

Communications capacity building sessions

STORYTELLING WORKSHOP

19 February 2025

14:00 CET | 16:00 EAT

Zoom



Embracing
Intersectionality
for Health Equity
& Justice

INTRODUCTION



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BASIC RULES

- This session will be recorded
- Closed Captioning is available
- We have Ethiopian sign language available
- You can “pin” the interpreter on your screen
- Remain muted during the presentations
- During the presentations, you can write a question in the chat
- This is a safe virtual space: people are allowed to express opinions and views respectfully. There is no room for discrimination, harassment, or any other psychological or physical harm



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TODAY'S AGENDA

- 1. Introduction** - Emily Buyaki
- 2. Foundations of storytelling** - Cristina Kfuri
- 3. Crafting narratives that will change the world** - Mubeezi Tenda
- 4. Activity** - Analysing (controversial) campaigns
- 5. Break**
- 6. The role of PMEL in storytelling** - Renée Bouhuijs
- 7. Q&A**
- 8. Final remarks**



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A journalist stops you in the street and asks about your work.

What would you say about your work in Make Way in 1 minute?



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FOUNDATIONS OF STORYTELLING

Cristina Kfuri



STORYTELLING
is sharing a story in
a way that **resonates**
with the audience



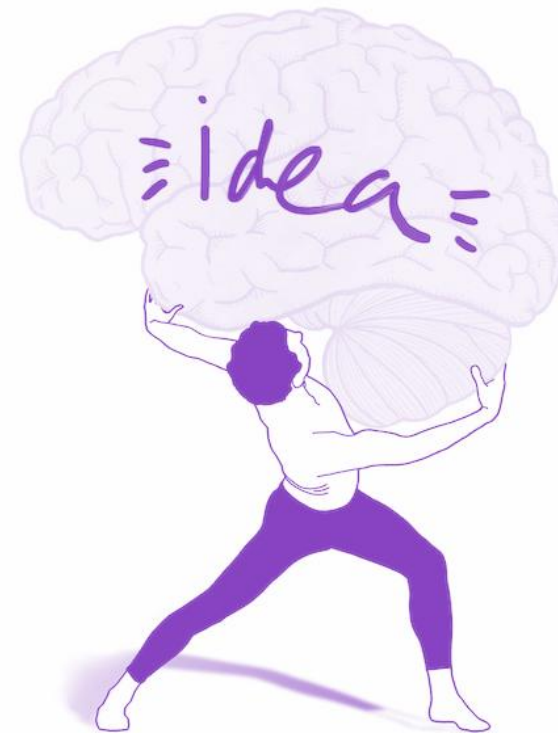
When the story resonates, your audience...



Gain better understanding of your topic



Disseminate your story



Change perspective and consider a new point of view



Make a decision and take action!

3 PILLARS OF STORYTELLING

01 Your purpose

02 Your audience

03 Your content



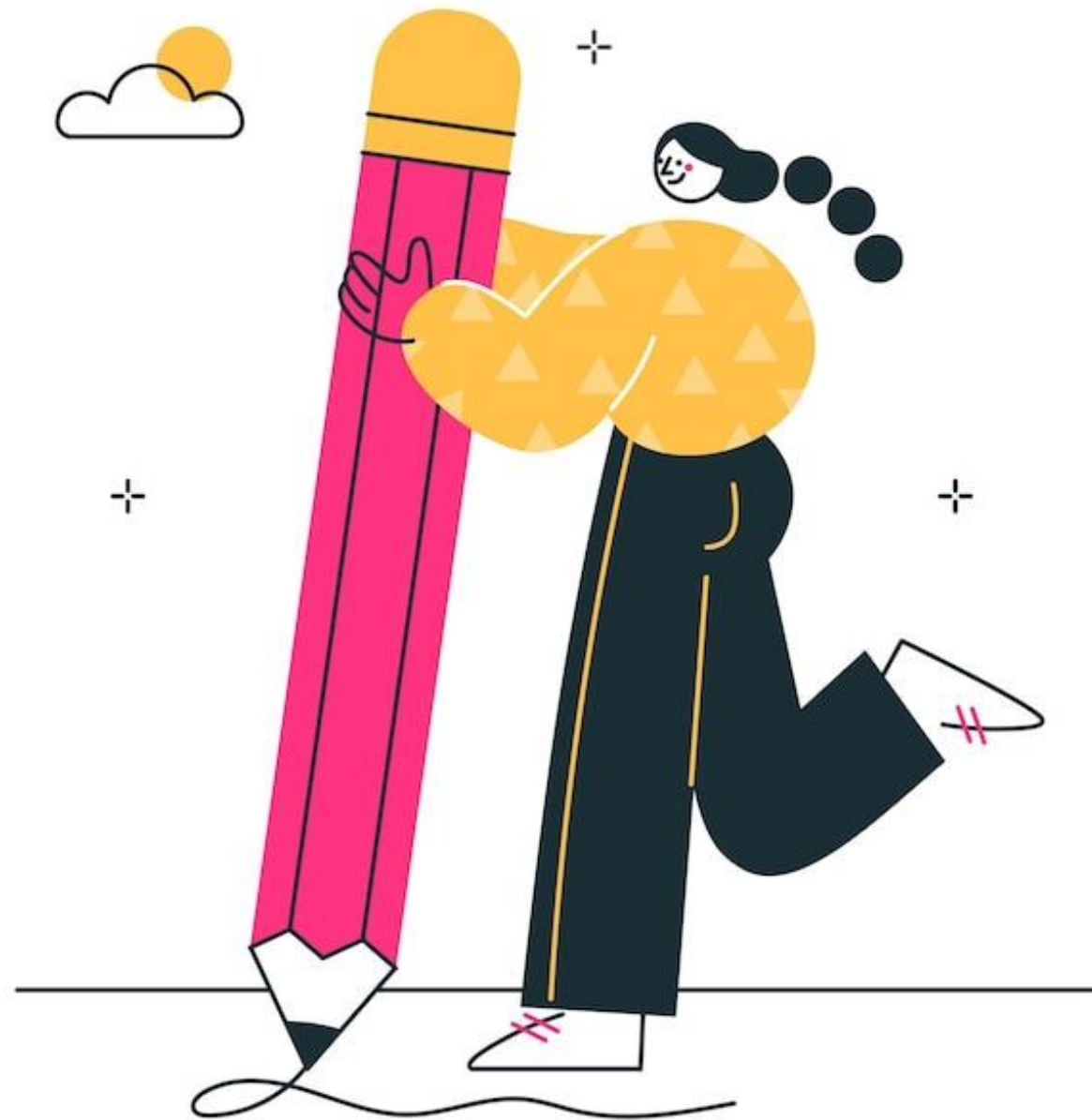
01 Your purpose

What do you aim to change in your audience's minds or behaviour?

02 Your audience

Who are you telling your story to? What do they care about?





03 Your content

What's your story? What do you have to share from a unique and authentic point of view?



KEY ELEMENTS TO MAKE YOUR STORY WORK

KEY ELEMENTS TO MAKE YOUR STORY WORK

1

Protagonist

A person, an object, a community or a concept. Drives the plot forward. Connects with the audience.

2

Plot

Sequence of events that unfold the story. In chronological order or not.

3

Challenge

Difficulties to overcome the problem. Internal or external. Highlights the consequences of failure.

4

Resolution

Closure: transformation & impact. Classic, bittersweet or open end (CTA to the audience).



Storytelling is about connecting with your audience through purpose, understanding who they are, and shaping your content effectively.

A strong story has a clear protagonist, a compelling plot, real challenges, and a meaningful resolution. When done well, it can inform, inspire and drive action.



CRAFTING NARRATIVES THAT WILL CHANGE THE WORLD

A crash course



LESSON OUTLINE

A stylized white sun icon with a spiral center and radiating lines, located in the top-left corner of the page.

INTERSECTIONALITY

ETHICS

REPRESENTATION

AUTHENTICITY

A stylized white sun icon with a spiral center and radiating lines, located in the bottom-right corner of the page.

Why Ethical Storytelling Matters in SRHR



- SRHR narratives shape public perceptions and policies—because words are like toothpaste, once they’re out, you can’t put them back in!
- Stories can either empower or exploit marginalized communities.
- Ethical storytelling fosters trust, dignity, and positive change—because “a lie can travel halfway around the world while the truth is still putting on its shoes.”



Intersectionality & Representation in Storytelling

- Recognizing the diverse identities and experiences within SRHR.
- Systemic inequalities (race, gender, class, disability, etc.) influence SRHR experiences—because life isn't a one-size-fits-all t-shirt.
- Representation should reflect real, complex lives, not stereotypes—because let's be honest, the world already has too many bad soap operas.

Participatory Storytelling – Amplifying Local Voices

- Engage communities through interviews, focus groups, and observation—because you can't learn to dance by watching from the sidelines!
- Avoid the “outsider’s gaze” – let people tell their own stories (they know their lives better than we do).

Benefits

- Ensures authenticity—because faking it till you make it doesn't work in storytelling!
- Highlights diverse experiences—because variety is the spice of life.
- Avoids oversimplification & generalization—because “if you've met one person, you've met... one person.”



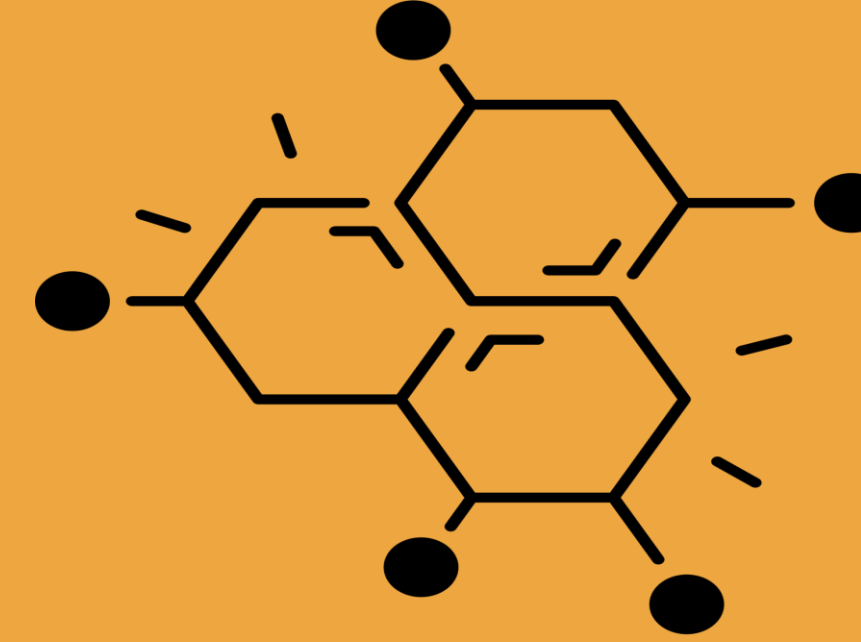
Decolonizing Narratives in SRHR

- Challenge preconceptions, prejudices, and saviorism of any sort
- Shift from victimhood to agency:
Not “helpless,” but people with rights & needs—because people aren’t props in a tragedy play.

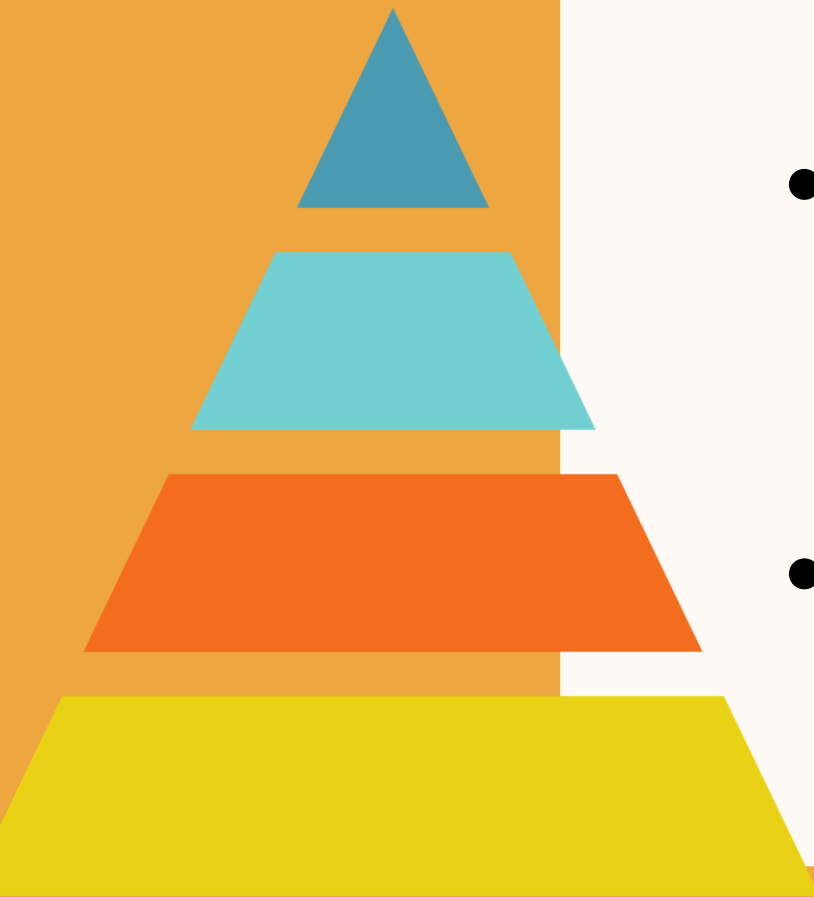
Not “suffering,” but demanding justice—because there’s a difference between needing help and being written off.



Ethical Techniques for Dignified Storytelling

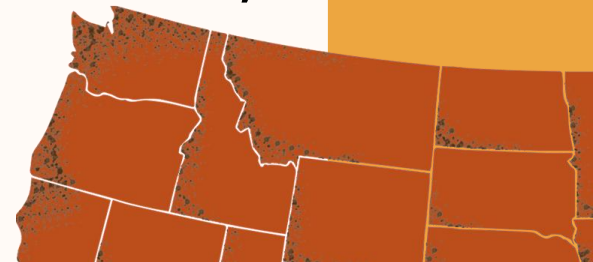


- Empowering language over sensationalism—because nobody wants their life turned into clickbait.
- Respect for privacy & informed consent—because “ask before you take” isn’t just good advice for property.
- Ethical imagery: Choose photos that reinforce strength and agency, not pity—because people deserve to be seen as more than just sad stock photos.
- Be aware of power imbalances in storytelling relationships—because storytelling should be a partnership, not a takeover.



INGREDIENTS OF AN INTERSECTIONAL, AUTHENTIC AND ETHICAL STORY

- Centers the voices of the most affected
- Uses language that promotes dignity of right bearers.
- Ensures different voices are included in discourse.
- Focuses on solutions informed by their experiences and voices
- Emphasizes collaboration with people from different communities, issue areas and sectors.
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- Focuses on solutions informed by their experiences and voices
- Emphasizes collaboration with people from different communities, issue areas and sectors.



Conclusion - The Impact of Ethical SRHR Storytelling

- Builds trust and solidarity within communities—because trust is earned, not given.
- Creates sustainable and meaningful change—because storytelling should be about more than just a “good moment,” but a better future.
- Commit to authentic, intersectional, and hope-based storytelling
- Let’s use them responsibly and ethically—because the pen may be mightier than the sword, but only if you use it wisely.

Thank you!

THE END!

IT'S TIME TO PRACTICE!

Analyse the campaigns below considering some of the things we discussed today, such as:

What are their purposes?

Who are their target audience?

Who's the protagonist?

How did they portrait the characters?

What are your thoughts on ethics and representativeness?

How does this campaign make you feel?



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CAMPAIGN 1



Daily Monitor 
@DailyMonitor

Have you suffered sexual harassment or gender-based violence? Do share with us your story with the hashtag [#PressforProgress](#) 

The lucky winner stands to win a luxurious bottle of wine

Every woman has a story, what is yours? bit.ly/2pMS87Z

MP weeps in court over love text messages

Thursday, July 05, 2018 – updated on September 16, 2020



Kabalore Woman Member of Parliament, Ms Sylvia Rwabwoogo. PHOTO BY ALEX ESAGALA

KAMPALA- A 25-year old student has been handed a two year prison sentence for confessing his "too much love" for Kabalore Woman Member of Parliament, Ms Sylvia Rwabwoogo.

From Daily Monitor, a major national newspaper in Uganda

CAMPAIGN 2



#BECAUSESHECOUNTS

**BecauseSheCounts 2020 campaign:
sexual and reproductive health and rights in development aid**

<https://www.countdown2030europe.org/resources/becauseshecounts-2020-campaign-sexual-and-reproductive-health-and-rights-development-aid/>

CAMPAIGN 3



Abstinence Only, global campaign against HIV

CAMPAIGN 4



[#NoExcuse](#) Campaign by Carling Black Label (beer company in South Africa)

<https://www.carlingblacklabel.co.za/no-excuse>

BREAKOUT ROOMS

10 minutes for debate → 1 person per group to share thoughts

Suggested guiding questions:

What are their purposes?

Who are their target audience?

Who's the protagonist?

How did they portrait the characters?

What are your thoughts on ethics and representativeness?

How does this campaign make you feel?



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HAVE A BREAK!

5 MINUTES



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Storytelling & PMEL



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What else is needed for a good story...

The role of PMEL in storytelling



A clear plan of implementation

The **CHANGE** that we expect to see

💎 *Goal: Young people are resilient and enjoy mental well-being.*

🎯 *Objective: To improve inclusive, accessible, community-focused mental health services.*

💡 *Outcome: Young people experience improved mental health services in their communities facilities*



A pathway of milestones and smaller achievements



Smaller achievements as success stories!



A next step (or multiple)



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What else is needed for a good story...

The role of PMEL in storytelling [2]

PMEL support with:



Providing **monitoring data & evidence**



Creating **before-and-after comparisons**



Drafting the **questions** for collecting info for your story



The **selection** process of **respondents**



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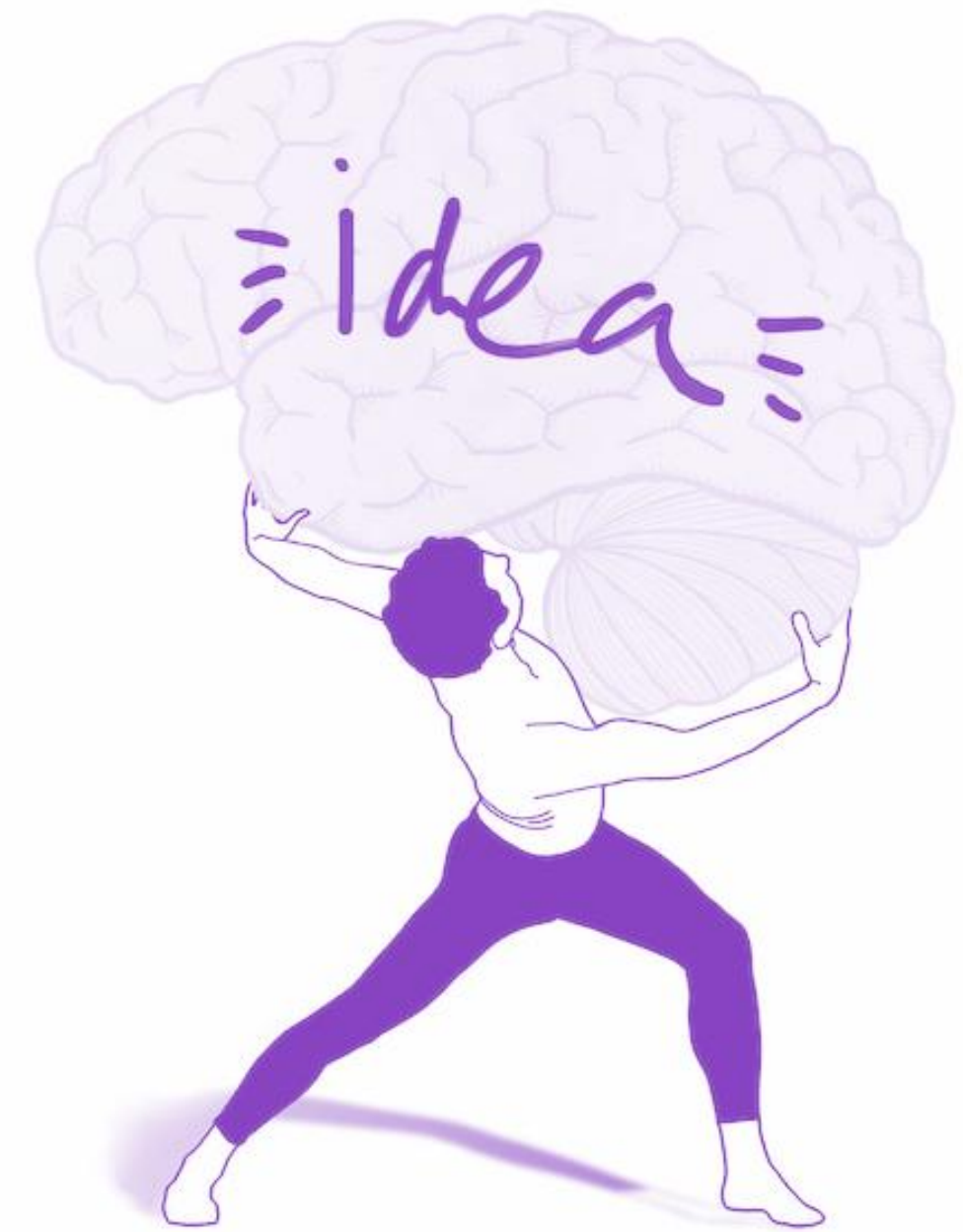
What if, this info is not all clear or available?

⚙️ Not having a clear plan of implementation, means not knowing the 'bigger picture'

👩🏫 A lack of PMEL support... may mean lots of 'investigation' for the communication team

🌊 (ripple) effects are not yet visible or different than planned

Time to reflect



THANK YOU



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