

# **Exploring Digital Storytelling Applications in the Community:**

Implementation and Impact of Four Community  
Forums in King County, WA

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June 6, 2012





**Tobacco and obesity**  
are the two largest  
contributors to  
preventable death in  
the United States

How do we make  
**policies, systems, and**  
**environments** healthier for all?



# Digital Storytelling

## Digital Story

A short, first person video-narrative created by combining recorded voice, still and moving images, and music or other sounds.

<http://www.mappingvoices.org/story/video/su-castigo-fue-mi-castigo-subtitle>

Center for Digital Storytelling, [www.storycenter.org](http://www.storycenter.org)

Gubrium, A. Digital storytelling: an emergent method for health promotion research and practice. *Health Promot Pract* 2009;10:186-191.

# Community Forums

## Goals of MOVE's Forums

**engage new community  
members**

**enrich forum attendees'  
understanding of inequalities  
and health disparities**

**use stories to advocate for  
specific policy changes**



# Specific Aims

- The overall goal of this project is to evaluate MOVE's community forums:

Describe how MOVE's community forums were planned and implemented, and

Describe the impact of MOVE's four community forums in the community.

# Methods

<b>Data Source</b>	<b>Details</b>
<b>Semi-Structured Interviews</b> with Community Leaders and Local Policymakers	<b>N=11</b> Transcribed Interviews All 4 forums
<b>Open-ended Surveys</b> Completed by Community Members	<b>N=38</b> Latter 3 forums
<b>Field Notes</b> from Structured Observation at Forums	From all 4 forums
<b>Debriefs</b> with MOVE Partners	Staff from each Partner Organization

# Common Reactions

## Stories Enrich Understanding of Health Disparities.

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*So, the numbers are part of it, but without stories and without events like this, you can't make a good decision. You can't make a decision that's good for the individual, the community, or the city.*

[Seattle City Councilmember]

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## Stories were Perceived as Authentic or Representative.

*Fueron historias veridicas de personas de nuestra comunidad, que nos muestra que los latinos tambien levantamos nuestra voz para afrontar problemas comunes.*

*Translation: They were true stories of people in our community, that shows us that Latinos can also unite and raise our voice to confront our common problems.*

[Latino Forum Attendee]



# Common Reactions

“These are the stories that  
we don’t usually hear.”

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Finding Inspiration for  
Getting Involved.

General Critique: Missed  
Opportunities to Open  
Discussion.

*...Tobacco although it’s seen  
such a great campaign  
already, so most people  
know how bad it is. There’s  
still much to know about  
those specific...those  
communities that we usually  
don’t hear. So I think that’s  
what I’m trying to say, is  
that **these are the stories  
that we don’t usually hear.***

[Community Leader]



# Community Forums

## International District

Health Focus: Obesity

Attendance: 118

## Capitol Hill

Health Focus: Tobacco

Attendance: 50

## Burien

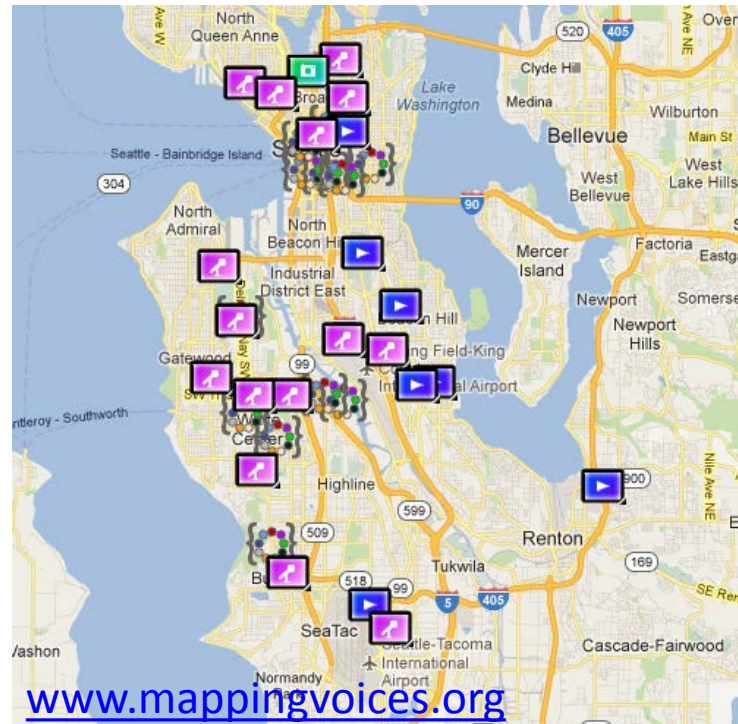
Health Focus: Tobacco

Attendance: 42

## South Park

Health Focus: Obesity

Attendance: 72



# Outcomes: Policy Changes and Community Actions

## Focus: Obesity

### **International District:**

Reversal of City Council Budget Cuts to Chinatown Community Center

### **South Park:**

Location of a mobile grocer in the neighborhood

Parent/Administrator Meetings, plans to pilot school lunch changes

## Focus: Tobacco

### **Capitol Hill:**

250+ postcards sent to legislators from local Latinos

Two leadership trainings on civic involvement

### **Burien:**

Building Management is meeting with Public Health-Seattle & King County to Discuss Tobacco Free Policies

# Common Lessons Learned

- Flexibility
- Partnerships
- Following Up



were

Integral

- These processes built organizational capacity to organize constituents and advocate for policies.

# Questions Moving Forward

- More work is needed to understand how and under what circumstances MOVE's successes with Digital Storytelling could be reproduced elsewhere.
- Research moving forward is needed to document what organizational capacities and local circumstances might be necessary both to elicit Digital Stories from the community and to make policymakers and leaders receptive to the possibilities that they present.

## **Committee:**

Rosa Solorio, MD MPH

Chair

Allen Cheadle, PhD

Member

**And many thanks to the entire MOVE team!**

The author acknowledges support in part by a cooperative agreement from CDC's Communities Putting Prevention to Work program. The findings and conclusions in this article are those of the author and do not necessarily represent the views of the U.S. Department of Health and Human Services or the Centers for Disease Control and Prevention.

The author acknowledges funding for this work from the U.S. Department of Health and Human Services, Health Resources and Services Administration's Maternal and Child Health Bureau (Title V, Social Security Act), grant # T76MC00011-21-00.