



CRAFTING YOUR NARRATIVE

aka “Storytelling 101”

SHOUT OUT!



“SETTING THE SCENE”

LET'S BREAK THE ICE!

- What would be your superpower?





RECALL A STORY THAT...

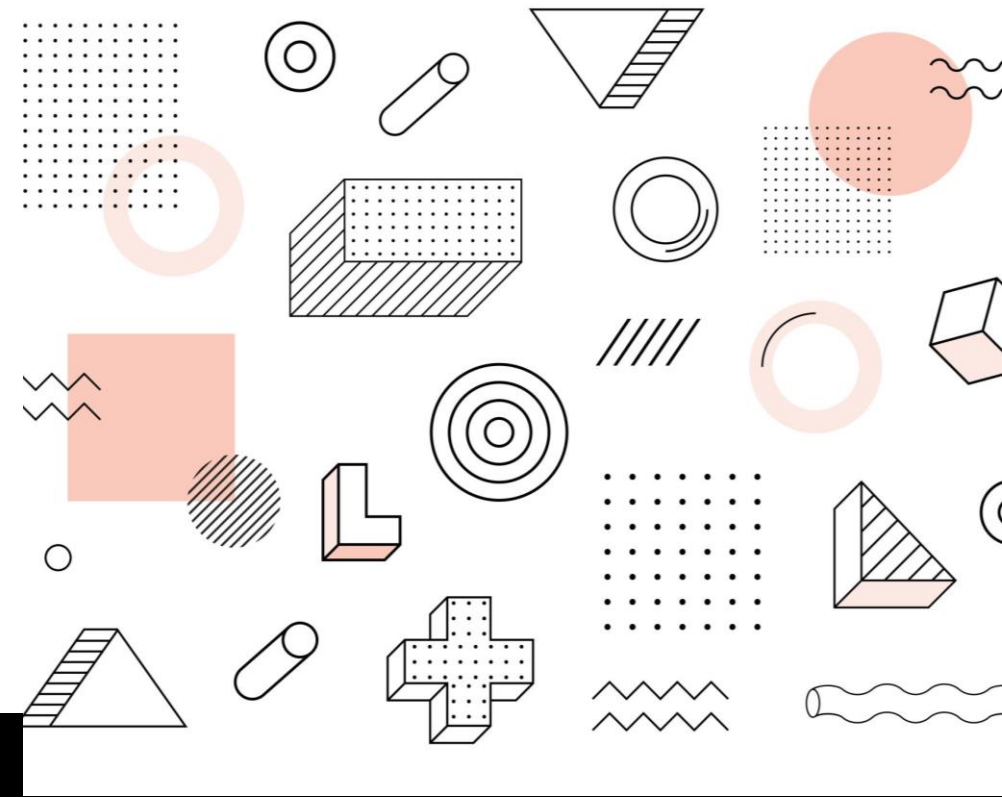
- Made you happy
- Made you angry
- Motivated you
- Made you think
- **YOU NEVER FORGOT**







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)

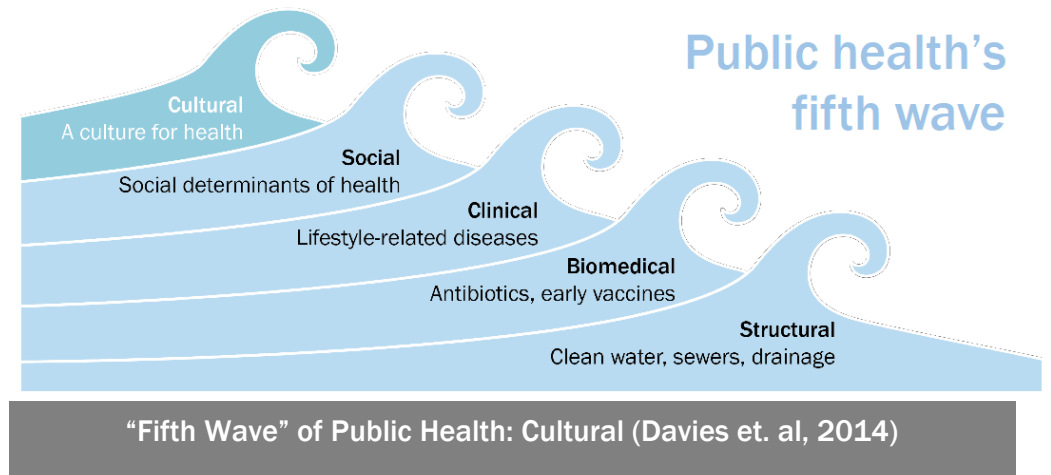
- Arts for purely aesthetic pleasure and/or entertainment is atypical

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

- Then foci on its minutiae and mechanisms



Health improvement cannot accelerate without cultural mobilization



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

STORY

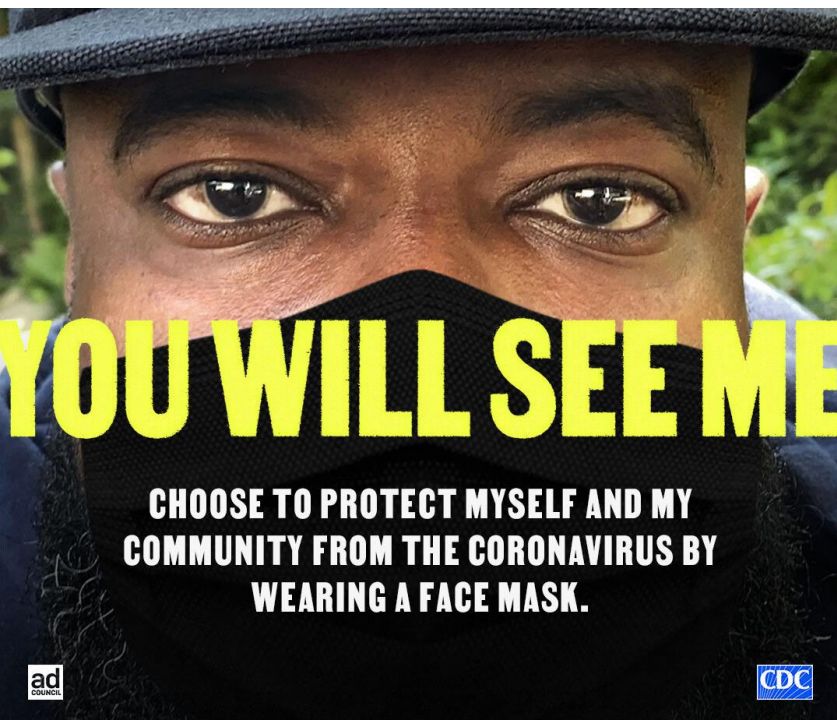
- WHO
- WHAT
- WHERE
- WHEN
- WHY
- HOW

TELLING

- WHO
- WHAT
- WHERE
- WHEN
- WHY
- HOW

IT'S UP TO YOU
COVID-19 VACCINATION

Get the latest info at
GetVaccineAnswers.org



STORY

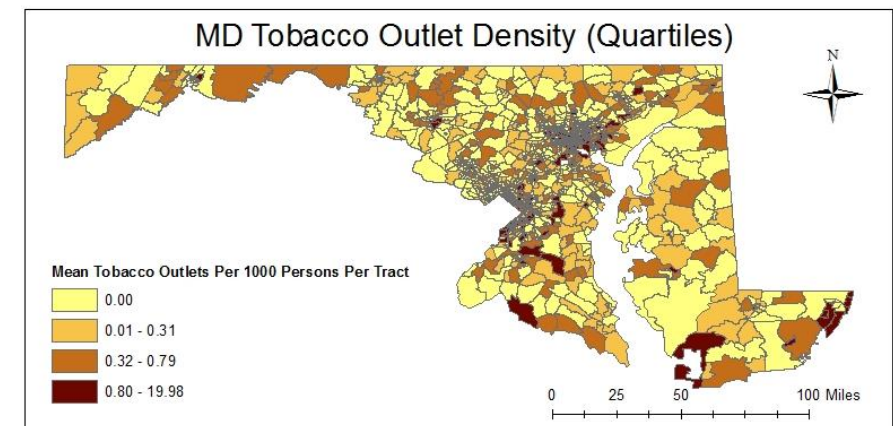
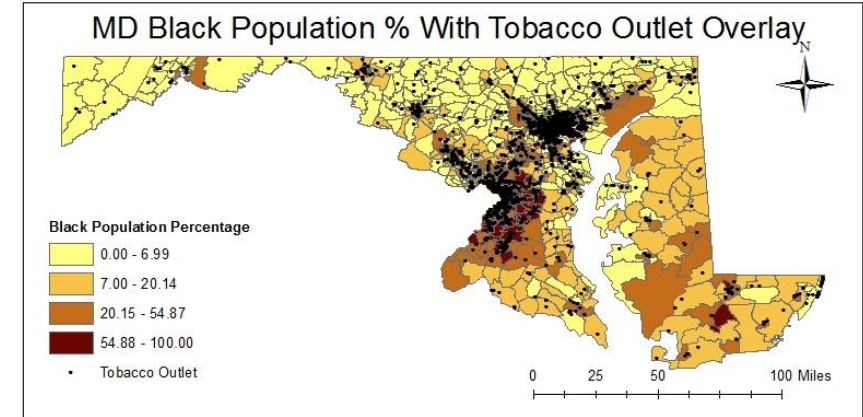
- NARRATIVE
- CHARACTERS
- STRUCTURE
- TONE/EMOTION
- REACTION
- STRUGGLE
- SOLUTION

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

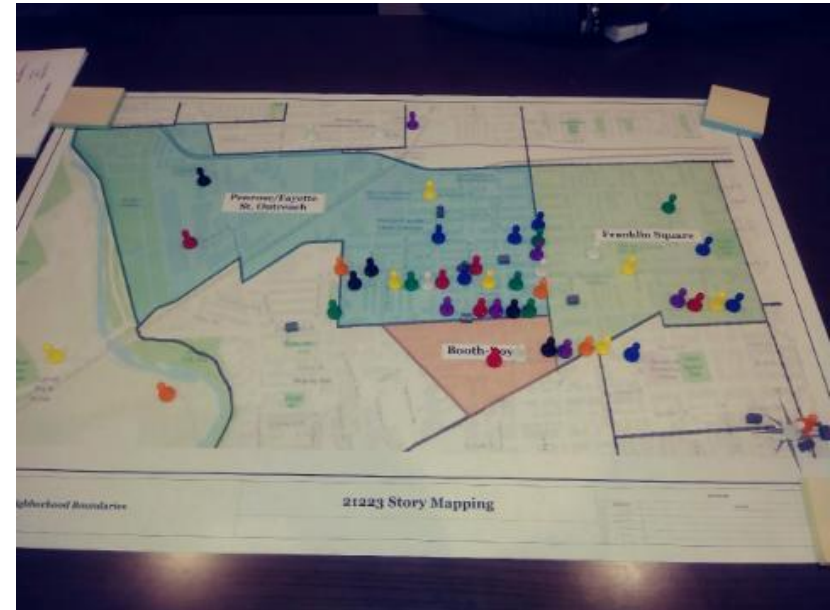
(PARTICIPANTS AS THE STORYTELLERS)

DiscoverME/RecoverME



Enrichment Through the African Oral Tradition

StoryMapping



Common Denominator: Transformative Grounded Theory

THE HERO'S JOURNEY

STORY REPOSITORIES

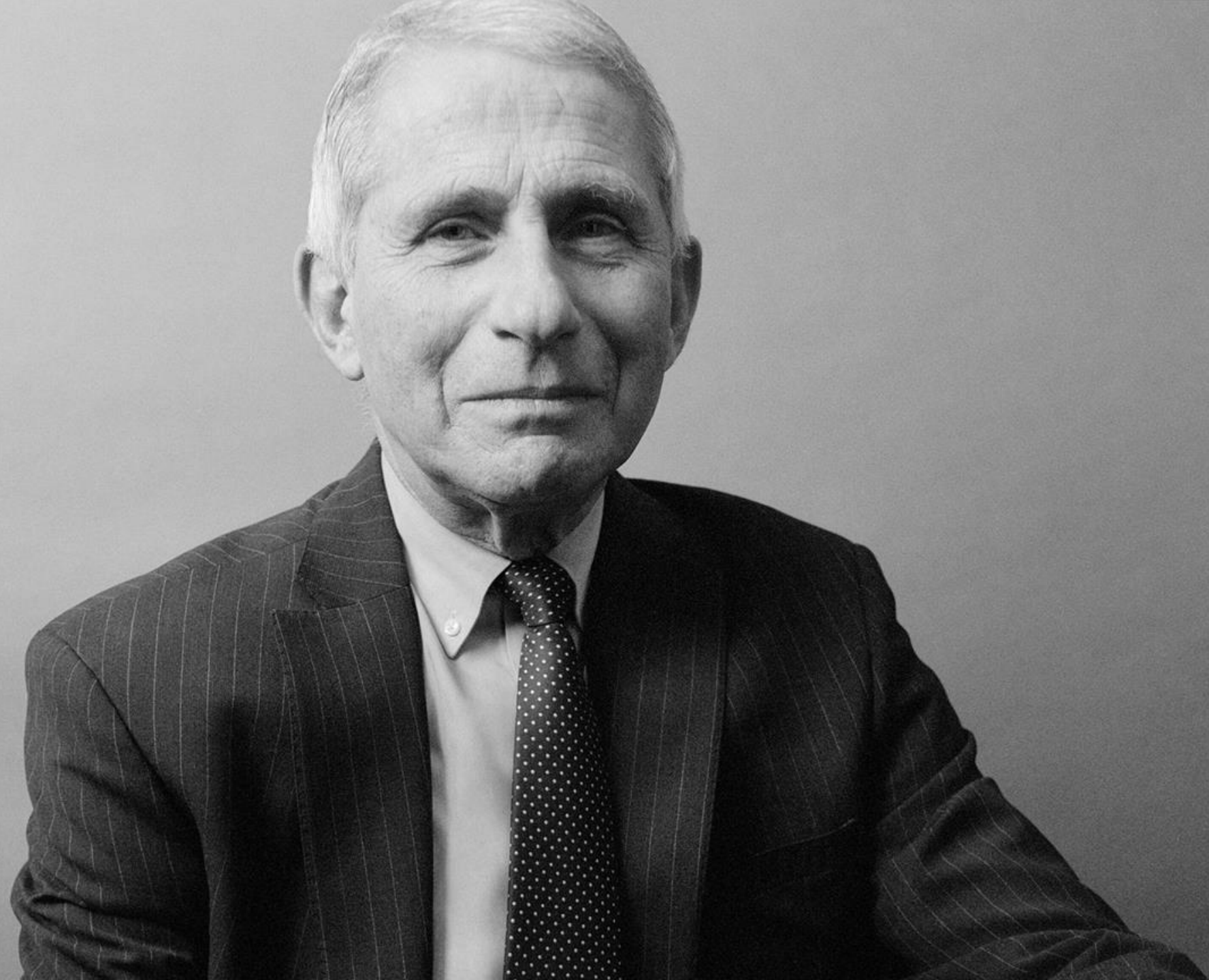
- Life experiences – #1 repository!
- Familial and/or cultural narratives
 - Folktales
 - Mythologies
 - Fables
- Internet















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].



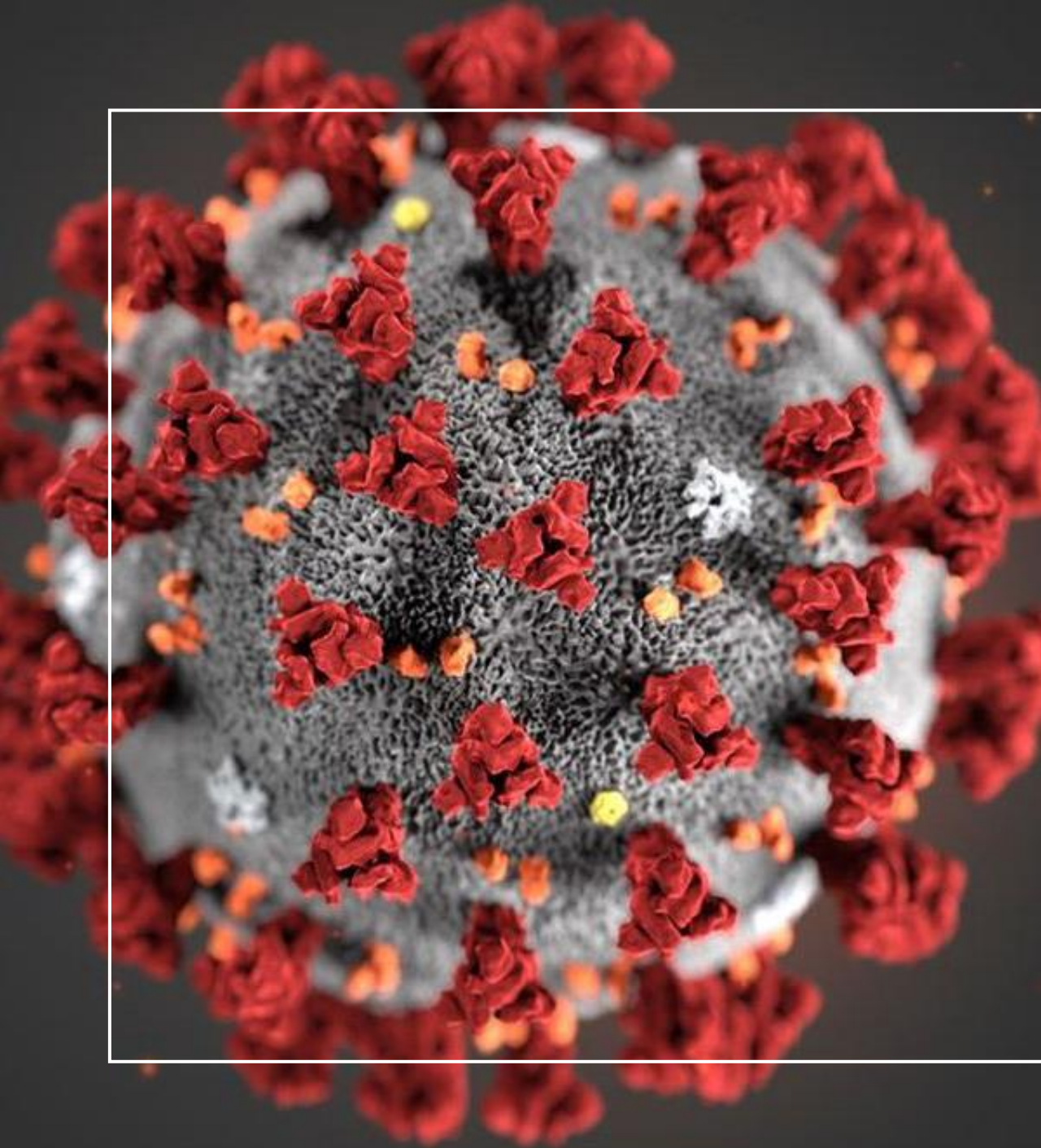
SO...WHO HEARS THE MOVIE TRAILER?

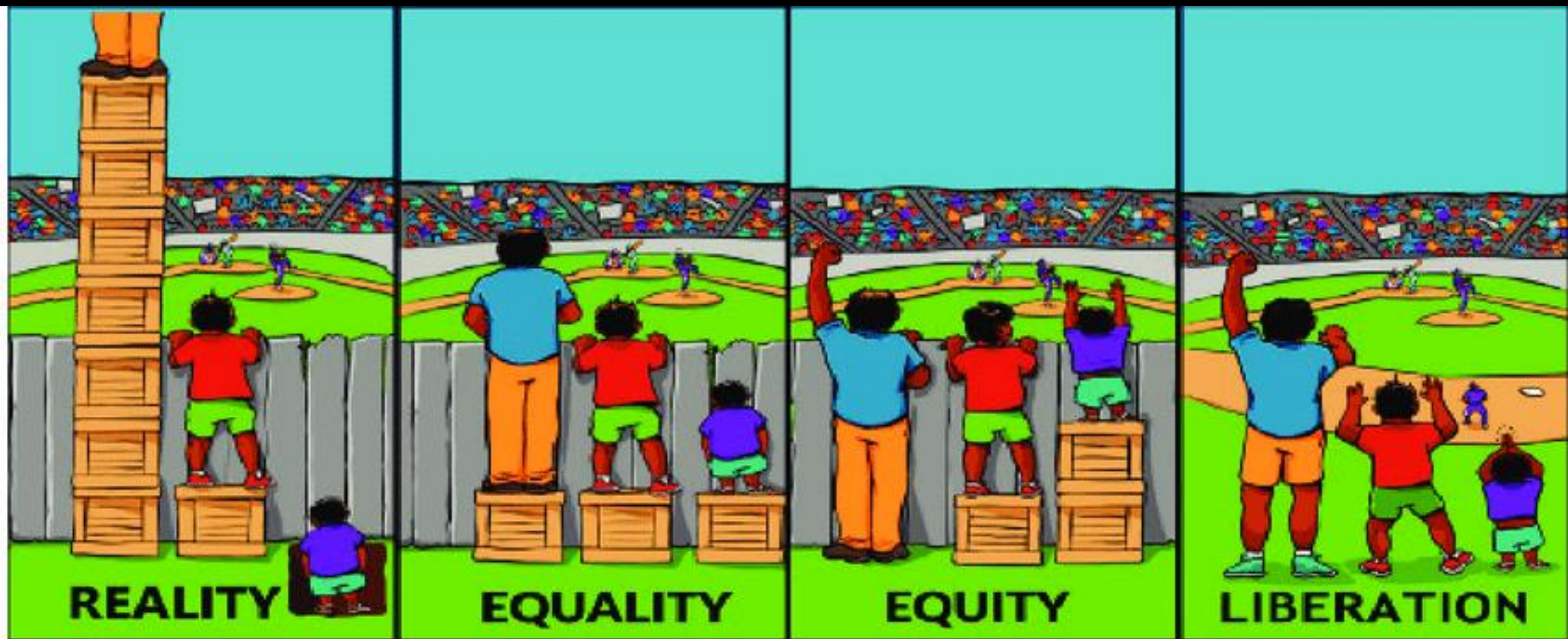
KISS



K.I.S.S. – KEEP IT SWEET & SIMPLE

By: Prince





WHY THE LION'S TALE IS IMPORTANT

*“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...

- Website: discovermerecoverme.com
- Email: david.fakunle@morgan.edu;
dfakunle@arts.ufl.edu; dfakunl1@jhu.edu
- Facebook: facebook.com/DiscoverMEREcoverME
- Instagram: [@discovermerecoverme](https://www.instagram.com/discovermerecoverme)