



Telling Stories:
Personal Narratives and Participatory Media
as Tools for Social and Behavior Change
Communication



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- Stories are universal.
- Stories are intimate.
- Stories are honest.
- Stories don't tell us what to do.



Why First-Person Stories?

- *Diverse*. An umbrella term used for a variety of approaches that engage people in the creation and analysis of audio / visual media.
- *Democratic*. Shaped by the voices of many rather than by “expert” trained professionals.
- *Collaborative*. Brings people together to produce content instead of isolating “subjects” in individual interviews.
- *Demystifying*. Introduces the mechanics of how media is produced; offers concrete production skills to participants.



Why Participatory Media?

Testimonio (human rights work)

Popular Education (education / social justice organizing)

Culture-Centered Approach (public health)

Narrative and Art Therapy (psychology)



Theoretical Underpinnings

- ... [on workshop participants](#) who make stories
- ... on people who watch stories ...

Individual and community education: [Saathi Nepal](#)

Provider training: [EngenderHealth](#)

Social norm change: [Sonke Gender Justice](#)

Policy advocacy: Marie Stopes International



Impacts

Thank you!



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