

Welcome to the Webinar!

**#justB Storytelling Project:
Information for Partner Organizations
and Storytellers**

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LISTEN DEEPLY... TELL STORIES

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Agenda for Today's Session

- Project Overview
- What is Digital Storytelling?
- What Kinds of Stories Will be Told?
- How Will the Storytellers and My Organization Benefit From Participating?
- How Can My Organization Help?

[William's Story](#)



#justB Project Overview

- Rationale for Personal Storytelling to Address Hepatitis B
- Overall Project Goals
- Project Activities for 2018
- Timeline



What is Digital Storytelling?

- Pioneered by the nonprofit [StoryCenter](#)
- Centralizes First-Person True Stories
- Small Group Workshop Process
- Participatory Media: Storytellers Create Videos!
- Used Extensively in Public Health Field ([see examples](#))



What Kinds of Stories Will be Told?

- Living with HBV – successes, challenges, stigma/discrimination, etc.
- Family issues – adopting a child with HBV; mother to child transmission; caring for a family member living with HBV
- HBV-related liver cancer and/or a liver transplant
- HBV treatment or vaccine successes (perinatal, child/teen, or adult)
- Impact of HBV on families, across generations

(These are just examples; specific topics will be determined at the workshop!)



How Will Storytellers Benefit?

- Share their stories with like-minded listeners
- Build relationships with the group of storytellers
- Acquire leadership / public speaking skills
- Learn to screen stories to promote learning and engagement
- Gain experience in public health education and advocacy



How Will Partner Organizations Benefit?

- Strengthen relationship and resource sharing with [Hepatitis B Foundation](#), [AAPCHO](#), and other HBV partners
- Achieve local and national visibility as part of project
- Support engagement of local HBV spokespeople
- Have access to stories addressing prevention, stigma reduction, and care



How Can My Organization Help?

We are seeking interested storyteller-advocates!

- Identify potential workshop participants
- Share information and materials with them via email
- Support them in completing “[Participant Information Form](#)”
- Reach out to Rhea Racho with questions or concerns:
rhea.racho@hepb.org



Questions / Closing Comments

Thank you for participating!

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