

TELLING YOUR STORY TO DRIVE IMPACT IN HEALTHCARE DELIVERY

COURSE OVERVIEW



World Health
Organization



For research on
diseases of poverty
UNICEF • UNDP • World Bank • WHO

SOCIAL
INNOVATION
IN HEALTH
INITIATIVE

Course: Telling your story to drive impact in healthcare delivery

A communication course using storytelling for capacity building amongst researchers, social innovators and social innovation stakeholders.

Learning material will be presented in four formats:

1. Asynchronous, self-driven online learning
2. Asynchronous, presenter-driven online learning
3. Synchronous and asynchronous, group-driven learning
4. Experiential learning

It will include pre-recorded video sessions, infographics and flow charts, written guides, workbooks for assignment tasks, group worksheets to be used during breakout sessions, and quizzes.

Learning outcomes

At the end of this course, you will be able to:

- Understand the core principles of engaging storytelling
- Illustrate strategy's role in effective storytelling
- Examine how effective content is planned and created
- Appraise [evaluate and recommend] engagement techniques
- Evaluate a storytelling campaign and propose improvements

Module 1 Using storytelling in our communication

By the end of the module you will:

1. list the main course requirements
2. define the main features and functions of communication and storytelling
3. differentiate between storytelling and communication
4. name the parts of the storytelling cycle
5. describe your current understanding of research/impact communications
6. name the assignment criteria

#	Lesson title	Description	Learning outcome	Time
1.1	Course syllabus and course overview	A welcome to the course and a course overview. Read through the course overview and your course syllabus to learn about course requirements, participation requirements and assignments you need to submit.	List the main course requirements.	8 min
1.2	Defining communication and storytelling	Communication and storytelling are two distinct yet interconnected facets of human interaction. In this outline, we will explore the fundamental definition of communication and storytelling, as well as highlight the key differences between the two. Furthermore, we will emphasize the importance of a basic level of communication knowledge for participants before delving into advanced storytelling techniques.	Define the main features and functions of communication and storytelling.	5 min
1.3	Autograded quiz: Test your knowledge	[Direct those who do poorly to foundational courses on communications]	Differentiate between storytelling and facts-based communication approaches	3 min
1.4	Case study: Introducing the parts of the storytelling cycle	An introduction to the case study and the principles of the storytelling cycle. An overview of the parts of the case study that you'll be introduced to and how this will be used during the course.	Name the parts of the storytelling cycle.	5 min

1.5	Discussion: Introduce yourself	Introduce yourself, and describe your current understanding of storytelling as it relates to science and research communication. OR Introduce yourself, your field of work and a project or paper you'd like to think about for this course. What's something you're working on that you'd like to be equipped to communicate through storytelling. Discussion prompt will include guidance for the learner's thinking here.	Describe your current understanding of research/impact communications.	5 min
1.6	Try it yourself	Introduction to the course workbook and case study, and how they'll be used in the course.	Name the assignment criteria.	3 min
Total time				29 min

Module 2 The science of storytelling

By the end of the module you will:

1. understand the importance of storytelling
2. describe the four functions of storytelling
3. recognise the four functions of storytelling in action
4. recall the four functions of storytelling
5. identify examples of the four functions of storytelling

#	Lesson title	Description	Learning outcome	Time
2.1	The power of storytelling	Motivating for researchers and social innovators to use storytelling to improve their communication and increase their impact. Note that we will demonstrate practical examples, then list the examples we will cover.	Understand the importance of storytelling.	5 min
2.2	Unpacking the science of storytelling	Describe the four functions of storytelling: to outline cause-and-effect relationships, to illustrate patterns in important info, to build empathy, and to grab attention.	Describe the four functions of storytelling.	5 min
2.3	Case study: The four functions in action	Walk through the case study at a high level, and demonstrate how it uses each of the four functions of storytelling.	Recognise the four functions of storytelling in action.	5 min
2.4	Quiz			3 min
2.5	Try it yourself	Referring to the case study in your workbook, describe how it makes use of the four functions of storytelling. Add your answer to your workbook.	Identify examples of the four functions of storytelling.	15 min
Total time				33 min

Module 3 Strategy

By the end of the module you will:

1. define strategy in communications and storytelling
2. differentiate between communications and storytelling strategies
3. describe strategy questions
4. examine strategy questions in action
5. apply strategy questions

#	Lesson title	Description	Learning outcome	Time
3.1	Define strategy in communications and storytelling	Unpacking the definition of strategy in communications and storytelling.	Define strategy in communications and storytelling and differentiate between different strategies	3 min
3.2	Questions to guide your strategy	Preexisting in the phases document - refer to this.	Describe strategy questions	3 min
3.3	Case study: Applying step 1 of strategy to our case study	Walk through the steps the Because Stories team followed while answering the strategy questions to gain insights into their target audience. Investigate critical clues about their audience demographic, their key problems, and the messaging that would be most likely to move them to action.	Examine strategy questions in action	5 min
3.4	Try it yourself	Looking to the example in your workbook, answer the strategy questions around your key audience.	Apply strategy questions	30 min
Total time				41 min

Module 4 Hero narrative theory

By the end of the module you will:

1. list the role and function of each character in hero narrative theory
2. examine hero narrative theory in action
3. identify/distinguish examples of hero narrative theory in action
4. examine real-world examples of hero narrative theory
5. interpret the use of storytelling architecture in a case study

#	Lesson title	Description	Learning outcome	Time
4.1	Introducing storytelling architecture and hero narrative theory	Hero narrative theory	List the role and function of each character in hero narrative theory	5 min
4.2	Case study: Applying the hero narrative to our strategy	Analyse the motion graphics script.	Examine hero narrative theory in action	10 min
4.3	Quiz			5 min
4.4	Discuss: Are you the hero?	Think back to a previous time you communicated around your work. Did you position yourself as the hero?	Examine real-world examples of hero narrative theory	4 min
4.5	Try it yourself	Take a look at the workbook campaign. Identify each element of the storytelling architecture, using hero narrative theory. Add this to your workbook.	Interpret the use of storytelling architecture in a case study	15 min
Total time				39 min

Module 5 Content creation

By the end of the module you will:

1. differentiate between content creation for research and content creation for storytelling
2. describe how data can be used to enrich storytelling
3. identify the characteristics of different content forms
4. observe the building blocks of content creation being applied
5. propose content forms to tell your own story.

#	Lesson title	Description	Learning outcome	Time
5.1	Define content creation in traditional communications and storytelling	Unpack the difference between content creation for communications and content creation for storytelling	Differentiate between content creation for communications and content creation for storytelling	3 min
5.2	Different kinds of content	Demonstrate the different forms of content you might need to create, and explain the impact and value of different content forms. Outline the kinds of content that might not typically be included in a communications bundle.	Identify the characteristics of different content forms	3 min
5.3	Case study: How we applied content strategy	Learn why a motion graphic was selected as a hero content piece for the case study campaign.	Observe the building blocks of content creation being applied	5 min
5.4	Try it yourself	Think about the different kinds of content that could support your storytelling strategy. Note these down in your workbook.	Propose content forms to support the example campaign.	10 min
Total time				21 min

Module 6 Engagement

By the end of the module you will:

1. define engagement in communications and storytelling
2. describe the role of engagement
3. examine the social media campaign rollout
4. restate the components used to drive engagement
5. recall the purpose of engagement efforts and their role in the storytelling cycle
6. evaluate social media rollout

#	Lesson title	Description	Learning outcome	Time
6.1	What's engagement and why is it important?	Define engagement within research communications. Define engagement through a storytelling lens. Differentiate between the two. Describe the role of engagement.	Define engagement in communications and storytelling Describe the role of engagement	3 min
6.2	Case study: Driving engagement through social media	Demonstrate how created assets are leveraged through a social media campaign to create engagement.	Examine the social media campaign rollout	5 min
6.3	Quiz			3 min
6.4	Try it yourself	Refer to the campaign outlined in your workbook. How do you think engagement could have been improved? How would you add to this campaign rollout? Add these to your workbook.	Evaluate social media rollout	15 min
Total time				26 min

Module 7 Evaluation

By the end of the module you will:

1. define monitoring and evaluation within storytelling
2. understand how evaluation can be conducted

3. examine key findings from the analysis
4. recall evaluation tools and metrics
5. evaluate a campaign using key metrics
6. propose campaign improvements based on key findings
7. compare and contrast campaign assessments

#	Lesson title	Description	Learning outcome	Time
7.1	Define monitoring and evaluation	Monitoring and evaluation is a common feature within research and innovation. But the impact of storytelling can also be measured. Introduce the metrics that are used to measure it, and how these are built into campaigns.	Define monitoring and evaluation within storytelling	3 min
7.2	Case study: Evaluating the feedback report		Understand how the evaluation was conducted and examine key findings from the analysis	10 min
7.3	Quiz			3 min
7.4	Try it yourself	Take a look at the metrics supplied in your workbook case study. Evaluate these and list three key findings. Based on your insights, what improvements would you make to this campaign? Add these insights to your workbook.	Evaluate a campaign using key metrics Propose campaign improvements based on key findings	10 min
7.5	Discuss (synchronous): Share your learnings	Discuss campaign improvement recommendations with your peers.	Compare and contrast campaign assessments	45 min
Total time				71 min

Conclusion

Distribution of learning effort:

- Course total: 10–12 hours
- Per module average.
- The end of course assignment should take 1.5 hours to complete.

Assessments

- You are required to participate in formative quizzes in most modules.
- You are required to contribute to the discussion forums.
- You will receive verbal feedback on your assignment during the breakout session.
- You will not be graded on your workbook. This is a formative assessment.

Grading

- You will not be graded on this course.