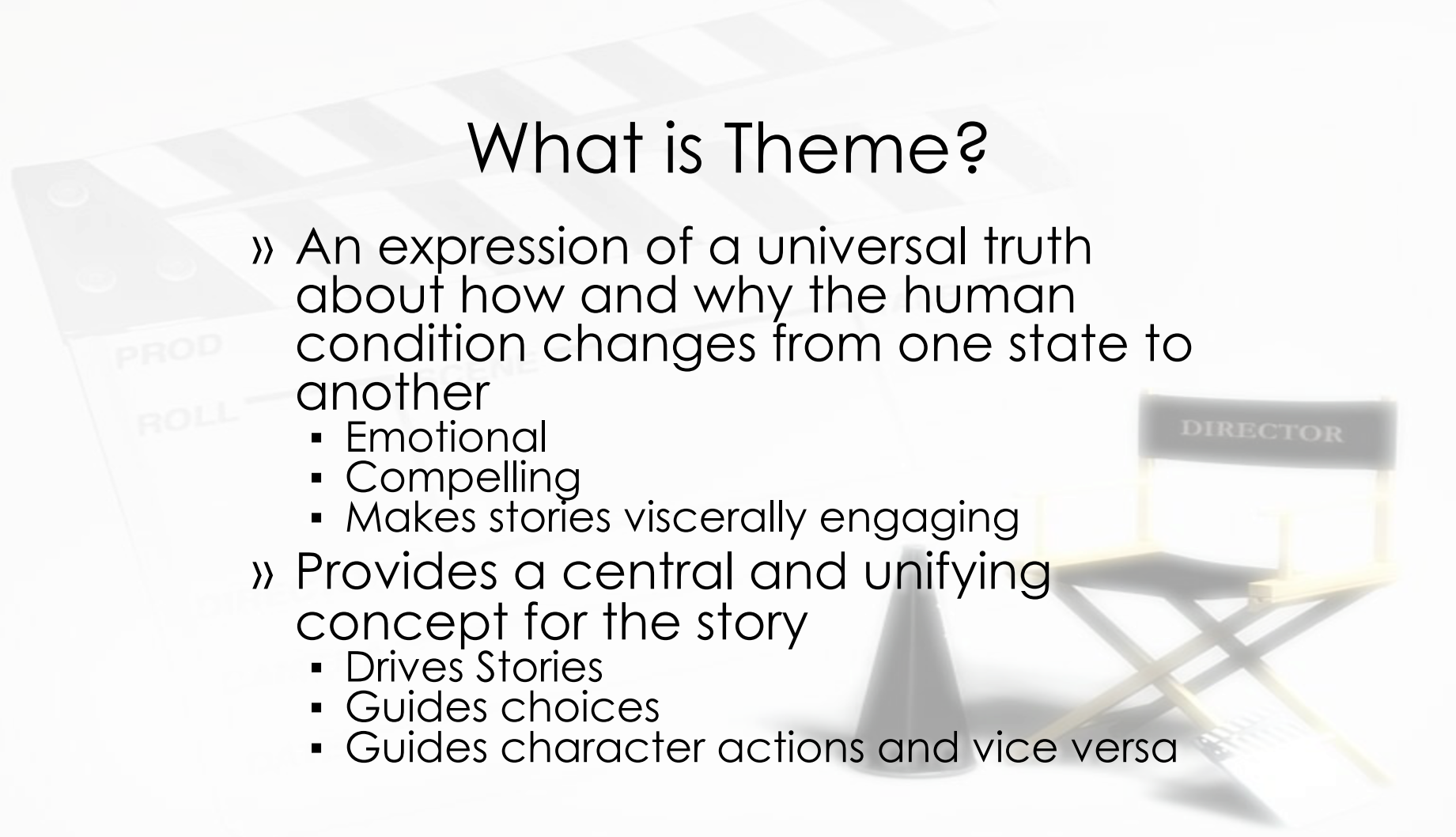
Character

- » Character is a metaphor for humanity
 - Best place to find them is your own (and others') experiences
- » Audience experiences character as if they were the character themselves
 - Quizzes on “which character are you”
- » Bandura’s “Social Learning Theory”
 - Most human behavior is learned observationally through modeling
 - The observed behavior serves as a guide for action



What is Theme?

- » An expression of a universal truth about how and why the human condition changes from one state to another
 - Emotional
 - Compelling
 - Makes stories viscerally engaging
- » Provides a central and unifying concept for the story
 - Drives Stories
 - Guides choices
 - Guides character actions and vice versa



Examples of Grey's Themes

- » Outcasts - Richard & Ellis as only Black and only woman resident take care of an AIDS patient in the 80s when it was first discovered, Fixing a polio patient's legs, Miranda Bailey as a young resident before she found her voice learning to speak up
- » Too Much of a Good Thing - priapism (erection for too long), hyponatremia (from too much water), woman with 3 kids has quintuplets

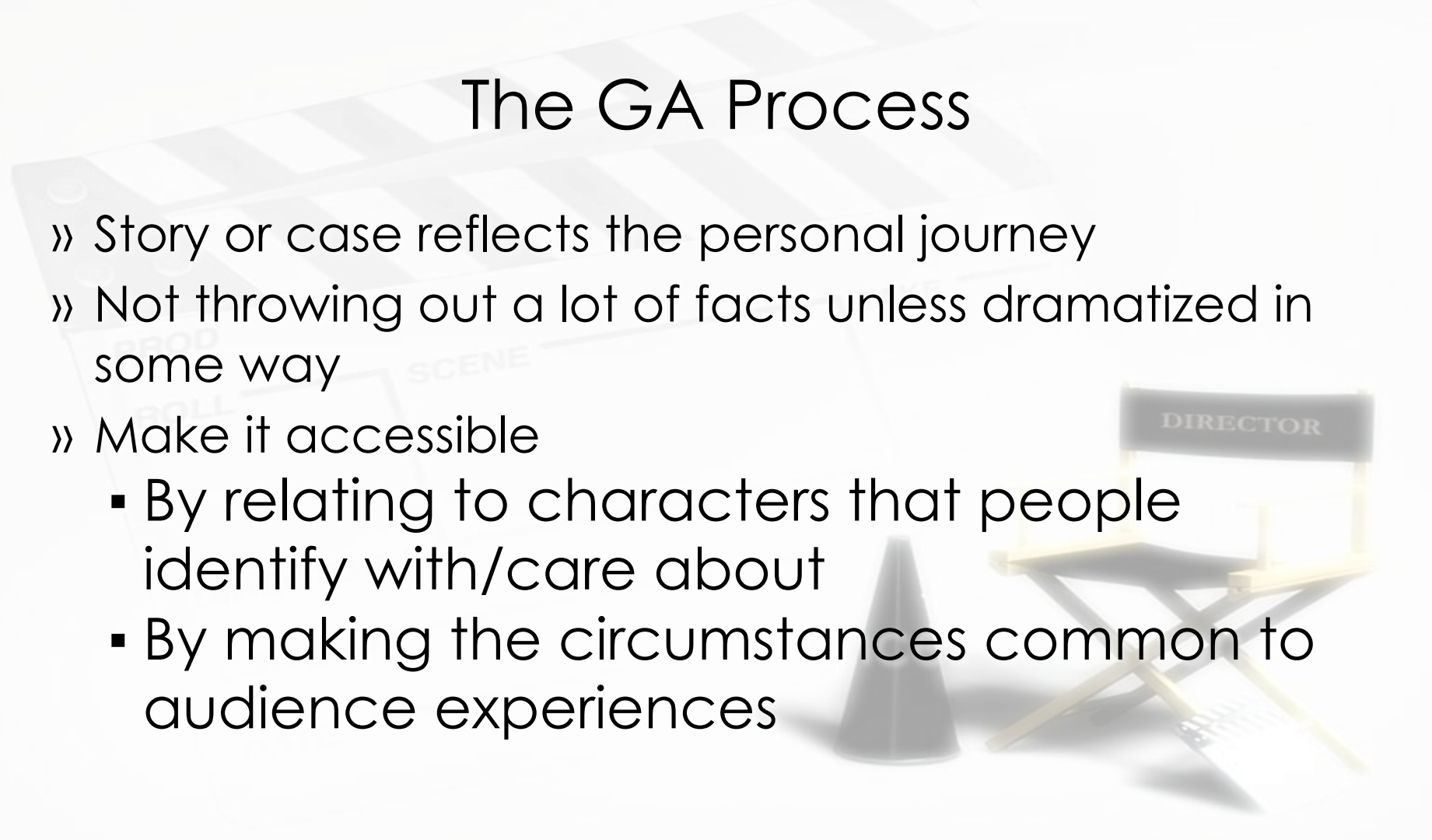
What Theme is NOT

- » It is not the “moral”
 - “Judge not lest ye bore the audience” -Orson Welles
 - Try to avoid easily “solving the problem”
 - » Lapses into didacticism or preachiness
 - Goal is to have audience learn without knowing they’ve learned



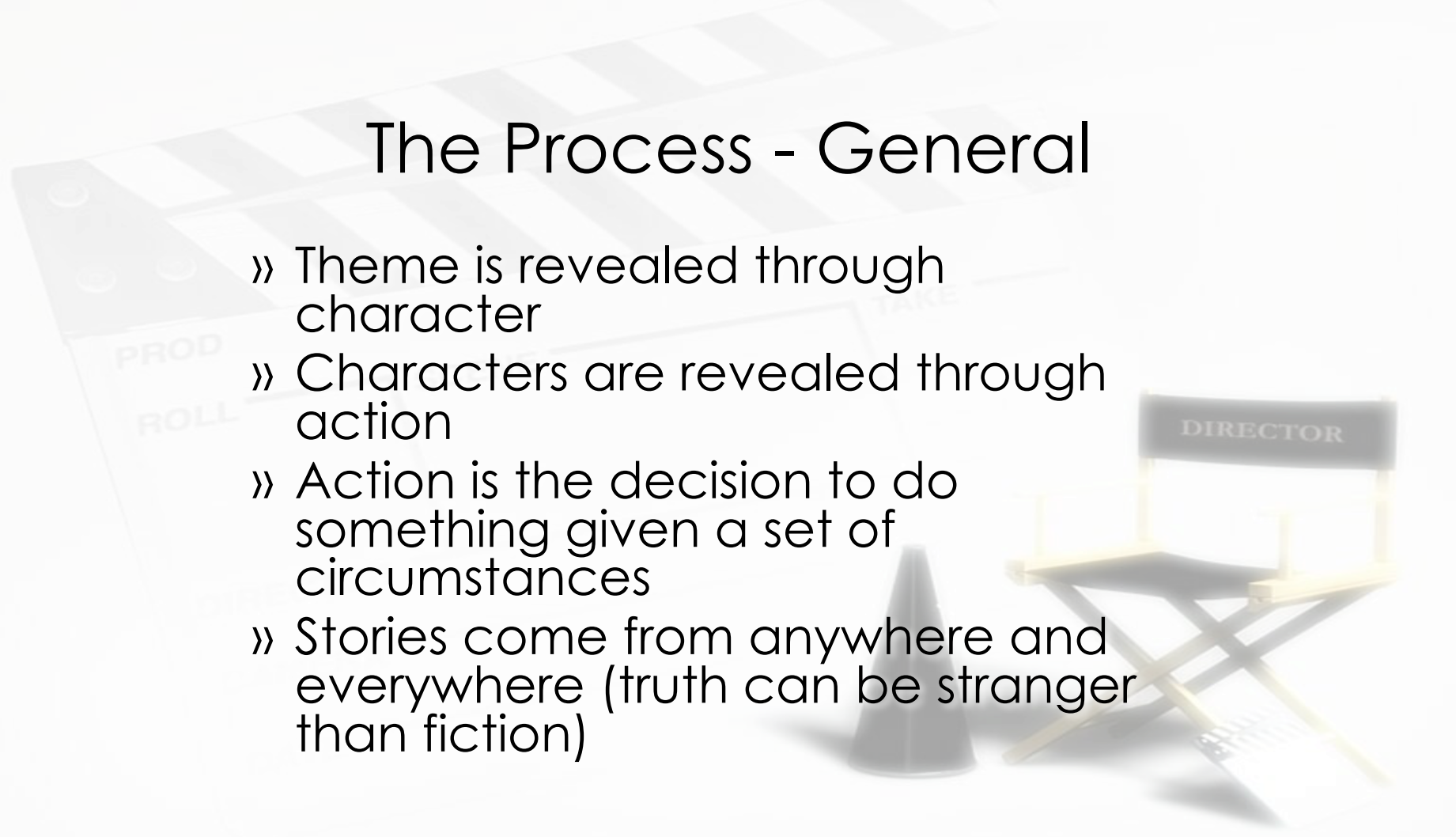
The GA Process

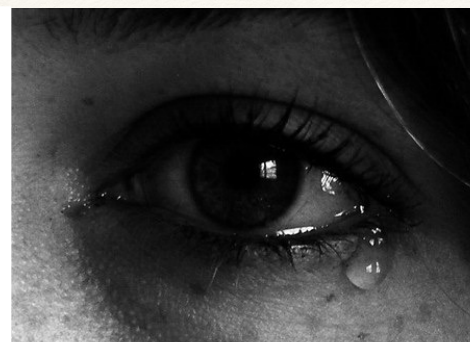
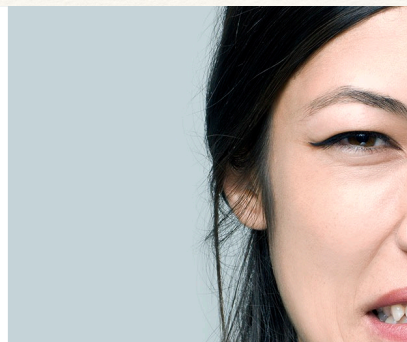
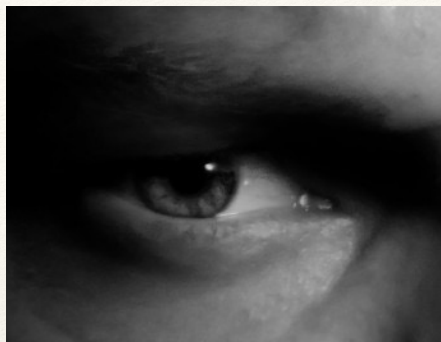
- » Story or case reflects the personal journey
- » Not throwing out a lot of facts unless dramatized in some way
- » Make it accessible
 - By relating to characters that people identify with/care about
 - By making the circumstances common to audience experiences



The Process - General

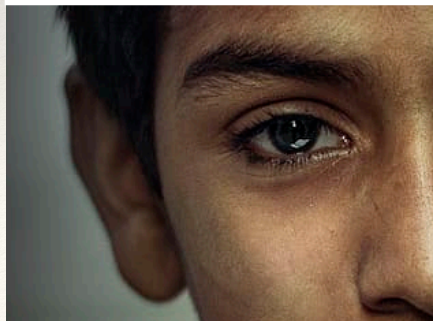
- » Theme is revealed through character
- » Characters are revealed through action
- » Action is the decision to do something given a set of circumstances
- » Stories come from anywhere and everywhere (truth can be stranger than fiction)





the science of storytelling

how can we harness the power of story
to promote public health?



Erica L. Rosenthal, Ph.D.

Director of Research

The USC Norman Lear Center

www.mediaimpactproject.org

Images: squares with faces showing different emotions

why are stories so powerful?

- Identification
- Parasocial interaction
- Transportation
- Emotional response
- Reduced resistance



Image: woman in profile with brain overlaid with different regions color coded



transgender character

- Those who watched storyline had more supportive attitudes toward transgender people and relevant policies
- No effect of news stories
- Feelings of hope strengthened the impact
- Exposure to multiple storylines with transgender characters had even stronger impact



Images: marketing image from the USA Network series *Royal Pains* featuring Mark Feuerstein as Dr. Hank Lawson; still from an episode of *Royal Pains* with Dr. Hank Lawson comforting a transgender teen girl

immigration in entertainment



Image: marketing image from the NBC series *Superstore* showing store employees hiding behind a wall, armed with sporting goods and other items

parasocial relationships

- Viewers who felt feelings of friendship with Mateo were more likely to support inclusive immigration policies
- But particularly for those who lacked real-life contact with immigrants



Image: still from an episode of *Superstore* featuring Nico Santos as Mateo, a regular character who is an undocumented immigrant, being detained by ICE.

vaccination PSA



Images: still from Vaccinate LA public service announcement
with URL: vaccinateLA.info; logo for the Norman Lear
Center's Hollywood, Health & Society program



HOLLYWOOD, HEALTH & SOCIETY
USC ANNENBERG NORMAN LEAR CENTER

sociological storytelling

- Psychological storytelling:
individual-level explanations
- Sociological storytelling:
individuals in systemic context



whether we tell our stories primarily from a sociological or psychological point of view has great consequences for how we deal with our world and the problems we encounter.



- Zeynep Tufekci



@zeynep

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Media Impact Project

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mediaimpactproject.org
hollywoodhealthandsociety.org



@LearCenter
@MediaMetrics
@HollywdHealth



WORKING IN YOUR COMMUNITIES

El Sol Neighborhood Educational Center

CHW Engagement in COVID-19 Response Strategies

Vision

Community residents thriving in healthy environments served by skilled community health workers and promotores de salud who serve as catalyst for change

Mission

To empower vulnerable communities to lead healthy lives with access to health care; safe, affordable housing; opportunities for education; and the leadership skills to eliminate disparities..

EL SOL CHW/P TRAINING CENTER

Testimonial from CHW/P

"All of the training has enriched my competency as a person, and I look at things differently because of the way the training is given, the participant interaction, and who delivers the training."



CHWs BRIDGE HEALTH, SOCIAL SERVICES, AND COMMUNITY



- ✓ Builds trust
- ✓ Informs and empowers
- ✓ Connects to resources

Paula and Isaac's days are varied, but community members turn to them for information and assistance, and leave informed and empowered.



COVID 19 Approach

1. Training
2. Outreach
3. Education
4. Linkage and Resources
5. Testing
6. Vaccination
7. Recovery





Outreach

Messages Include:

1. COVID-19 Information
2. COVID-19 Prevention
3. I Care For My Family And My Community
4. Myths and Truth
5. Types of Vaccines



- Health Fairs
- Door to Door
- Supermarkets
-

- Provide Care Kits
- Provide Outreach Kits



Education

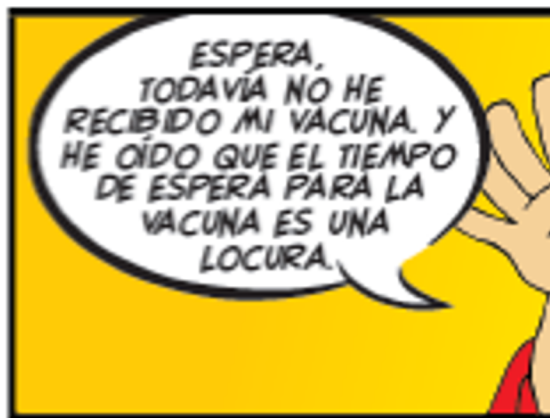


Comic Strips, Activity Book, and Posters

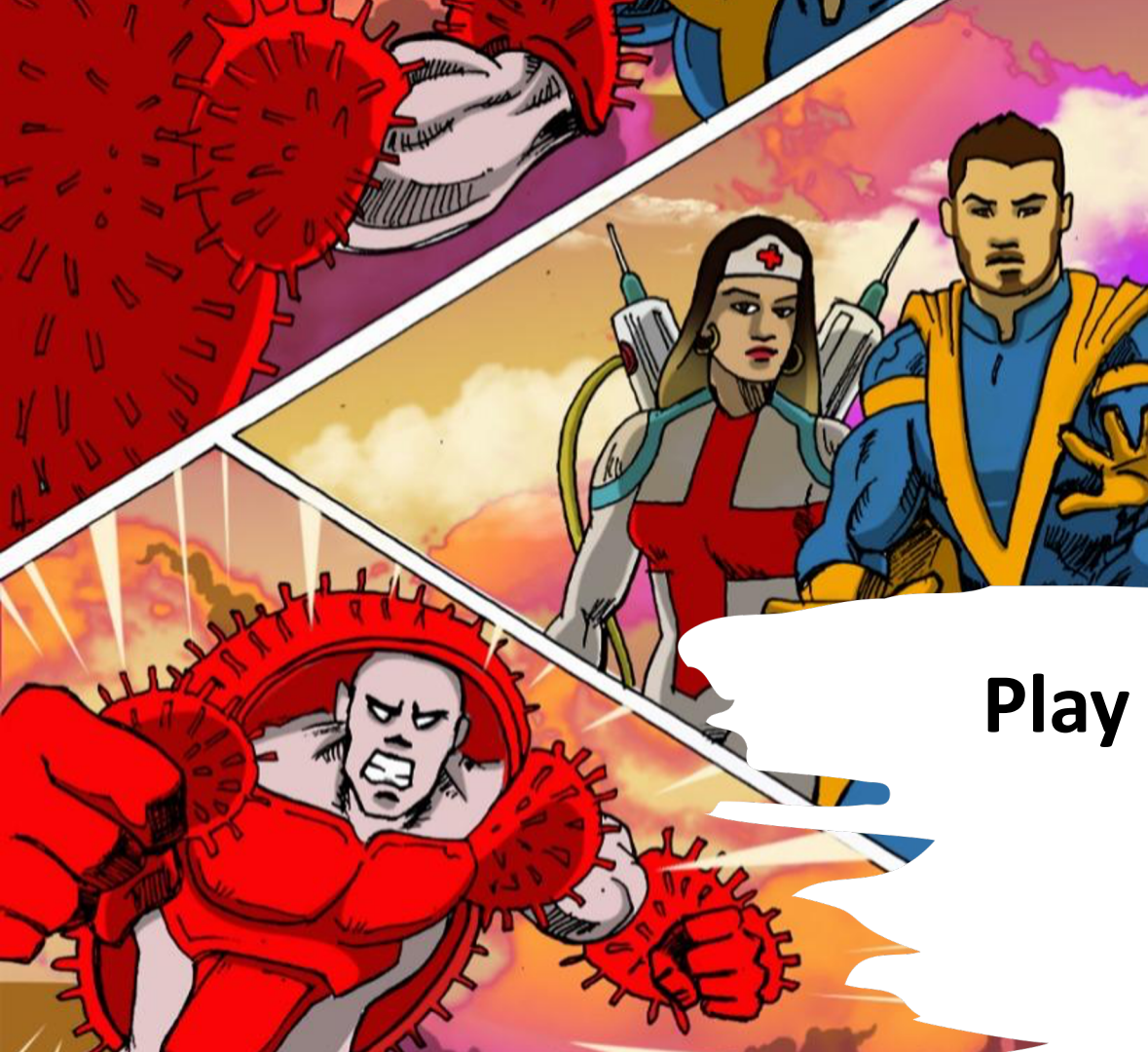
Comic Strips, Activity Book, and Posters

Emphasis on the importance of vaccines and mental health





Cartoons



Play



Music









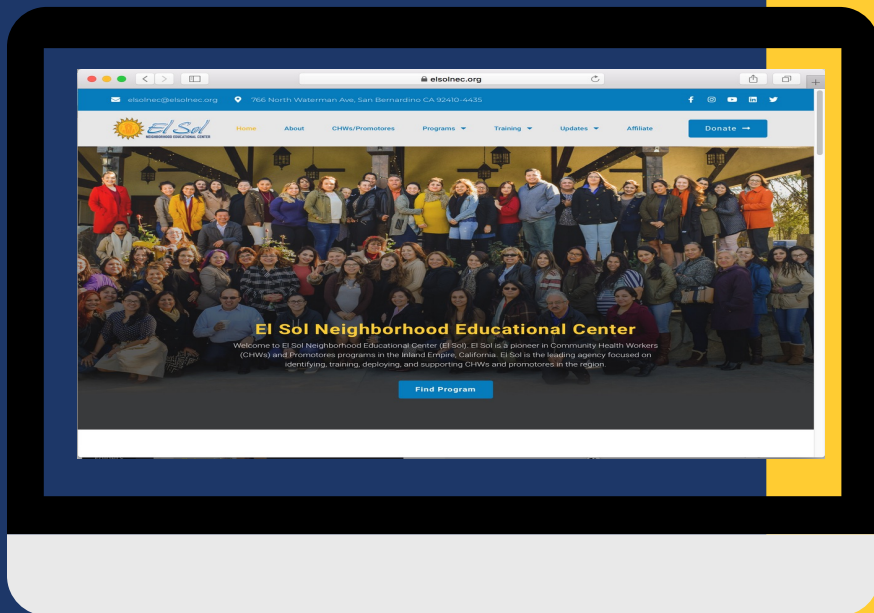
Have Questions?

We provide training, technical assistance training, consultation, curriculum development, and also train supervisors and trainers. Contact us if you are interested.

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→ www.elsolnec.org
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THE POWER OF STORY TELLING

FOCUSING MINDS
INSPIRING BEHAVIOR





<https://vimeo.com/563385320> / Felicia Beckham, Nurse Practitioner / Family is the foundation

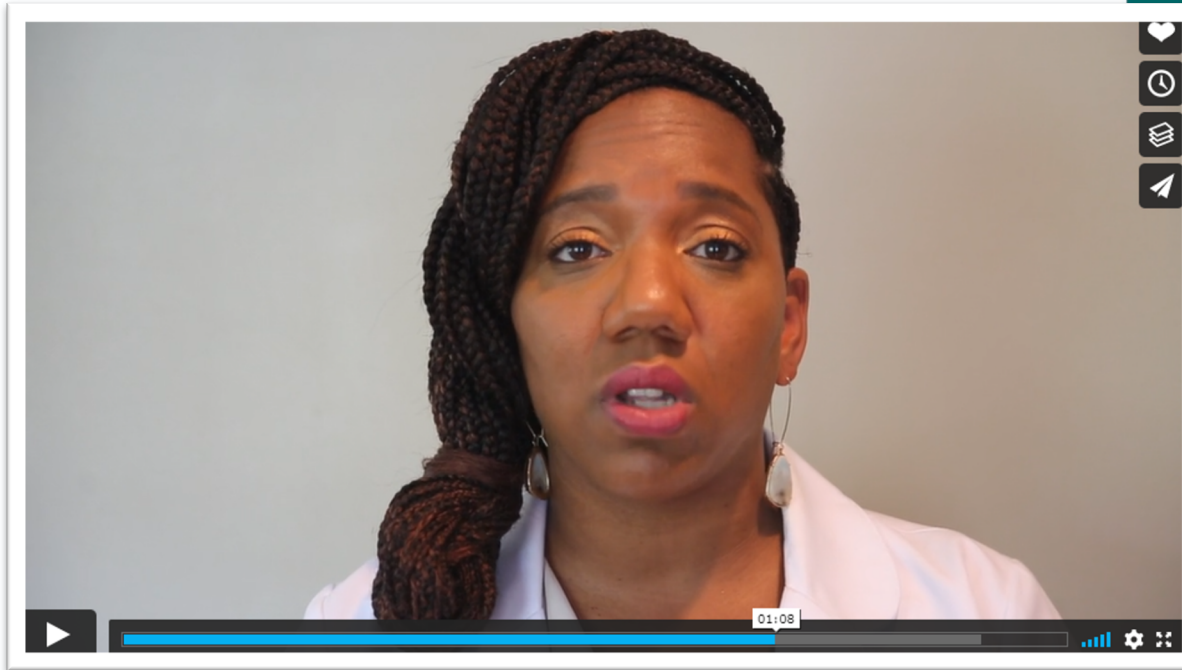
HBLT (our formula)



- **HOOK:** How do we get them engaged?
- **BOOK:** Educate and teach
- **LOOK:** Go deeper
- **TOOK:** Call to action

THE HERO'S STORY

- **Identify ONE hero**
- What does the hero want?
- Embrace CONFLICT
- Does a “guide” help?
- **STRONG Took**



STORY KEYS

- Sound and light matters
- More show, less tell (short)
- HBLT to teach and inspire
- No script (heart speak)
- Stick to story and message



ABOUT THE YMCA

- FOCUS (Healthy Living)
- PARTNERS (Black Nurse Practitioner Network, Hospitals..)
- EVENTS (tests, health fairs, PPEs, vaccines, food, etc....)
- IMPACT (distribution, events, participants, a shared win)



the YTM
YMCA

FREE Vaccine Clinic

Campbell County YMCA
1437 S. Ft. Thomas Ave.

Saturday, June 12, 9-5p.m.
Sunday, June 13, 1-5 p.m.
Wednesday, June 16, 1-5 p.m.

STUDENTS: enter to win a \$100 gift card
ADULTS: enter to win a 3 month Y Membership

Childcare available Saturday from 9-11:30
Vaccines available ages 12+

Online appointments encouraged, walk-ups accepted
Free Parking. Clinic located inside the Y.

SCAN below to schedule,
or visit:
kyvax.wildhealth.com

wild health.
genomics based personalized medicine

Questions?

Jorge Perez: jperez@myy.org

Heather Pfaltzgraff/Claire Miller: hpfaltzgraff@myy.org / cmiller@myy.org

Felicia Beckham, Nurse Practitioner



Satisfaction Poll

Partnering for **Vaccine Equity**

