Brigette Courtot: Hello partnering for vaccine equity learning Community members and others working on vaccine equity and thanks for joining this afternoon's learning event.

Brigette Courtot: i'm Brigitte korto i'm the director of group learning for our learning community.

Brigette Courtot: And we're all really excited about today's session where we'll hear about how storytelling can be a powerful tool for public health messaging including ideas about how you can incorporate it into your work.

Brigette Courtot: Before we go further i'm going to do a very brief review of how the event works.

Brigette Courtot: you've been muted Upon entry to the session, and you can request to be unmuted if you'd like to speak a question during the Q amp a session at the end.

Brigette Courtot: And you should use the raise hand feature to do that, you can also type A question for the speakers into the Q amp a tab at any point during the session and we'll get to as many of these as we can, at the end of the presentations.

Brigette Courtot: The chat room features also open today we encourage you to use it, but if you have a question for the speakers, please put it into the Q amp a so that we're sure to see it, we might miss it if you put it into the chat.

Brigette Courtot: We are planning to offer live interpretation from English to Spanish during this event, our interpreter is.

Brigette Courtot: on their way, so we actually don't have that Spanish channel setup yet we're going to start the presentations anyway, because we have a very packed agenda.

Brigette Courtot: And when the interpreter arrives, and the Spanish channel is available and turned on we will chat that to you.

Brigette Courtot: so that you know you're able to make that switch there's a Globe icon at the bottom, it will appear when we have Spanish interpretation available for you and we'll chat that instruction again when that's available.

Brigette Courtot: Finally, we'll make the slides and a recording of this event available to learning Community Members and to attendees after the fact.

Brigette Courtot: Our inbox backs equity learning@urban.org can always be used to contact us if you have technical difficulties during this session.

Brigette Courtot: And now it's my pleasure to introduce our fantastic lineup of speakers.

Brigette Courtot: Since we have so much great content to cover today i'm going to keep these very brief, while one of my colleagues post a link to a document with longer biographies that really do these speakers.

Brigette Courtot: And their many accomplishments justice, so please check that document out when you see it in the chat.

Brigette Courtot: clack our keynote speaker is a writer and executive producer on the award winning ABC series grey's anatomy she's trained in emergency medicine.

Brigette Courtot: and services, a medical advisor to the show and she's also a staunch advocate of promoting public health issues through the media.

Brigette Courtot: Dr Erica rosenthal is the director of research at the Norman Lear Center at the University of southern California, where she oversees a portfolio of research focused on the content.

Brigette Courtot: audiences and impact of media narratives on a wide range of health and social issues.

Brigette Courtot: Mr Alexander for hondo is the Executive Director of El Sol neighborhood educational Center in San Bernardino California.

Brigette Courtot: Where he's an expert in implementing programs targeting individual family and community changed using the Community health worker model.

Brigette Courtot: And Mr Jorge Perez is President and CEO of the ymca of greater Cincinnati Ohio where he's an accomplished strategic thinker program innovator fundraiser and mission champion.

Brigette Courtot: Thank you all for taking the time to speak with us this afternoon, Dr Clark i'm going to now hand the session over to you.

Dr. Zoanne Clack: Hello everyone I hope everyone can hear me okay um as Bridget said, I am an executive producer on grey's anatomy I have been there for 17 i'm sorry 18 seasons.

Dr. Zoanne Clack: So I can no longer tell people i'm 30 when i've had one career as emergency medicine physician and now 17 years on a show so that's my bad next slide.

Dr. Zoanne Clack: This is just a picture of the show in its infancy, only about three of those actors are still on the show, but we are still growing stronger and we appreciate everyone's watching next slide.

Dr. Zoanne Clack: So I was going to talk to you about dramatic storytelling and how to engage the audience.

Dr. Zoanne Clack: I am at grace, we are very, very thoughtful about how we tell our stories, since we realize, a lot of people are getting at least some of their medical information and knowledge from TV.

Dr. Zoanne Clack: I just want to emphasize how important truth is in storytelling, as I have here storytelling is truth.

Dr. Zoanne Clack: wrapped around a social experience great storytelling is being truthfully human it's an honest expression of the human experience and i'm going to tell you i'm going to go through in this in this lecture three things that are so important to making a good story next slide.

Dr. Zoanne Clack: So you see stories characters and themes are highlighted here.

Dr. Zoanne Clack: Great stories communicate simple truths again this word truth authenticity you'll hear that a lot in this lecture.

Dr. Zoanne Clack: You should reflect dimensions of the human soul powerful characters help us understand our lives, their stories reflect our core values as human beings and meaning meaningful themes, which is something that I had to learn kind of on the fly, as I was.

Dr. Zoanne Clack: As I had the job on grey's anatomy.

Dr. Zoanne Clack: As I had the job i'm themes are so important to help universalised the human experience and bring your storytelling together.

Dr. Zoanne Clack: It really helps the audience relate, and like I said we're going to really break down each of these characters categories and how they relate to telling a good story next slide.

Dr. Zoanne Clack: So let's start with story i've highlighted some.

Dr. Zoanne Clack: kind of terms that i'm going to go into but basically it is a series of acts that leads to a climax in which the protagonist and antagonist go head to head in a battle winner loss that may or may not lead to a deep.

Dr. Zoanne Clack: spiritual or moral change in the character, so the climax is the exciting part what everything builds to let's say, Mrs doubtfire, for example, it's when she has to do cpr on the boyfriend and as she's being exposed as that as the ex husband and housekeeper.

Dr. Zoanne Clack: that's your climax example anyway um protagonist and antagonist is basic your main character and their nemesis their nemesis could even be something like Kobe.

Dr. Zoanne Clack: The battle of Windsor locks win or loss emphasizes the importance of conflict, it is very important to engage the audience and you know not be dull.

Dr. Zoanne Clack: This conflict can be an internal or external struggle, it can be both and as i've written below this and the why now.

Dr. Zoanne Clack: A conflict is to story what sound is to music, it is that important, so the why now, this is the question that galvanized us and story and helps to explain why the audience should be invested in this moment, why they're here right now.

Dr. Zoanne Clack: As I say, the inciting incident is there to try to restore balance and what the inciting incident is it's the moment in which the character starts their journey, the jolt that gets the ball rolling to where how you're going to tell the story, and in what context, at this moment.

Dr. Zoanne Clack: And, as I say, stakes, as well as conflicts are very important.

Dr. Zoanne Clack: And stakes are why reality can be so important, if you don't have boundaries you lack state stakes, and anything can happen if there's no repercussions.

Dr. Zoanne Clack: If it's a fictional world that you're making up you'll notice that they have always set up rules, for instance, you never feed a gremlin after midnight consequences.

Dr. Zoanne Clack: Next slide.

Dr. Zoanne Clack: So story building.

Dr. Zoanne Clack: Here we are with the truth again the truth of the world wrapped up into an emotional experience it should be honest and relatable and this emotional experience is another big thing.

Dr. Zoanne Clack: On grey's what we write as fiction, but what we tell is truth and that is true of much of TV and film.

Dr. Zoanne Clack: This is part of what compelling storytelling is all about storytelling is taking the truth of the world wrapping it into an emotional honest experience that the audience can relate to your story should help illuminate the human condition.

Dr. Zoanne Clack: Good stories inspire and engage emotion, as well as intellect laughing crying hating we often get notes after not often but every once in a while you'll get a note after.

Dr. Zoanne Clack: writing a script really quickly or something and it's like I didn't laugh or cry I need to laugh or cry that's like part of the experience of making the story work.

Dr. Zoanne Clack: And, of course, an emotional reaction leads people to think about themselves and their own attitudes and for communication strategies which you are all doing.

Dr. Zoanne Clack: This means that highly emotional messages are more readily accepted by audience members and more likely lead to behavioral change the messages that are low in emotional content.

Dr. Zoanne Clack: And like I said, they should compel interest they should have a rhythm of life variety shouldn't be very kind of same same they should have peaks and valleys.

Dr. Zoanne Clack: Nobody wants to be completely stressed the entire time that they're watching but also you don't want them to be so blah say that they just want to turn it off so it's that Nice balance of.

Dr. Zoanne Clack: The rising tension and kind of the rest in between, and of course you take out the mundane and the but now of everyday life because.

Dr. Zoanne Clack: Who wants to see doctors writing notes, we know that doctors write notes all the time, and we have a lot of people who are like in real life that's what we do, this is not real life, this is real life magnified and compelling.

Dr. Zoanne Clack: And again authenticity we're back with the truth.

Dr. Zoanne Clack: In turn, internal consistency, the story should be true to itself and not kind of go all over the place, and they put the audience will deeply believe in the world that you have created and want to.

Dr. Zoanne Clack: want to be taken on the journey with you, you want them to go on that journey and I didn't mention the reverse expectations, you know you don't want them to just see what they already expect you want to turn turn the tides kind of like six cents when.

Dr. Zoanne Clack: The guy was dead, the whole time you had to rethink your entire experience of the story okay next slide.

Dr. Zoanne Clack: This is a story of bailey's mom dying of Cobra which we did in season 17 and again this is kind of the epitome of what I what i've been talking about kind of putting all these things together, it was the authenticity comes with it being based on my own mother, although she didn't die.

Dr. Zoanne Clack: But the conflict of being alone, being one among many with wanting to do more and feeling helpless, you can go ahead and play the clip.

expose and notices know which are emergent for your mother.

Then i'm sorry about that.

But she needs, you know.

it's time.

And if you don't go and I promise you will never forgive yourself.

i'm scared.

To go patients lose their power when they are referred to as bed number four, on pain guy.

Even in their deaths, they are not faceless.

They are not nameless.

They are more than statistics.

me.

More than co morbid conditions or nursing home patients.

They are sons, brothers and uncles who speak five languages and run restaurants, we climb 66.

They are great grandfather's who love broadway Jacob slapping 92.

They are baseball loving nurses within easy last days dang Wilson 45.

You say.

What can make me feel this way.

They are the world's greatest mothers and the author most.

elaine rose.

At.

Dr. Zoanne Clack: i'm sorry I know it's poor for him to like create your own writing, but the way she presents that gets me every single freaking time.

Dr. Zoanne Clack: So yes, this was based on emotions that everyone was going through happening to a character that as well loved and cherished over 17 seasons at the time of grace and therefore I think was pretty effective and getting kind of that message across so.

Dr. Zoanne Clack: going to the next step in storytelling avoiding exposition this is really important, I think, for especially public health and entertainment education.

Dr. Zoanne Clack: I know you have to start with the issues, but the issues should come out of story it shouldn't be.

Dr. Zoanne Clack: buffing like, for instance, we had a sponsored week for breast cancer back in season three and we did a story about a woman who had breast cancer after.

Dr. Zoanne Clack: Having her baby and blamed her baby, so we figured out at the end that she was resisting everything because she or she didn't want to see her baby because she blamed her because she thought it was a clogged milk duck which caused her to be.

Dr. Zoanne Clack: diagnosed later So you see there's a lot of issues in there, but a lot of story that goddess there, so you want to dramatize the facts, try to make it virtually invisible that you know you're teaching them about the laid breast cancer and and young people that was what that story was.

Dr. Zoanne Clack: You keep the audience curious asking questions letting them in on a need to know basis, giving them information parsing it out as you as you show and don't tell and tell your story use all of these times as teachable moments all right next slide.

Dr. Zoanne Clack: let's get to character.

Dr. Zoanne Clack: So a character is any entity that is capable of making a rational decision it has willpower, which means that they can face the conflict and they have the will to keep facing the challenges.

Dr. Zoanne Clack: It has desire, there is something that that character wants which might conflict with what they need, which is the second thing I mean the third thing.

Dr. Zoanne Clack: And they must actually possess the skill to pursue the goal, which is capacity character is the distilled essence of a human being that's again truth authenticity.

Dr. Zoanne Clack: But, everything is condensed, for instance, some of our characters have you may have noticed have way too many specialties.

Dr. Zoanne Clack: Are neurosurgeons are neurologist neurosurgeons interventional radiologists internists they do a lot of things and why is that we don't want to tell a story about a bunch of different characters we want the character that people know and love.

Dr. Zoanne Clack: We condense all their specialties so that we can get good cases we can get good story and tell it through the characters that we know.

Dr. Zoanne Clack: heightened when we talk to experts and they say Oh well, that would be rare it'd be kind of a one in a million we're like that's the story, we want.

Dr. Zoanne Clack: it's heightened it's not your everyday story, and even if it is your everyday story like we've done diabetes it's that time when his foot needs to be cut off, you know it's it's not the Monday and, as I said before.

Dr. Zoanne Clack: Its accelerated you may notice that our patients sometimes wake up way earlier than they would in real life, we need to condense and tell the story.

Dr. Zoanne Clack: Also being flawed as a character is super important it makes the character more related relatable it makes the audience more empathetic towards your characters and it makes them more human, which is of course the most important next slide.

Dr. Zoanne Clack: So character is a metaphor for humanity, the best place to find them as in your own experiences.

Dr. Zoanne Clack: The audience experienced character as if they were the character themselves, you may have noticed that there are a lot of.

Dr. Zoanne Clack: Which character, are you kind of quizzes on buzzfeed and the Internet and that's because people relate so much to them, which always brings me back to bender a social learning theory, because you know, I do have a degree in public health and.

Dr. Zoanne Clack: It just amazes me and this whole thing validates my experience of being a doctor and not actually physically saving lives but literally reaching out to millions of people around the world.

Dr. Zoanne Clack: Yes, because people relate to characters they see how the characters in a drama solve problems, and that gives the audience the motivation to try and engage and because they identify so so much with these characters.

Dr. Zoanne Clack: we're going to show another clip.

Dr. Zoanne Clack: Where Bailey is in another kurkova scenario where her character is put to the test.

mom.

mascot Mr Anderson forgot who virus, Sir, I need you to listen to me.

Your coven test came back positive additionally you have ground glass or pasties in your lungs that's why you haven't trouble breathing.

and your toes aren't read, because you run without socks, you have what's being referred to as pole veto veto, yes, really is the best you got it open toe.

Because even trying this ultrasound of your leg reveals clot that we need to treat immediately so who's like is it i'm sorry was the i'm i'm a runner we don't get blood clots but.

that's as an Australia understand you know what I figured out.

I figured out, then so cold the are so terrified of biggest moneymaker since cryptocurrency speaking of kickbacks I mean, is it like a flat fee from every patient that you diagnose, or is it like a percentage, do you might.

be back in a moment I need to answer a page.

hey let's try this.

Your blood oxygen is dangerously low or your lungs are getting worse and if untreated the clot in your leg travel to your lungs and kill you we're seeing cases like yours, all of the top, Sir, this is not just a cold it's not asthma this won't magically go away, Sir, please.

Let us admit you so that we can start you on steroids and put you on blood thinners look because, even if you are a little bit wrong, it could be fatal.

You know i'm still waiting on that i'll be a robot scripts Doc.

Did you.

Dr. Zoanne Clack: yeah that guy dies.

Dr. Zoanne Clack: But you can see how the facts are presenting dramatically and don't feel like exposition so just getting into quickly what is theme so so so important.

Dr. Zoanne Clack: It is Arthur Miller said when I figure out what the story is about I make sure every scene has to do with that is the discovery of truth, your discovery of the meaning of your work this deep and said it makes it more powerful, more accessible that emerges the truth, through the storytelling.

Dr. Zoanne Clack: theme is just an expression of a universal truth about the human condition, it should be emotional compelling and make the stories visually engaging and bring your stories together.

Dr. Zoanne Clack: They provide a central and unifying concept that drives the story drives choices and guides the characters actions and vice versa next slide.

Dr. Zoanne Clack: here's some examples of great things I think the one that's the most obvious is, we had a theme that was too much of a good thing.

Dr. Zoanne Clack: There was probably a prism which was an elect direction for too long hike on a treadmill which was from too much water and a woman with three kids who was having quintuplets so that's an example of how the theme brought everything together and made it a cohesive story.

Dr. Zoanne Clack: But what theme is not next slide.

Dr. Zoanne Clack: Is a The moral of the story, and I think for public health, this is very important, we don't want to just sit and give them facts.

Dr. Zoanne Clack: or some well said judge not yes less he bore the audience try to avoid easily solving a problem you want you want conflict, you want stakes.

Dr. Zoanne Clack: The goal is to have the audience learn without knowing that they have learned a good example of this is braise.

Dr. Zoanne Clack: That was work, we were actually working with an issue first from the Kaiser family foundation that we were putting into an episode in season four and the theme what the theme of the episode was giving birth to greatness.

Dr. Zoanne Clack: Is he had was just an a new second year resident she was with new interns who weren't respecting her, she had this new power, but nothing was going the way she planned it.

Dr. Zoanne Clack: And then she decided to take back her power and she wasn't going to let people walk walk over her anymore, the issue that we were done dealing with with HIV transmission to newborns next slide and clip.

telling you to do then that's between you and me, I was inefficient, it was unclear, I have been on my heels, a little bit lately, and I was unclear so just listen okay.

I wasn't telling you there is some chance here baby might not be born sick I was telling him there is a 98% chance your baby could be born perfectly healthy in 98% chance there's a higher chance of your baby being born with down syndrome, then there is a view has an HIV onto your child.

I just I can't I know you're having children long time ago, I understand that it's difficult to readjust your thinking so.

Sarah if you take your meds responsibly there's no reason why you can have a beautiful healthy baby.

This is your chance if.

This is your chance to be a mom.

98% 8% chance.

Dr. Zoanne Clack: Since we're going over i'm going to make this my last slide just basically want to say that.

Dr. Zoanne Clack: Our process is the same as anyone to process the story or the case should reflect the personal journey of the characters i'm not going to you shouldn't throw out a lot of facts unless it's dramatize in some way and make it accessible to your audience.

Dr. Zoanne Clack: so that they can relate to the characters people identify with your characters care about your characters and make the circumstances, common to the audience's experience so they can relate and learn that's it Thank you.

Brigette Courtot: Thank you, Dr klapper that I i'm sorry to cut you a little short that was so awesome I if those of you who did not see this in the chat Spanish interpretation is now available the channel is working so check it out if you'd like that service and i'm going to toss it to Dr rosenthal.

Dr. Erica Rosenthal: Thank you so much Bridget i'm excited to be here with you today at the Norman Lear Center we study and shape the impact of media and entertainment on society.

Dr. Erica Rosenthal: Our Hollywood health and society program for which Dr Clark is a longtime collaborator and board member works with the entertainment industry to inspire accurate and nuance storylines.

Dr. Erica Rosenthal: At the centers media impact project we study the content audiences and impact of stories in media, including entertainment journalism and more.

Dr. Erica Rosenthal: But to truly understand the impact of storytelling we first need to understand the science, how and why our stories so powerful next slide please.

Dr. Erica Rosenthal: we're constantly bombarded with messages from different sources all competing for our limited attention.

Dr. Erica Rosenthal: stories are persuasive precisely because of their ability to break through the clutter and make us pay attention they do this through various psychological processes.

Dr. Erica Rosenthal: When we identify with a character we're more likely to follow their lead, contrary to popular belief, this doesn't require that we look like that character.

Dr. Erica Rosenthal: Her social interaction is a type of identification and which we experienced feelings of friendship with fictional characters or celebrities this can function almost like a real life relationship.

Dr. Erica Rosenthal: transportation is when we become so immersed in the story world that we lose track of our surroundings and essentially become one with the story.

Dr. Erica Rosenthal: Different emotions have different effects, but in general emotion heightens the effects of transportation.

Dr. Erica Rosenthal: Altogether, these processes help stories overcome the resistance or pushback that we tend to experience to more overt persuasive messages, as a result stories can fly under the radar and influence us even without our conscious awareness.

Dr. Erica Rosenthal: mass media entertainment has both massive emotional power and massive REACH, but storytelling doesn't require access to the entertainment industry or a huge budget.

Dr. Erica Rosenthal: communicators and other seeking to promote public health can take a page from this playbook and harness the power of storytelling so next i'll share some examples on the power of story from our research on entertainment next slide please.

Dr. Erica Rosenthal: We studied a 2015 storyline on the USA series Royal pains involving a transgender Kim character which aired around the same time as caitlyn jenner's transition.

Dr. Erica Rosenthal: Those saw this brief storyline had more supportive attitudes toward transgender people and relevant policies, interestingly, there was no effects of exposure to transgender news stories, including the caitlyn Jenner story.

Dr. Erica Rosenthal: Those who felt hopeful, while watching the storyline had more supportive attitudes and, in addition, we found that the more shows with transgender characters people saw them more supportive their attitudes and this was particularly true among more conservative audiences next slide please.

Dr. Erica Rosenthal: Another example, with support from define American we studied the impact of three immigration storylines from the 2018 to 2019 TV season.

Dr. Erica Rosenthal: One of these from the NBC series superstore involved Mateo a regular character who's an undocumented immigrants and this clip his coworkers try to protect him from an ice rate let's play the clip.

I mean I immigration they're coming right now oh my God, you have to leave we're gonna wait what you knew.

What do you tell me on my secret it's a secret, you told jonah I thought it was between us, he told Marcus we did you tell him before you told me you shouldn't tell so many people is there anybody else toward just me hey guys.

I gotta go.

Okay.

Dr. Erica Rosenthal: Next slide please.

Dr. Erica Rosenthal: We found that viewers who experienced these parasocial relationships feelings of friendship with Mateo were more likely to support inclusive immigration policies.

Dr. Erica Rosenthal: But this was particularly true for viewers, who had little or no real life contact with immigrants.

Dr. Erica Rosenthal: So this suggests that attachments to regular characters can actually fill in somewhat for the absence of relationships with members of marginalized communities and contribute to a reduction in prejudice next slide.

Dr. Erica Rosenthal: Our Hollywood health and society program has inspired media narratives through partnerships with the creative community for over 20 years.

Dr. Erica Rosenthal: To promote code vaccination and La county they develop English and Spanish language PSA is for vaccinate la.

Dr. Erica Rosenthal: The Spanish language version began airing on univision to local stations in early January and will run through March we hope to have some data soon on the impact of these PSA but let's take a look.

Dr. Erica Rosenthal: In 2019 by Neptune becky published a piece in scientific American about the differences between what she calls sociological and psychological storytelling.

Dr. Erica Rosenthal: We found across a number of different topics in our research that dominant media narratives tend to be psychological They emphasize individual explanations and personal responsibility.

Dr. Erica Rosenthal: But sociological stories that balanced individual and structural factors and also model systemic solutions to these challenges tend to be more effective at inspiring social change.

Dr. Erica Rosenthal: This is really the essence of the challenge for storytellers who seek to change the narrative around inequities and health, how can we make stories about systems and institutions emotionally compelling next slide.

Dr. Erica Rosenthal: i'd like to thank the team at the Norman Lear Center as well as our funders and partners who make this work possible and now back to you Bridget.

Brigette Courtot: Thank you so much, Dr rosenthal for that great presentation and without any further ado i'm going to toss it now to.

Brigette Courtot: Welcome, and the stage is all yours.

Alex Fajardo: Thank you Bridget Thank you.

Alex Fajardo: hi everyone happy to be here guys are taking go to the next slide please, we are a nonprofit organization certain some intervene or riverside counties California.

Alex Fajardo: And we have implementing a lot of work in common, I tend to go to next slide please we use Community health workers.

Alex Fajardo: As part of our strategies everything we do is with Community health workers a the next slide shows, who are.

Alex Fajardo: The Community her work here's a Dr people from the Community, they have the trust a we inform and empower Community Members to make changes in their lives, we connect to two resources and.

Alex Fajardo: And then I think I think that's that's important for to give you the foundation of what we have been developing in regards to the cognitive you go to the next slide please.

Alex Fajardo: In the in the coffee 19 approach we have been doing a training to teach w so outreach in how to do the work in the Community, we have been doing a lot of work in education.

Alex Fajardo: Linkage and resources to the Community and helping and actually facilitating testing vaccinations to, and right now we are moving towards a recovering face, so we are developing kind of a new face on how to recover from a from a next slide please.

Alex Fajardo: in regards to the outreach we have been doing that lateral.

Alex Fajardo: helfer most of the siege w's promoter is they do a lot of health first door to door the tables in market in supermarkets.

Alex Fajardo: In our case, we provide kids kids are rich in.

Alex Fajardo: It gets to support our Community, but after talking with our team, we have been thinking, how we can really a.

Alex Fajardo: change or do more in regarding regarding educating our community in a coffee 19 so we get together with all of our Community health workers.

Alex Fajardo: and start developing new strategies, how we can reach our Community and we came out with a few ideas that we're going to share today in regards of our of our story, you can go to the next lie.

Alex Fajardo: So one of the things that we start developing what was the puppet shows, so we create kind of.

Alex Fajardo: That was back in when, at the beginning of the pandemic, so we will developing Okay, how we can really reach our communities and they develop the puppets it was very good, it was a few chapters like 10 chapters with different topics like face a contact tracing very, very powerful strategy.

Alex Fajardo: A they have a kids they're going to school, it was super super super great actually is still a place we're going to schools, doing the puppets.

Alex Fajardo: As part of the strategy for vacation next slide please the next one, a we develop our superhero which his name is Captain impact or Catholic town called as soon.

Alex Fajardo: As he's a promoter he's a Community Community health worker and you can see him in the in the corner and we develop like comic strips.

Alex Fajardo: A a from the Community, so we we went to the Community and a star have in and so all the characters I will say, most of the characters that we have in the comic strips.

Alex Fajardo: Are from the Community, so we interview them we say Okay, can you be part of this and we develop an activity book we develop posters a we have a lot of importance of the coffee a vaccination and mental health next slide you can see some of them.

Alex Fajardo: So we create like these, this is like little cartoons instead to create like a lawn.

Alex Fajardo: Flood you with a lot of information we create like a little history stories from the Community, and this isn't a spiritual we haven't used to.

Alex Fajardo: And, for example, the woman in our lives it she's a promoter but she's a Community health worker and she's part of the of the of the work he was who develop kind of the story behind all these.

Alex Fajardo: A so it was a powerful opportunity to change and how to reach the Community as they want to the to the work in the Community next slide please.

Alex Fajardo: We also we came to the a.

Alex Fajardo: alone alone alone that we will develop in kind of this is a comic strips and and how we're going to be approaching the Community we develop like a place.

Alex Fajardo: That we are performance, this is a Community theater that we are going to each of the school, whatever they call us.

Alex Fajardo: So we have there the captain impact which I promote or and he's also in the in the comics and we beat and we have a corona there and they have we developed a play, can you can you can extrapolate and maybe you can play a little bit of the of the play a chicken.

In 2019 a new virus arrived on earth, it was more contagious and better than ever expected it soon began spread all around them.

To stop the spread and protect the people all non essential activities were shut down gyms schools parks and theaters were all closed down as large gatherings we're no longer allowed luckily our superheroes, as some have come to call them from also came to the rescue.

Alex Fajardo: yeah, then you get, and I mean say say minutes but there's, but it was has been so powerful another opportunity and then everything aligns with the scripts within within.

Alex Fajardo: When we create so it's super super helpful and next next slide.

Alex Fajardo: We develop music songs in this case, this music song, it was Community health workers from the African American and Latino getting together, and this is time to heal can you play a little bit too, and then I would share the link, would you can find.

as well.

Alex Fajardo: Another one and we create the next one.

Alex Fajardo: We create this one that was the first one that we create there was the time to heal for.

Alex Fajardo: In Spanish is super powerful and we create like a little a little a kid is, this is a 10 years old, and he was our character can you played it and it'll be.

Miss Cynthia b&n pheromone she can sense you eat him para princess said i'll come in corona be a set aside a.

gossiper see yo yo.

Alex Fajardo: yo.

Alex Fajardo: So these these these the time to heal and be song he we create like a like a tool kit as well, so people in this case we create like 30 seconds, so we were playing rallies.

Alex Fajardo: And then actually it was in the in one of the time in a in a in a room and then it would play in the sun and say hey this is ours so that's kind of.

Alex Fajardo: A the opportunities to change how we.

Alex Fajardo: approach our Community, a, so I think that's that's that's what we have the next slide shows a.

Alex Fajardo: yeah I mean we have done, we have been doing games as well, we have the luxury of being go with the carbonate team, so when we go to the Community, we go like like i've been gone.

Alex Fajardo: A step to get like a giveaways we develop kind of a Bingo lottery up and also we have like we are the tables they play and they get something every everything related to coffee 19, so I think I think Thank you i'm gonna pass to.

Alex Fajardo: To Bernie and thank you so much for for.

Alex Fajardo: listening.

Brigette Courtot: Thank you, Mr farhat Oh, those are very inspiring examples, and we have some more coming now i'm going to pass it over to Mr Perez to hear about another Community based organizations approach to incorporating storytelling yeah.

Jorge Perez: i'm actually going to go ahead and get right into a quick video and then i'll speak to that.

Jorge Perez: Is my number one priority and protecting them is key hello, my name is felicia back home and i'm a board certified family nurse practitioner.

Jorge Perez: family as a foundation and having them around is very important to thrive to love to survive, I selected to take the Johnson and Johnson idea to take the Pfizer if I could be first in line I wouldn't be.

Jorge Perez: I was a little bit hesitant as a black man, one of our hesitancy is is to visit doctors, I feel the xcel in African American Community that the health care system has not been favorable for us is getting some knowledge from my daughter felicia in regards to.

The effectiveness of the shot So for me, I had to do some research and that may go into my niece, who is a nurse practitioner listening to podcast understanding what Dr Faust she said I seeing importance for me to not only protect me to protect my family.

Which is my purpose in that understand that cove it affects everyone, not only the person that's affected, but everyone around you.

Understand that Kobe can take a toll long term on someone's health but also death is still on the table, understand that we have to get ahead of it and prevention is key, the vaccine is the key to the prevention not another family member not another death.

Jorge Perez: So we've been hearing a lot about the power of storytelling and what I hope to accomplish in.

Jorge Perez: Our segment is to give you a little formula that you can use to create your own stories, you can tell that the video that we created here in the Cincinnati area, we could have just had the nurse practitioner speak.

Jorge Perez: about the coven but, like so many of the other presenters telling the story is important we actually specifically asked that we do the video.

Jorge Perez: In her living room at her home because we felt like her message would communicate so much more if you saw the rest of her family around her.

Jorge Perez: This is the formula we use when we create the scripts or the videos that we use here in Cincinnati we want to hook.

Jorge Perez: that's something that we engage people real quickly you notice how that took place, really, really early on, we want to make sure there's a little bit of an educational.

Jorge Perez: part to it, we go deeper, this is where the family members were talking a little bit, and then we do ask people to take action to get vaccinated.

Jorge Perez: We use this formula when we give speeches, when we do one minute video presentations are we, when we do it a little longer is we just have found this formula to be significantly better next slide please.

Jorge Perez: Part of that formula then feeds this idea and you've been hearing this idea of the hero story of the characters in the video have you heard you saw the previous presenter actually had a superhero.

Jorge Perez: The idea here is to create a point of contact for the people that are watching these stories.

Jorge Perez: And so we want to ask the question, what is the hero want and the hero in our story wanted her family to be safe.

Jorge Perez: And we wanted to embrace the conflict you notice how there was a little bit of a conflict in the families, we didn't cut that part of the story out because we felt it was important.

Jorge Perez: To leave that because those are real questions people have, and then we want to make sure that there's clear clarity around what.

Jorge Perez: We expect the individual who's watching the video to actually complete that so if you're wondering next slide whether you should be doing this as part of your work, the answer is yes, the fact of the matter is that.

Jorge Perez: We don't have a big production company we don't have a whole lot of dollars to spend at this.

Jorge Perez: In some cases, we use the cameras, we have and a few hundred dollars, with some microphones and then we just let individual speak.

Jorge Perez: These are the other things that we take it take it in consideration, make sure that the sound and the lighting is strong and effective.

Jorge Perez: We try to make sure that we show more Intel last no one wants to hear another lecture although i'm lecturing to you right now.

Jorge Perez: The hook book look took formula can be used to inspire we try not to script the speakers, we did not ask the nurse to say certain things we just asked her questions and recorded her responses same with the family members.

Jorge Perez: And then the trick is to stay close to the message now, why is the ymca involved in all of this next slide is because the ymca is about engaging in the Community, we want to our focus is on healthy living, you can go ahead and click through the three other pictures there.

Jorge Perez: were engaged in trying to make sure that we partner with other agencies, the nurse does not work for us, we were we work with the health collaborative in our areas we do on a number of events.

Jorge Perez: In the Community, including some vaccine clinics and whatnot and then we want to make sure that we measure the impact that we have on the lives of people.

Jorge Perez: Whether it's how we distribute the videos and how we use social media to do that, or we look at the number of people that are actually viewing.

Jorge Perez: And and consuming that and whether behavior has been changed that's the power of stories and you've been hearing that throughout this entire presentation.

Jorge Perez: That when you connect people at the story level you move them much further than if you just simply tell them, this is what they should do and that's why we use stories at the ymca.

Brigette Courtot: Wonderful Thank you all so much wow this is so much wonderful content and we do have even with fitting all of that in.

Brigette Courtot: several minutes left for questions and answers so i'm going to remind all of you that if you have a question, please type it into the Q amp a right now.

Brigette Courtot: But i'll get started with a question and that feels appropriate for all of you, some are coming in, for specific speakers will get to those two if we can, but for any of the speakers.

Brigette Courtot: One question is that it seems there's magic and secret sauce to storytelling, how do you evoke emotion in your audience, making them laugh or cry or whatever you're going for so what would be one or two tips to keep in mind how to evoke these emotions that you're looking for.

Alex Fajardo: I can, I can do, I think, is a nonprofit that sometimes we don't have the funding to how your spend is talking about our reality it's in our Community and from the heart.

Alex Fajardo: that's I mean that's what we do is not really like investing too much meaning have a study to do kind of what is the best approach, it was something that came up is the from the Community, and from the heart.

Jorge Perez: yeah I mean i'm going to ECHO exactly the same thing the way you connect with people.

Jorge Perez: is going to be through the heart, all of the videos we've watched throughout this presentation.

Jorge Perez: had some very emotional moments in them that then carried the the the knowledge, the information that we want to carry and it sticks better when we do that, and so we look for opportunities to kind of really strum in and connect with people at the heart level.

Dr. Zoanne Clack: Right, I would add just the thing that was through my whole talk truth and authenticity just being able to tell the human experience and make it relatable to your audience and.

Dr. Zoanne Clack: pull it all together so that there's heartstrings there's laughter you want to take them on a journey and want them to go on that journey with you.

Dr. Zoanne Clack: awesome.

Brigette Courtot: Thank you, I end, it does appear that we have an audience Member who would like to speak their question Kim I saw your hand raised early on, Kim watch drill I would you like to speak, your question.

Oh.

Brigette Courtot: No longer see the hand up so we'll move on to another question for those of you who have worked with artists.

Brigette Courtot: To create your storytelling products, how do you approach those artists are you compensating them I think some of this was addressed in the presentations but anything additional on kind of I approaching folks that you want to work with and getting them on board.

Alex Fajardo: I think in our angle, because we have one one person actually in the in the media for.

Alex Fajardo: For the time to heal Jesus we approach, but it was about really a friend that we know the Kaaba person is really a Can you help us and yeah that's that's pretty much and definitely some most of them, they in charge.

Alex Fajardo: yeah.

Alex Fajardo: Actually, a human touch.

Brigette Courtot: So use your connections and I think miss surprise you, it also said that the why you also use some connections, they had in the Community to associations and and provider organizations.

Jorge Perez: yeah I mean there's something to be said about hiring talent, there are a few times, where we do that when we're telling a particular story and we usually work with some of the.

Jorge Perez: organizations in the area, including the school for performing arts or some of the university students but, for the most part the best heart stories.

Jorge Perez: are just the ones as Alex spoke about the ones where people are just telling their story, we could not have paid that family to tell what they said.

Jorge Perez: To say it in the way they said it it's just that was they were just simply sharing what their experience was.

Brigette Courtot: Okay, very powerful um, are there any particular strategies to help avoid alienating people who may not be supportive of the public health initiatives and storytelling is that something that you're keeping in mind and what strategies, do you have.

Jorge Perez: I think that's one of the powers of storytelling, especially if they're telling their story you're just simply giving them a voice.

Jorge Perez: it's not about trying to push a specific agenda.

Jorge Perez: One of the family members had some reservations about the vaccine and we allow that to kind of float into the space.

Jorge Perez: And we know that there's some controversy about stuff like that, but how do you fight back against somebody personal individual story.

Dr. Zoanne Clack: i'm of the elk that if you tell a story, a good story and the person is drawn in they may learn without knowing that they're learning so they're just watching the drama.

Dr. Zoanne Clack: And you're not really concerned about you know whether or not you're going to transform them or turn their lives, but if they are into the story it'll kind of get into their heads and, hopefully, you know through just more and more exposure to it.

Dr. Zoanne Clack: They may make a change.

Brigette Courtot: This is something that I think could be on the minds of many of our learning community and audience members so we're rounding year two of the pandemic and fatigue is set in for many.

Brigette Courtot: messaging could become redundant, so any insights from any of the speakers on how to keep messages fresh and attention capturing.

Alex Fajardo: I just I just want to mention some especially, for example, for the cup the superhero and the play we were doing, we were invited by us school district to play the performance, the play and.

Alex Fajardo: And then they the the leadership from the school after they be the vaccination because we, the the vaccination like two weeks after.

Alex Fajardo: After the play a lot of people start coming I you know what let's do it, this is it was so far that people really get like.

Alex Fajardo: When I want to get vaccinated so we were able to packs in 300 kids and teens in the in the school, so I think it's another way to promote to promote it to engage.

Alex Fajardo: They were taking pictures with the superhero they was posted in in their.

Alex Fajardo: dog things like that, and they get engaged with these kind of relationship and say as you're going to get vaccinated yes, yes, and then it was kind of a momentum.

Alex Fajardo: The That was a powerful moment, so I think is another another aspect and how to engage Community Members a to reflect on these issues.

Brigette Courtot: Thank you.

Brigette Courtot: We have just a couple minutes left.

Brigette Courtot: And we have a satisfaction poll, so we want to make sure, before we start losing folks many of you may have additional meetings to get to if you wouldn't mind taking a second to answer this satisfaction for we'd really appreciate it, it helps us with our future planning.

Brigette Courtot: And I think, just as one kind of final question for any of our speakers.

Brigette Courtot: You know if you have a if you have a audience Member who's sort of starting from scratch the storytelling is sort of completely new for them.

Brigette Courtot: You know where would you suggest that they start in terms of brainstorming how to incorporate storytelling into their activities, what would be kind of one easy first step that they might do.

Dr. Zoanne Clack: For me, I would look around look around at your friends your family your stories get your your use those as your characters look at situations that you find interesting and dramatize them.

Dr. Zoanne Clack: bring it in from your own personal experience, and you will find that other people have similar experiences.

Alex Fajardo: yeah I was going to say the same, but I think, also the limits, because you don't have because some of the things we we think this is, we need we need have to have this much money to do this.

Alex Fajardo: don't limit yourself about resources, I think, if you allow your vision, the resources will come and then, believe me, people really engage with our mission.

Jorge Perez: yeah I mean we're saying, I think, where you're hearing the same thing from the group start by telling the stories that are already there with your staff with your participants.

Jorge Perez: it's extraordinary sometimes what you find and what people are willing to share and if you're wanting to learn how to do that take a look at the story platforms right now that exists, we pick up a lot of ideas on YouTube and tick tock and everywhere else.

Jorge Perez: And and ask ourselves how could we use that formula that process that hero story to tell what we want to tell.

Jorge Perez: And so, again I don't think it's super complicated and if I could just add look to your younger staff, they tend to have no challenge telling their stories they're doing it all the time, right now.

Dr. Erica Rosenthal: I would add, think about how you might be able to tell stories about solutions, particularly systemic or collective solutions that involve Community Members coming together rather than the kind of individual hero narratives that that we often see in media.

Brigette Courtot: Very good advice so you might not have to look very far.

Brigette Courtot: Think about sort of collective stories and there are resources out there and speaking of resources, I just another reminder that we will be sharing the slides the recording from this event.

Brigette Courtot: To the extent there were video links or other resources mentioned during this presentation we will compile those and include them with the materials.

Brigette Courtot: But i'm big thank you to all of our wonderful speakers we fit so much into the hour, we could have gone on, I think, for at least two more so.

Brigette Courtot: We really appreciate it on behalf of the partnering for vaccine equity learning community, thank you for joining us and have a great rest of your day.