The Art of Storytelling and Use of Culturally-Adapted Tools to Educate on Diabetes Prevention

Ana Consuelo Matiella, MA
Principal
ACMA Social Marketing &
The Fotonovela Production Company

Alexis Williams, MPH, CHES
Public Health Advisor
National Diabetes Education Program

Welcome and Introductions

Betsy Rodríguez, RN, MSN
Deputy Director of the National Diabetes Education Program
Division of Diabetes Translation
Centers for Disease Control and Prevention

Today's objectives

- Illustrate the benefits of using storytelling in diabetes education.
- Identify tools and resources to support storytelling.
- Share techniques to develop your own stories.
- Identify techniques to encourage patients to tell their own stories.

The Art of Storytelling and Use of Culturally-Adapted Tools to Educate on Diabetes Prevention

Ana Consuelo Matiella, MA
Principal, ACMA Social Marketing &
The Fotonovela Production Company

Alexis Williams, MPH, CHES
Public Health Advisor
National Diabetes Education Program

Ana Consuelo Matiella

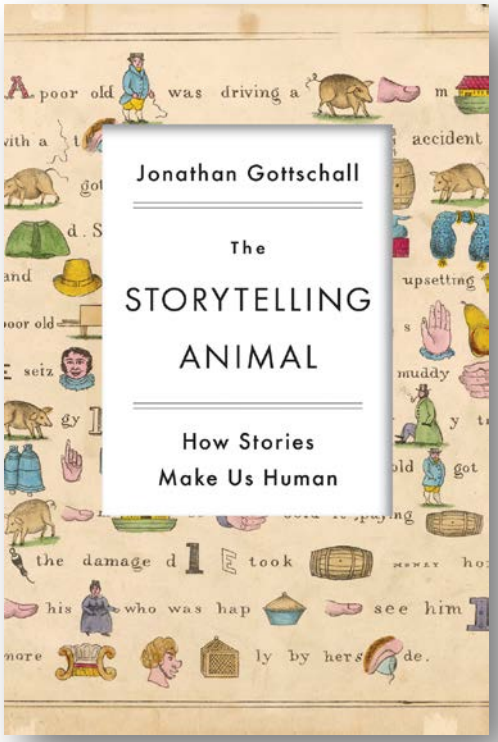
STORYTELLING AND THE USE OF FOTONOVELAS

The Power of Storytelling…

"Story is for a human as water is for a fish."

"We tell stories all day long and then when we go to sleep, we dream stories all night long."

"Humans are storytelling animals. Nothing is so central to the human condition than story."

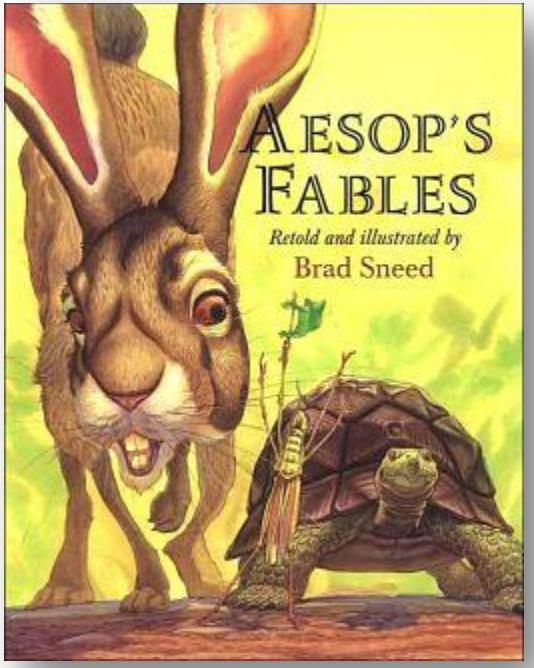


Graphic or pictorial narrative as an effective teaching tool:

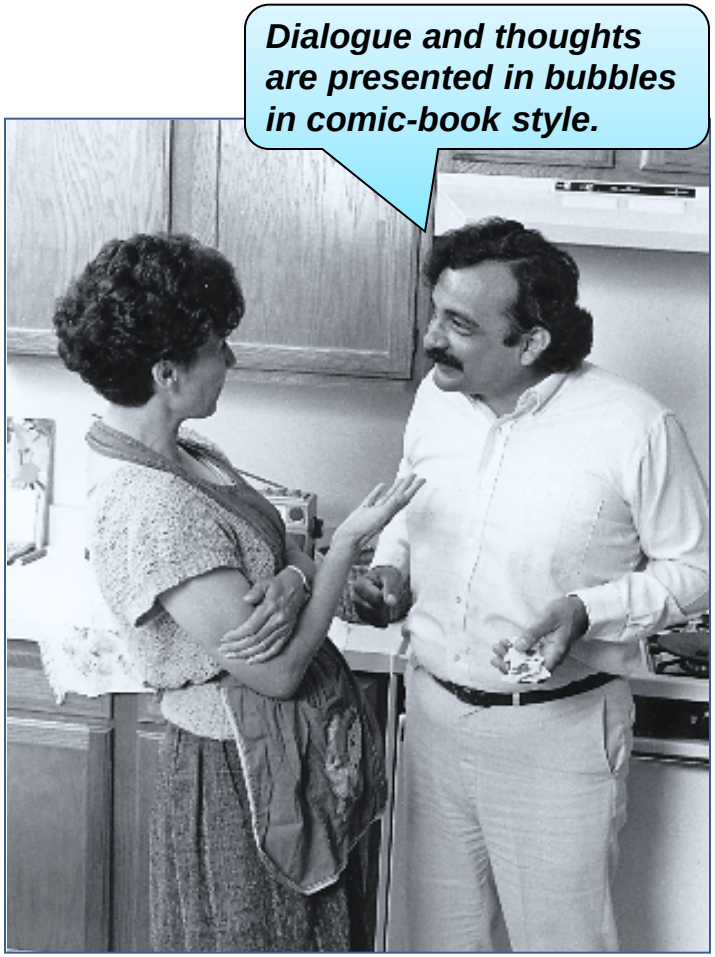
- Recent “neuro-scientific” research supports the effectiveness of storytelling:
- The Transportation-Imagery Model:
  - Supports the power of story and its ability to transport the reader to a different plane or level of consciousness.
  - Demonstrates that graphic narrative causes emphatic responses in the brain.

History of story as teacher

- If you think about your past, or your parents' and grandparents' past you will most likely remember stories that you were told as a child that taught you something.
- Aesop's Fables are a perfect example.
- The stories of the Bible are another.
- Story is part of our past, present and future as humans.



What is a Fotonovela?

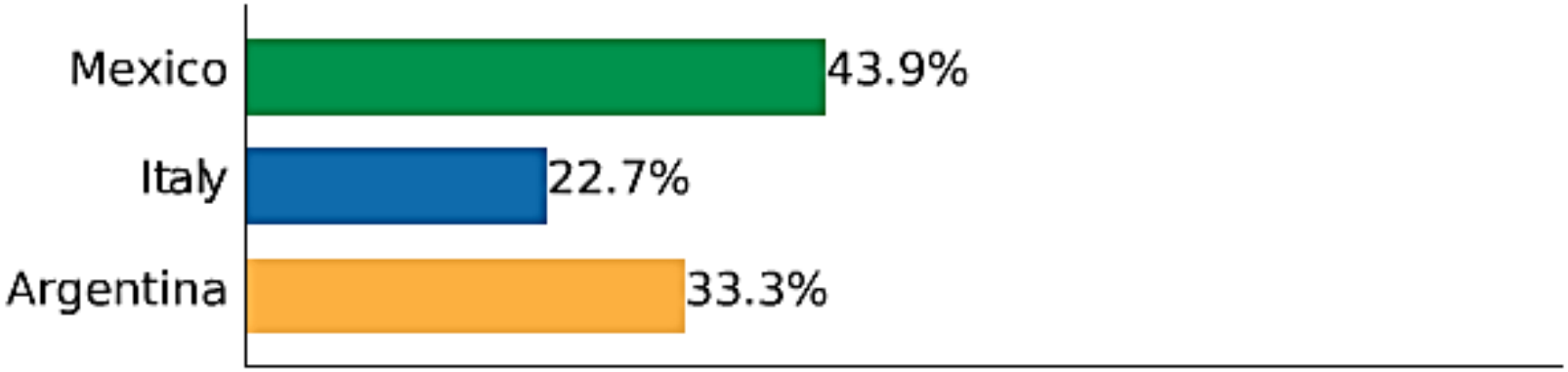


The narrative is presented in captions at the top or bottom of the frame.

Poll

- **Where do you think Fotonovelas originated?**
  - **Mexico**
  - **Italy**
  - **Argentina**

Where do you think Fotonovelas originated?



History of Fotonovelas

- Fotonovela scholars date the origin of fotonovelas to post World War II Italy.
- Fotonovelas became part of Mexican Pop Culture media in the 50's,60's, and 70's.
- Evolved into an entertainment education tool in the U.S. in the early 80's.
- Now considered one of the 'best practices' in addressing issues of health literacy and reaching out to Latinos.

History of Fotonovelas

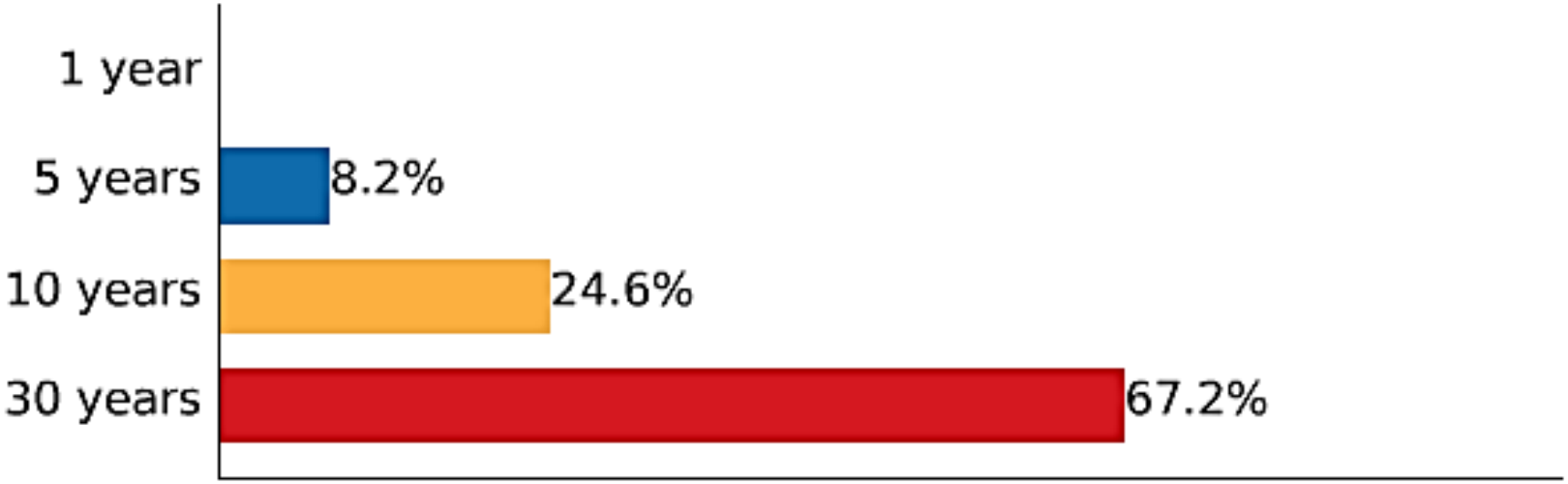
The use of Fotonovelas as Health Education Tools

- Goes back to about 1980 (US A.I.D.)
- *Dolores y Esperanza (Arthritis 1982)*
- *Leer es Poder (Tucson Public Library 1983)*
- *La gordura no dura (Diabetes Education and Research Foundation 1985)*
- *Saturday Night Special (AIDS/HIV 1986)*

Poll

- **How long do you think fotonovelas have been around as health education tools?**
  - **1 year**
  - **5 years**
  - **10 years**
  - **30 years**

How long do you think fotonovelas have been around as health education tools?



Why Fotonovelas Work as Health Education Tools

- Easy to read
- Tell compelling stories and engage the reader in empathy, sympathy and liking
- Perfect for modeling healthy behaviors

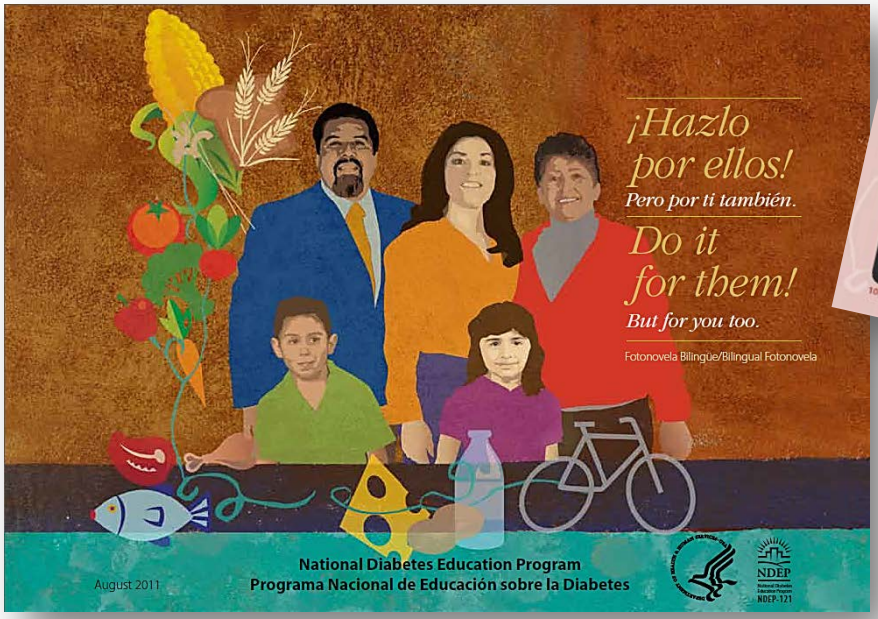
Why Fotonovelas Work as Health Education Tools (cont.)

- Proven to be effective in increasing knowledge, changing attitudes and motivating behavior change.

Chat Poll

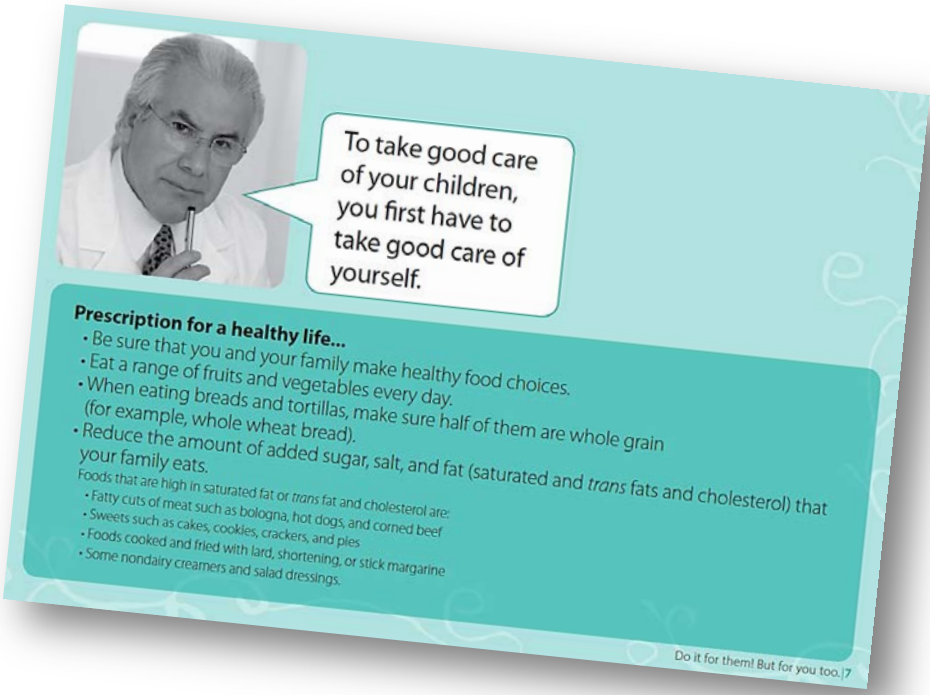
- How many of you were familiar with fotonovelas before you saw NDEP's "Hazlo por ellos"?
- How many of you are using this fotonovela to teach about diabetes?

¡Hazlo por ellos! – Do it for them!



Ideas on how to use NDEP's "¡Hazlo por ellos!" fotonovela

- Encourage and model healthy behaviors.
- Teach steps toward positive choices.
- Support face-to-face education by lay-health workers.
- Reinforce clinical recommendations.
- Initiate discussion among a group or at meetings.
- Encourage self-identification with risk factors.
- Raise awareness.
- Support community education outreach.



Alexis Williams

GETTING PATIENTS TO TELL THEIR STORY

Why should you encourage storytelling?

We are being drowned in <u>information</u>, while being starved for <u>knowledge</u> and distracted from <u>wisdom</u>.

- Norman Myers

Age

Weight

Ethnicity

Blood glucose

Blood Pressure

Taking meds

Being active

Following healthy eating recommendations

Smoking

Context transforms data into knowledge.

Insight transforms knowledge into wisdom.

Listening to Stories

- Creates meaning from information.
- Encourages collaborative spirit.
- Fosters understanding.
- Builds relationships.
- Bridges cultural divides.
- Exposes cultural norms and core values.
- Promotes co-learning and empowering processes.
- Aids insight and understanding – generates wisdom.

What are your plans for the summer?

I'm so excited. I'm going to have my 2 grandkids for the summer! They're 8 and 10. We're going to the beach and the amusement park. And we're going to take a road trip to our family reunion. We have a huge picnic every year. I just hope they don't wear me out!

Getting people to tell their story

- Ask the right questions.
- Listen actively.
- Tell a story.
- Explore different forms of storytelling.

Asking the Right Questions

- **Ask open ended questions.**
  - Are you going to stay active when you're traveling?
- **Draw on past experiences.**
  - How did you keep up with your healthy eating at last year's picnic?
- **Try to avoid rhetorical questions.**
- **Be thrifty with your questions**.
  - Avoid questions with multiple parts.
  - Try not to ask too many questions in a row.
  - Don't ask a question if you don't want to know the answer.

Principles of Active Listening

- **Pay attention** – visibly tune in.
- **Listen to the whole story.**
  - Listen to what is not being said.
- **Focus on learning instead of teaching** – don't interrupt.
  - Learn to be comfortable with silence.
- **Respond with empathy.**
- **Communicate your understanding.**
  - Respond with statements, not questions.

Different Forms of Storytelling

- **Good Stuff (Henry County)**
  - Several Henry County farmers sell their home grown produce in front of their farms. Most everything here is good for a person with diabetes. This farmer was selling tomatoes, cantaloupe, watermelon, peppers and squash. We always stock up on fresh produce on account of how good they are for us and how fresh they are. They always taste better than store bought.

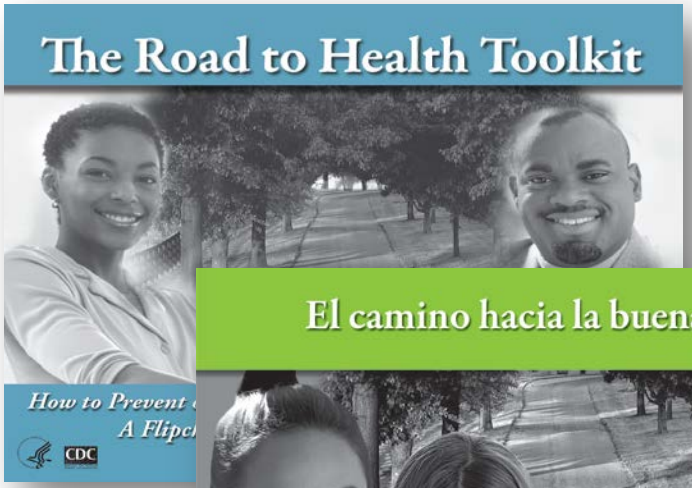
Different Forms of Storytelling

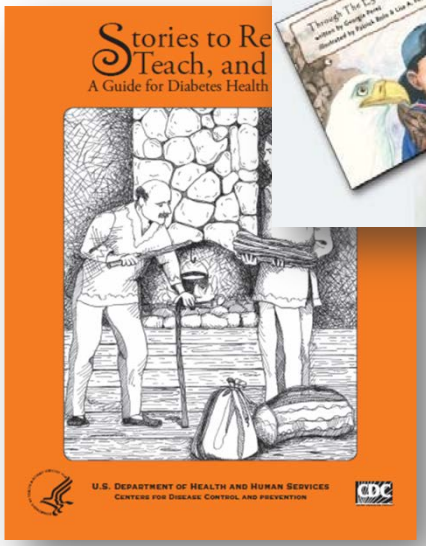
- **Scrapbooks**
- **Videos**
- **Journals**
- **Cultural artifacts**

Challenges with Storytelling in Practice

- **People won't talk.**
  - Ask open questions.
  - Tell a story.
- **People talk too much**.
  - Focus the conversation – "tell me about…"
- **Time limitations.**
  - Focus on what is important.
- **I'm not comfortable with this communication style.**
  - Get training in motivational interviewing.
  - Practice.

Resources from NDEP and CDC to Support Storytelling





Please send us your questions through the chat box or by phone

QUESTIONS?

OPEN FORUM

WHAT'S IN YOUR MINDS, HEARTS AND HANDS?

Presenters' Information

Ana Consuelo Matiella
ACMA Social Marketing & The Fotonovela Company
33 Camarada Road
Santa Fe, NM 87508
E-mail: fotonovela@aol.com
http://www.acmasocialmarketing.com
http://www.fotonovelacompany.com

Alexis Williams
Public Health Advisor
National Diabetes Education Program
Centers for Disease Control and Prevention
E-mail: awilliams15@cdc.gov

Additional comments or questions?

Please contact:

Betsy Rodríguez
Centers for Disease Control and Prevention
bjr6@cdc.gov

Thank you!

¡Gracias!

NDEP National Diabetes Education Program

A program of the National Institutes of Health and the Centers for Disease Control and Prevention

www.YourDiabetesInfo.org

1-888-693-NDEP (1-888-693-6337)

TTY: 1-866-569-1162

National Institutes of Health

Centers for Disease Control and Prevention