



Video and Photo Stories for Health Messaging

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Luciana's day is a video story highlighting the importance entering into prenatal care in the first trimester of pregnancy. This creative approach to public health messaging is an offshoot of a public health method called photo stories. Photo stories are an effective, proven way to communicate a health message to an audience. A photo story relies primarily on pictures to drive a story. Text is there also but is secondary to the pictures. The gist of the process is to engage the audience emotionally. This is a part of how commercial marketing works. This can also be used with social marketing which is an essential part of public health. We want our client's attention so that they can be emotionally invested in the story. Once that investment is made, we can use that as a vehicle for the health message in the form of helpful, sound, encouraging advice. We are people focused so our stories and messages must appeal to people first and not be merely focused on the giving of information. The idea of Luciana's Day was pitched to the Health Officer and the video technician during a preproduction meeting for the local Health Department's Public Health Matters show. The subject of the show is based on which Health Department show signs up for filming during a given month. There happened to be an opening in January 2017. The timeline started from preproduction to filming which was a total of 2 ½ weeks. The Maternal Child Health supervisor created the story and then assembled a team of bilingual employees of various backgrounds to film in both English and then in Spanish. A script was written in English. Each line was translated to Spanish by 2 of the bilingual actors. The staff reviewed the script, added to and enlarged the script by creating or enhancing the dialogue. Filming locations and dates were set up. The video technician required a story board of the video. This was a difficult task which required drawings by scene, character placement and camera angles to be stipulated. The day of filming was arduous as there were many takes from different angles to get the right amount of material for the editing process. The rough cut was viewed by the participants who made improvement suggestions and improved the subtitle spellings both in English and Spanish. There were 3 final products: English with Spanish subtitles, Spanish with English subtitles, and English for airing on the local county channel. The video was screened with 8 Hispanic women at a local baby shower event and received positive reviews. It was aired at the local health department and viewed by 17 employees, all of whom gave it positive reviews. It will be distributed throughout the county and is already distributed to a local pediatrician's office and a local teen empowerment community program.