CRAFTING YOUR NARRATIVE
aka “Storytelling 101”
SHOUT OUT!

Red Bull
AMAPHIKO
“SETTING THE SCENE”
LET’S BREAK THE ICE!

• What would be your superpower?
RECALL A STORY THAT...

• Made you happy
• Made you angry
• Motivated you
• Made you think
• YOU NEVER FORGOT
WHAT'S THE STORY OF YOUR WORK...

and the Story IN Your Work?"
WHAT IS PUBLIC HEALTH?

• **ANYTHING** related to the acknowledgement, appreciation, understanding and advancement of human health and wellbeing

• Practice, research, education, activism, advocacy, etc.
WHY AND HOW DO ARTS & CULTURE WORK IN HEALTH?

Short answer: It just does!

- Inherent to our human experience
- Experiential, not empirical

Many cultures do not separate arts, culture and health (e.g., the griot)

- Arts for purely aesthetic pleasure and/or entertainment is atypical

Foci should be on using arts and culture for people’s health benefits

- Then focus on its minutiae and mechanisms

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“Fifth Wave” of Public Health: Cultural (Davies et. al, 2014)

Health improvement cannot accelerate without cultural mobilization

Public health’s fifth wave
WHY STORYTELLING?

“The first step in the acquisition of wisdom is silence, the second listening, the third memory, the fourth practice, the fifth teaching others.”

- Solomon Ibn Gabriol

- Universal art form and science
- “Voice is power”
- “Listening is acknowledgment”
- Mutually beneficial exchange
WHAT MAKES A STORY, A STORY?

- **Structure:** Beginning, Middle, End
- **Plot:** how you get from beginning, to middle, to end
- **Critical Elements:**
  - Title(s)
  - Character(s)
  - Scenery/Sceneries
  - Challenge(s)
  - Resolution(s)
- **Three “Rs” of storytelling:** Reason, Responsibility, Respect
- **Five tools of storytelling:** Voice, Body, Mind, Imagination, Connection
STORY VS. TELLING

“There is no greater agony than bearing an untold story inside you.” – Maya Angelou
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IT'S UP TO YOU
COVID-19 VACCINATION

Get the latest info at GetVaccineAnswers.org

SHOW YOUR CARE

Gwen Washington
Wahl Park

WE CAN DO THIS

YOU WILL SEE ME
CHOSE TO PROTECT MYSELF AND MY COMMUNITY FROM THE CORONAVIRUS BY WEARING A FACE MASK.

Learn more about

Get it because I miss you
STORY

• NARRATIVE
• CHARACTERS
• STRUCTURE
• TONE/EMOTION
• REACTION
• STRUGGLE
• SOLUTION

TELLING

• FORMAT
• DISTRIBUTION
• IDEAL PLACEMENT
• IDEAL TIMING
• AUDIENCE
• DISCOVERY
• STRUGGLE
• SHAREABILITY
AUDIENCE (OR YOU) AS THE MAIN CHARACTERS

Who sees themselves in your dissemination story?
EPISTEMIC JUSTICE IN ACTION
(PARTICIPANTS AS THE STORYTELLERS)

DiscoverME/RecoverME  StoryMapping

Common Denominator: Transformative Grounded Theory
THE HERO’S JOURNEY
STORY REPOSITORIES

- Life experiences – #1 repository!

- Familial and/or cultural narratives
  - Folktales
  - Mythologies
  - Fables

- Internet
A WAY TO ORIENT CONTEXT
DEVELOPING YOUR “MOVIE TRAILER”
THE HERO’S JOURNEY (REDUX)

- Once upon a time...
- And every day...
- Until one day...
- Because of this...
- Because of that...
- And because of that...
- Until finally...
- Ever since then...

BEGINNING (?)
MIDDLE (?)
END (?)
IN A WORLD WHERE...
ELEMENTS OF A MOVIE TRAILER

1. Setting the scene
2. Outlining the challenge
3. Describing the hero(es)
4. Establishing the cliffhanger
IN A WORLD WHERE...

1. A [population(s)] NEED(S) [solution(s)],

2. ONE (OR MORE) [insert appropriate descriptors for hero(es)/shero(es)],

3. WILL [do what],

4. TO CHANGE [where] BY [doing whatever the end game is],

5. AND THIS IS THE STORY OF [you/us].
SO...WHO HEARS THE MOVIE TRAILER?
K.I.S.S. – KEEP IT SWEET & SIMPLE

By: Prince
REALITY  
EQUALITY  
EQUITY  
LIBERATION
“Until the lion tells his side of the story, the tale of the hunt will always glorify the hunter.”

–Zimbabwean proverb
TO KEEP THE STORY GOING...

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