STORYTELLING FOR PUBLIC HEALTH AND POLICY (P_HLTH 8001)

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Course Description

Storytelling for public health and policy offers students an opportunity to become familiar with the literature and theoretical frameworks underlying the use of narrative and digital storytelling in public health and policy advocacy, along with public health interventions focused on behavior change. Students will review case studies of effective narrative communication and practice elements of effective storytelling in a variety of print and digital platforms.

Who can take this course

Approved as an Elective for Health Promotion and Policy students, graduate students in allied programs such as Journalism, Public Affairs and Social Work.

Course Schedule

Spring 2016
Tuesdays 2-4pm
609 Lewis Hall

What do we mean by a story?
Do stories influence policy?
What kind of stories are most effective?
How do we reach lay audiences?

What are the techniques for telling persuasive and effective stories about prevention—is it even possible?