STORYTELLING IN PUBLIC HEALTH and PUBLIC POLICY  
(P_HLTH 8270)  
With  
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Course Description

Storytelling in public health and public policy offers students an opportunity to examine and create narrative to communicate health information with a mix of tools and techniques from creative writing and public health practice. It offers students an opportunity to become familiar with the literature and theoretical frameworks underlying the use of narrative, digital and strategic storytelling in public health and policy advocacy, along with public health interventions focused on behavior change. Students will review case studies of effective narrative communication and practice elements of effective storytelling on a variety of print and digital platforms.

Course Schedule

Spring 2017  
Tuesdays 2-4:30  
609 Lewis Hall

Story shaping: What is it? Why is it important to talk about it? What are the risks and benefits? How do we reach lay audiences? What kind of stories are most effective?