

# Developing Culturally Responsive Interventions Using Storytelling: A Novel Method for Promoting Health Equity

**THURSDAY, JUNE 11TH, 2015 • 8:00AM – 12:00PM**

UMass Medical School

55 Lake Avenue North | Worcester, MA 01655

The purpose of this workshop is to provide participants with a step-by-step process to develop a storytelling intervention. Using personal narratives as an evidence-based intervention requires weaving together science and theory, while still being true to the art of storytelling. The workshop begins with a brief overview of theoretical frameworks and examples of effective uses of storytelling in behavior change interventions. Participants will have hands-on practice in the storytelling development process. This includes developing fundamental skills in conducting story development groups, identifying storytellers, designing individual interview guides to facilitate the generation of compelling stories, coding and selecting story units and producing a video. The resulting storytelling product sets the stage for participant discussion about opportunities, limitations and challenges to the use of storytelling in health behavior interventions, and ways to implement storytelling interventions at local organizations.

## **+** HOW TO REGISTER

Registration is now open at  
<http://www.cheir.org/seed-symposium/>

For more information, contact:

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## FACULTY

The Pre-Symposium Workshop is convened by the UMass Center for Health Equity Intervention Research (CHEIR), a partnership between UMass Worcester and UMass Boston.

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