

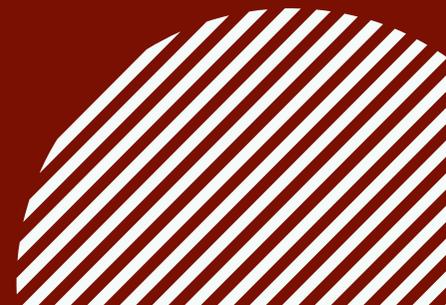
STORYTELLING FOR HEALTH

Producing health equity through transformative media



OUR AIMS

Storytelling for Health wants to influence positive health, social, and environmental change through the strategic alignment of cinema and research in narrative persuasion.





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MURPHY, PHD**

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SCHOOL FOR COMMUNICATION
AND JOURNALISM,
PROFESSOR, POPULATION AND
PUBLIC HEALTH SCIENCES, KECK
SCHOOL OF MEDICINE, USC



JEREMY KAGAN

FILM DIRECTOR
PROFESSOR, SCHOOL OF
CINEMATIC ARTS, USC



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Storytelling for Health works at the
intersection of **behavioral science and
storytelling.**

OUR WHY

The question of **what inspires people to change their behavior** is an ongoing concern for medical professionals, civic leaders, educators and community organizers.



STORIES INSPIRE

Dramatic narrative storytelling has been proven to be an incredibly powerful tool in **quantifiably shifting attitudes and behaviors.**

HOW DO WE DO IT?

Using the science of Entertainment Education (EE), the Storytelling for Health Center **creates stories that educate and inspire** audiences toward meaningful change.

RESEARCH

Pre-production research and message testing with leading behavioral science experts

PRODUCTION

Media production with a team of experienced filmmakers

CONSULTATION

Creative consultation with community leaders and stakeholders

EVALUATION

Rigorous post-distribution evaluation to ensure campaign effectiveness

TYPES OF ISSUES WE ADDRESS...



CLIMATE CHANGE



HEALTH EQUITY



VIOLENCE



HEALTH LITERACY



MISINFORMATION



**CHRONIC AND
INFECTIOUS
DISEASES**

...AND MORE!

EXAMPLES OF OUR WORK



***HAPPY BIRTHDAY,
GRANNY***

[WATCH HERE](#)



TAMALE LESSON

[WATCH HERE](#)



***OF REASONS AND
RUMORS***

[WATCH HERE](#)



TEAM PLAYER

[WATCH HERE](#)

"OF REASONS AND RUMORS"

VACCINE HESITANCY

Follows a tight-knit Latino family in East LA who disagree about the importance and safety of the Covid-19 vaccination.



"HAPPY BIRTHDAY, GRANNY"

Follows an African American family in South LA celebrating their grandmother's birthday when an argument leads to an honest discussion about the Covid-19 vaccine.



WHAT'S THE IMPACT?

In a study of 600 unvaccinated Latina and African American women, watching one of these films resulted in a **statistically significant increase in intent to:**



LEARN MORE



TALK TO A DOCTOR



TALK TO A LOVED ONE, AND



GET VACCINATED

Our films have also been used in the toolkit to train **430 promotores de salud** and other **community health workers** across **34 states** around COVID-19 vaccine outreach...



**RESULTING IN
OVER 6 MILLION
SHOTS IN
ARMS!**

"TEAM PLAYER"

As a soccer game begins, parents and kids deal with resistance to COVID-19 vaccinations and with humor and empathy overcome misinformation.



Drs. Baezconde-Garbanati and **Murphy** have worked together **since 2008** on numerous health campaigns, including two award-winning HPV-related projects.



The **Es Tiempo** campaign with the Art Center College of Design resulted in a **65% increase in cervical cancer screening** among **Latinas** in **Boyle Heights** in Los Angeles.

The second joint project by Drs. Murphy and Baezconde-Garbanati involved a **prestigious "transformative" grant from NIH** (*"Transforming Cancer Knowledge, Attitudes and Behavior through Narrative"*) that involved creating two 11-minute films – **directed by Jeremy Kagan** – to educate about cervical cancer prevention.

One film was the narrative *"Tamale Lesson"* and the other a more traditional information video, *"It's Time"*.

This work resulted in **enhanced cervical cancer screening** (increase from 32% pre- to 82% post-intervention), **three prestigious awards**, and **24 peer-reviewed publications**.

PAP TESTS

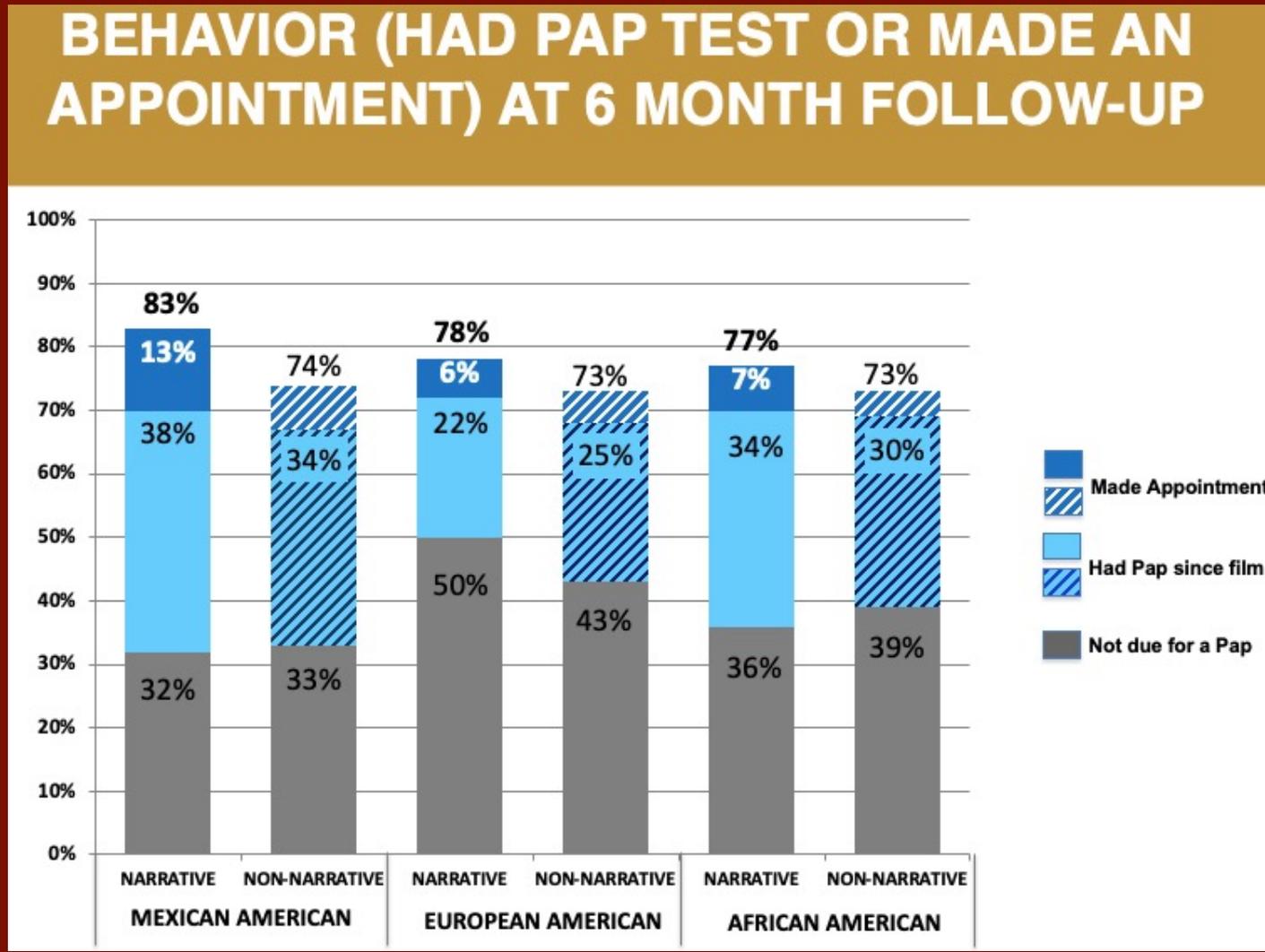
"TAMALE LESSON"

Three generations of women talk about sex, pap tests, and health care as they prepare for a party.



A randomized control trial of 900 women showed that watching this film significantly changed health behavior

Latinas who saw "Tamale Lesson" went from having the lowest rate of pap tests to the highest



EXPLORE OUR PUBLICATIONS

- Murphy, S.T., & Phelps, A. (2022). Entertainment–education (Overall). *The international encyclopedia of health communication*. Wiley.
- Walter, N., Murphy, S. T., Frank, L. B., & Baezconde–Garanati, L. (2017). Who cares what others think? The role of Latina’s acculturation in the processing of HPV vaccination narrative messages. *International Journal of Communication*, 11, 4946–4964.
- Murphy, S. T. and Baezconde–Garbanati, L. (2017). Transforming Health Promotion Through Narrative, Scientia (www.scientiapublications.com)
- Moran, M. B., Frank, L. B., Chatterjee, J. S., Murphy, S. T., & Baezconde–Garbanati, L. (2016). A pilot test of the acceptability and efficacy of narrative and non–narrative health education materials in a low health literacy population. *Journal of Communication in Healthcare*, 9(1), 40–48. doi: 10.1080/17538068.2015.1126995
- Baezconde–Garbanati, L. A., Chatterjee, J., Frank, L. B., Murphy, S., Moran, M., Werth, L. N., Zhao, N., Amezola de Herrera, P., Mayer, D., Kagan, J., & O’Brien, D. (2014). Tamale Lesson: A case study of a cancer narrative health communication intervention. *Journal of Communication in Healthcare*, 7(2), 82–92. doi: 10.1179/1753807614Y.0000000055
- Murphy, S.T., Frank, L.B., Chatterjee, J.S., & Baezconde–Garbanati, L. (2013). Narrative versus non–narrative: The role of identification, transportation, and emotion in reducing health disparities. *Journal of Communication*, 63(1), 116–137.
- Baezconde–Garbanati, L., Murphy, S.T., Moran, M.B., Cortessis, V. (2013). Reducing the Excess Burden of Cervical Cancer Among Latinas: Translating Science into Health Promotion Initiatives. *California Journal of Health Promotion*, 11(1), 45–57. PMC3936034
- Moran, M. B., Murphy, S. T., Frank, L. B., & Baezconde–Garbanati, L. (2013). The ability of narrative communication to address health–related social norms. *International Review of Social Research*, 3(2), 131–149. Available at: http://www.irsr.eu/8_moran.html



CHECK OUT SOME OF OUR COVERAGE

THE CONVERSATION

11/29/21

*Why we're using filmmaking to encourage
vaccination by Black and Latino Angelenos*

SCIENCE DAILY

5/7/15

*If you want change, tell a relevant
story, not just facts*

USC NEWS

10/15/21

*Watch faculty and students' video clips
that encourage COVID vaccinations*



TESTIMONIALS

*"Prior to Tamale Lesson, the idea of using stories to convey crucial health information in the United States was not taken seriously. Drs. Murphy and Baezconde-Garbanati's NIH-funded research using a randomized clinical trial (RCT) to demonstrate that narratives could be superior to nonnarratives in changing knowledge, attitudes and behavior was not just thinking outside the box. **It was blowing up the box.**"*

DR. FRANCIS COLLINS

FORMER DIRECTOR OF THE NATIONAL
INSTITUTES OF HEALTH

*"It has brought the best of USC together from multiple schools and units with a shared vision and singular purpose: to save lives. And we are accomplishing that. **We are saving lives.**"*

MICHELE KIPKE

PROFESSOR OF PEDIATRICS AND PREVENTATIVE
MEDICINE AT THE KECK SCHOOL OF MEDICINE, USC

SOME OF OUR PARTNERS

Keck School of Medicine of USC
Department of Population and
Public Health Sciences

Keck Medicine
of USC



USC Norris
Comprehensive
Cancer Center
Keck Medicine of USC



VACCINATE 



USC STAY CONNECTED L.A.

Keck School of
Medicine of USC
Department of Family Medicine



curative

USC Annenberg
School for Communication
and Journalism



USC University Relations



USC School
of Cinematic Arts



USC School
of Pharmacy



Vaccines for all

PREVIOUS FUNDERS

GOVERNMENT

California Department of Health Services

Centers for Disease Control and Prevention

Food and Drug Administration

National Institutes of Health

National Cancer Institute

Tobacco Centers of Regulatory Science

USAID

FOUNDATIONS

Alfred P. Sloan Foundation

Annenberg Foundation

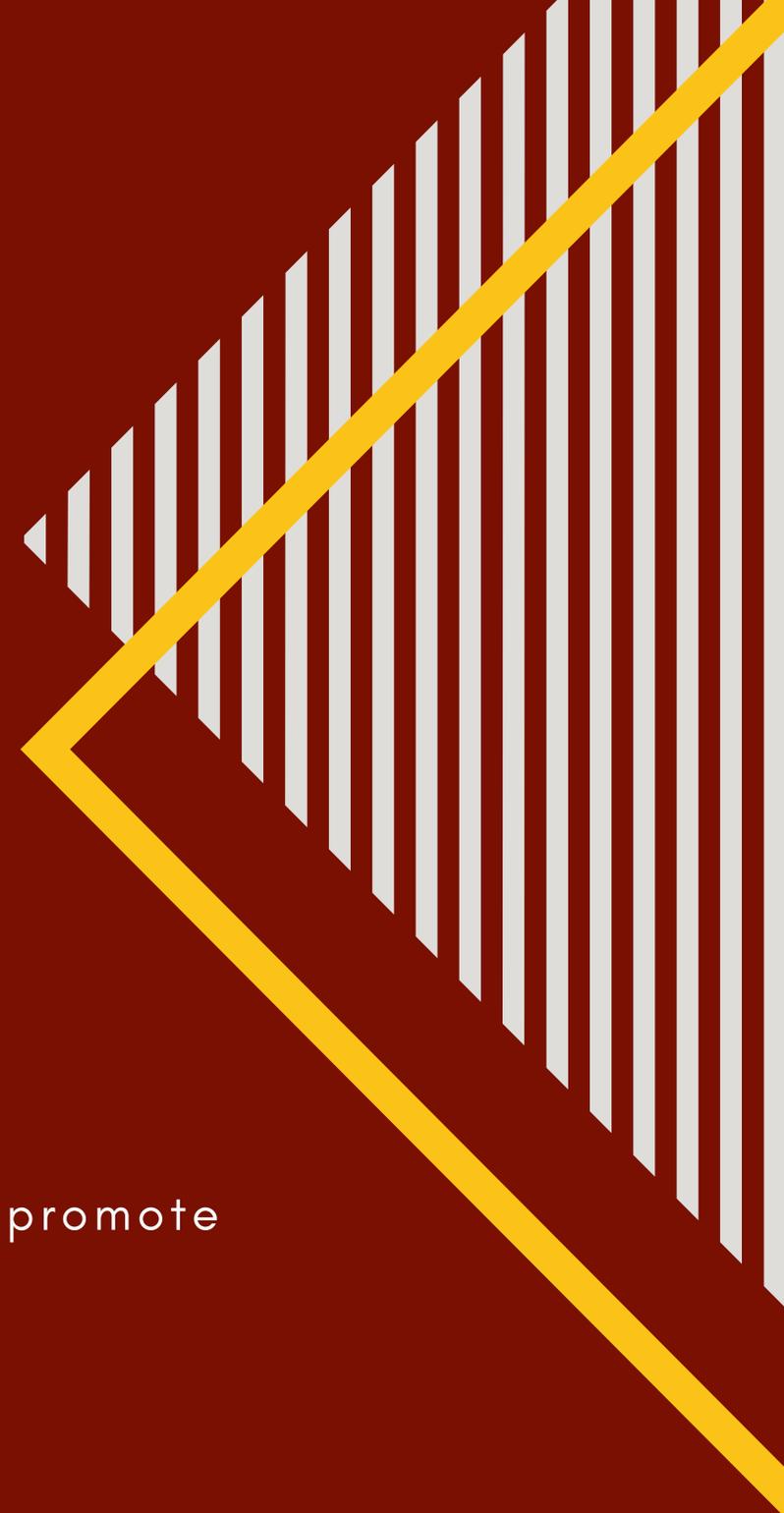
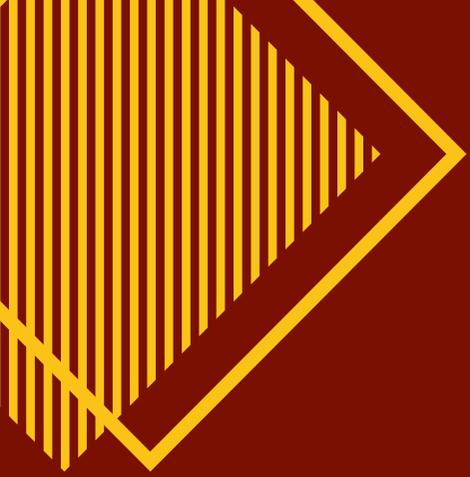
Ford Foundation

Kaiser Family Foundation

Keck Foundation

Norris Cancer Foundation

Robert Wood Johnson Foundation



HELP US TELL STORIES THAT CHANGE LIVES

Producing evidence-based media, we can promote
**health, sustainability and equity in our
communities.**

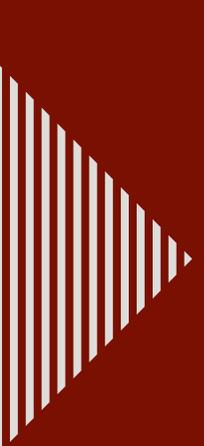
SAMPLE CONTRIBUTION

\$500,000 would support two years of a cross-listed summer course and the production of a film with local communities.

Faculty (includes summer salary)	\$75,000.00*
Research Associate	\$60,000.00*
Producer	\$30,000.00
One film partnered with local community	\$50,000.00
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	TOTAL:
	\$215,000.00

\$500,000 means **two years of classes** and **two films** produced with local communities

*Does not include fringe



**STORYTELLING FOR
HEALTH CENTER
CONNECT WITH US**

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