a Storytelling Campaign from immunizeBC
Today’s Agenda

• A History of the “I Have Immunity” Campaign
  – Grassroots Advocacy
  – Social Media

• The Value of Stories
  – Evidence
  – Examples

• Interactive Exercise: Find Your Story

• How YOU can get involved
  – Sharing Your Stories
  – Spreading the Word
Campaign History

- Developed with HELLO COOL WORLD.COM
- Launched in April 2011
- Aims to reflect the diversity of families in BC who support immunization
- Photos, videos and stories from individuals and families around the province
- A grassroots campaign using social media marketing
Campaign History

- **Grassroots Advocacy**
  - Community-based and community-driven
  - Responding to the concerns and needs of communities rather than orchestrating them

- **Social media marketing**
  - Social marketing = using marketing techniques to promote activities or behaviours that benefit communities and individuals
  - Social media marketing uses social media tools to disseminate messages about these desired behaviours

- **Examples**: 65redroses.com
LIVE LIFE. PASS IT ON. #4EVA

Join the movement
65RedRoses.com

65_REDROSES
Finding Our Advocates
Advocate Stories

Laura and daughter Amanda (14)

Audra and children Alexandria (10) and Aaric (7)
Advocate Stories

Emily, with grandchildren Jada and Wynona

from the Skeetchestn Indian Band
Sharing Stories

• **Offline**
  – Sharing your story in the community, for instance at a school or in a media article
  – In conversations

• **Online**
  – Through social media and I Have Immunity website
  – Allows for rapid dissemination and conversations
  – Anonymity
Why Are Stories So Important?
Narrative vs Evidence-Based Medicine—And, Not Or.

Narratives—in the forms of storytelling, testimonials, and entertainment—have been shown to improve individual health behaviors in multiple settings.
What Works Best: Objective Statistics or a Personal Testimonial?

“Perceptions of personal risk and intention to obtain vaccination against HBV were highest after presentation of narrative evidence, and risk perception mediated the effect of type of message evidence on intention.”
“We found that patients with uncontrolled hypertension who received a storytelling intervention with culturally sensitive messages that promoted hypertension control benefited from this intervention.”
Example: Stats vs Story

• 75% of sexually active Canadians will have at least one HPV infection in their lifetime
• HPV affects about 550,000 Canadians every year and is one of the leading causes of cervical cancer in women
• 50 women die in BC every year from cervical cancer
• The highest rate of HPV infection is among young adults aged 15 to 24
Example: Stats vs Story
Storytelling in Other Health Campaigns

IT GETS BETTER Project

Many LGBT youth can't picture what their lives might be like as openly gay adults. They can't imagine a future for themselves. So, let's show them what our lives are like, let's show them what the future may hold in store for them.

The Videos

"IT GETS BETTER" - SAYS CARL

"It Gets Better" Project contribution by Carl. Thank you to all the wonderful people in my life who love and support me!

VIEW THE VIDEO

IT GETS BETTER

VIEW THE VIDEO

IT GETS BETTER!

This is my 'it gets better' video... I go on a lot, I'm sorry xD

VIEW THE VIDEO
Storytelling in Other Health Campaigns

• The Anti-Vaccination Community
  – Jenny McCarthy and other parents
  – Innocent victims and concerned mothers
Breakout Exercise
Find Your Story!
Get Involved!

• How Can You Help?
  – Join our Mailing List (and enter to win an iPad!)
  – Like our Facebook Page
  – Tell Us Your Story!

• How Can I Have Immunity Help You?
  – Providing support and resources to help you communicate with anti-vax patients/community members
  – Providing tools and information about immunizations
Thank You!

Join Our Campaign!

immunity.com
Discussion Q’s

• How can we engage people in your health region/city/town/community?
• Challenges you foresee, based on your experience?
• Outreach ideas?