

Workshop Telling compelling stories - 7th Vaccine Acceptance meeting, September 2019

We promised to share results of this lively session, where 20 participants worked with stories as narrative intervention, changing health behaviour. The moderator, Suzanne, started with a 3-liner: *Debunking rumours, countering misinformation with facts and figures, does not work. I will show you that listening to stories and cocreating a new stories, kills rumours and saves lives. Stories work by:*

Listening: storytelling is about listening for lived (experience) stories. We worked on becoming story sensitive and understanding story dynamics; they are living creatures. Stories emerge in dialogue between narrator and listener, they die and come back again, as in real time sensemaking.

Engaging: now you can recognizing 3 crucial elements in lived stories people narrate: themes, time and language (words, tone, discourse). An example from my MSF work:

Cocreation: often themes, time and language between the official (project) story and lived stories do not match. 4 Teams exercised with engaging them in a cocreated story based on presenters we heard. We only had time for a 3-liner (elevator pitch) answering: what is the problem, what are you doing about it and what is the happy end? The results:



For VARN (Dorothy)

Team Graig:

There is no HUB or 'go to place' for vaccine acceptance research in social behavioural interventions. VARN is creating a web portal of case studies, articles and programmes. They are recruiting people here and have a 2 year strategic plan for funding pilot projects.



For Merck/MSD (Imraan)

All teams:

(micro level) There is lack of equity to access to vaccines amongst 3 children: one from Sweden, one from the States and one from the Philippines. We provide access to vaccination to try and create equity and counter misinformation. In 20 years the guy from Sweden meets the girl from the States on line, get married and go on honeymoon to the Philippines and there are no measles anymore!

(meso level) The current immunization system is not very resilient. Merck is taking a multi-pronged approach to planning and predicting shocks and disruptions and create a more resilient system. There are many tools already available to address this and new and stronger partnerships will be required to continue this work.

(meso level) Negative stories travel six times faster than positive ones. That results in kids around the world needlessly suffering because of misinformation. Merck is providing enough capacity so that vaccines are available around the world (specifically HPV). Equal access to vaccines leads kids to have healthier lives.

(macro level) Two out of three children globally are suffering because of parental concerns. MSD is working to address parental concerns and offer children a brighter future.

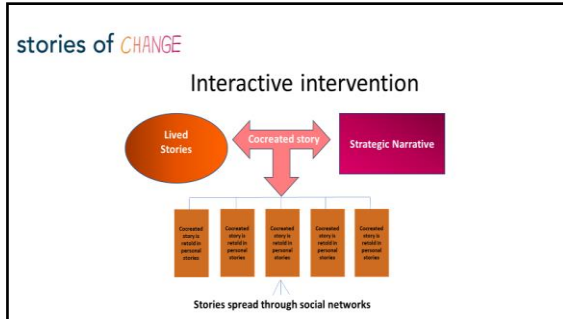
(macro level) Did you know that globally not all children are protected against vaccine preventable diseases? Improving uptake of vaccines requires diverse approaches depending on the local reality. Many organizations are working together to make it happen.



Measles (Majdi) team Paolo:

Low vaccination coverage leaves children in Sudan vulnerable to measles. This work uses interviews of EPI staff to better understand local barriers to vaccination by using this research to develop tailored interventions, so children in Sudan can be protected from diseases.

Narrative intervention: connecting science, facts and objectives to the themes, time and language of lived stories from your target audience. Cocreate a story to bridge the gap. Now *your* story becomes *our* story. That story sticks, is retold and influences health behaviour in social networks.



Communication and change: how lived stories, cocreated stories and 3 liners can be used for resilience, M&E and in change processes and that makes stories contagious, infect, go viral and cause (social) epidemics.

stories of <i>change</i>	
Implement a cocreated story	
Medium	Process
Pitch	Springboard story
Call or Proposal	Agree on language
Presentation	Align expectations
Research paper	Connect partners
Website	Monitor results
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Practice: with narrative intervention WHO could counter the misuse of [millions of mosquito nets](#) by [communities in Malawi](#). Listening, engaging and cocreating a story of change could prevent wasting valuable resources, with serious environmental consequences.



Who will present narrative interventions at 8th Vaccine Acceptance meeting in 2020?

A few hands went up and we are looking forward to next year!

Thank you all for a wonderful and fruitful meeting. If you have questions, remarks, need help or more information, you can reach me at: suzanne@storiesofchange.nl