

Brownkiss: A Storytelling Model of Engagement

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TREATMENT CASCADE

Agenda

- About ASAAP
- Why Storytelling? What does this mean for sexual health?
- What is Brownkiss?
- Sample submission
- Constructing the story
- Is this an impactful model?
- Takeaways

What is ASAAP?

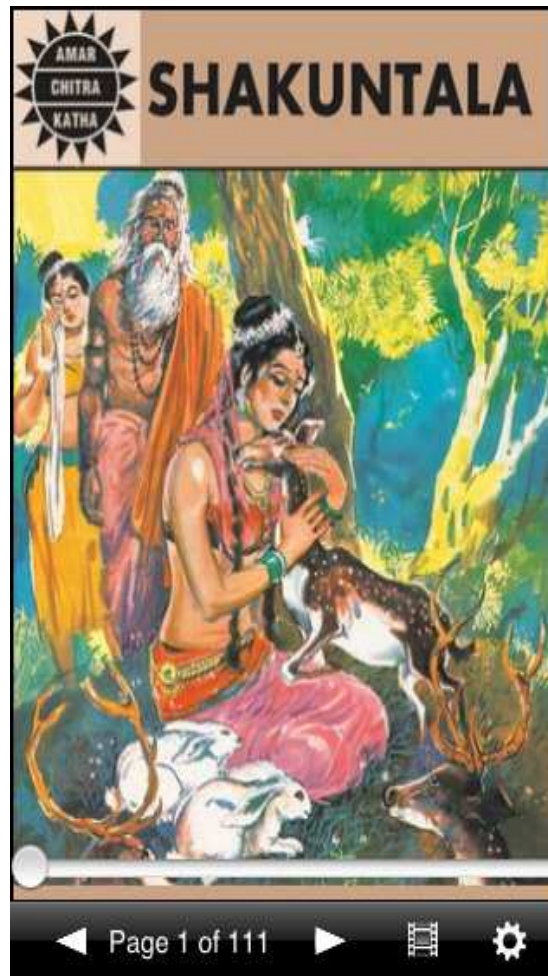
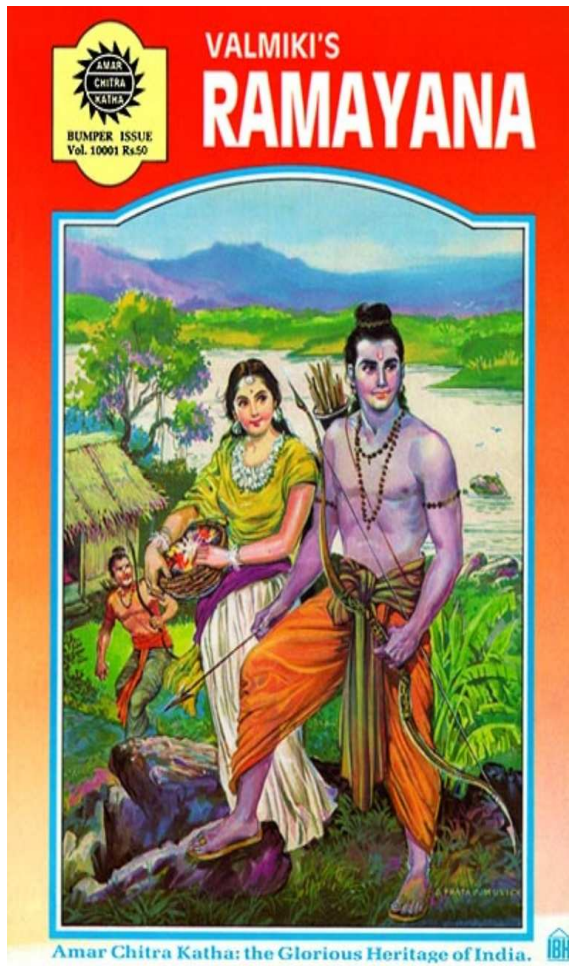
The Alliance for South Asian AIDS Prevention (ASAAP) is committed to providing health promotion, care, and support for self-identifying South Asians living with, at risk of, or affected by HIV/AIDS.

We offer:

- 1) Community Development
- 2) Support for South Asians living with or affected by HIV
- 3) Prevention Education



Why Storytelling?

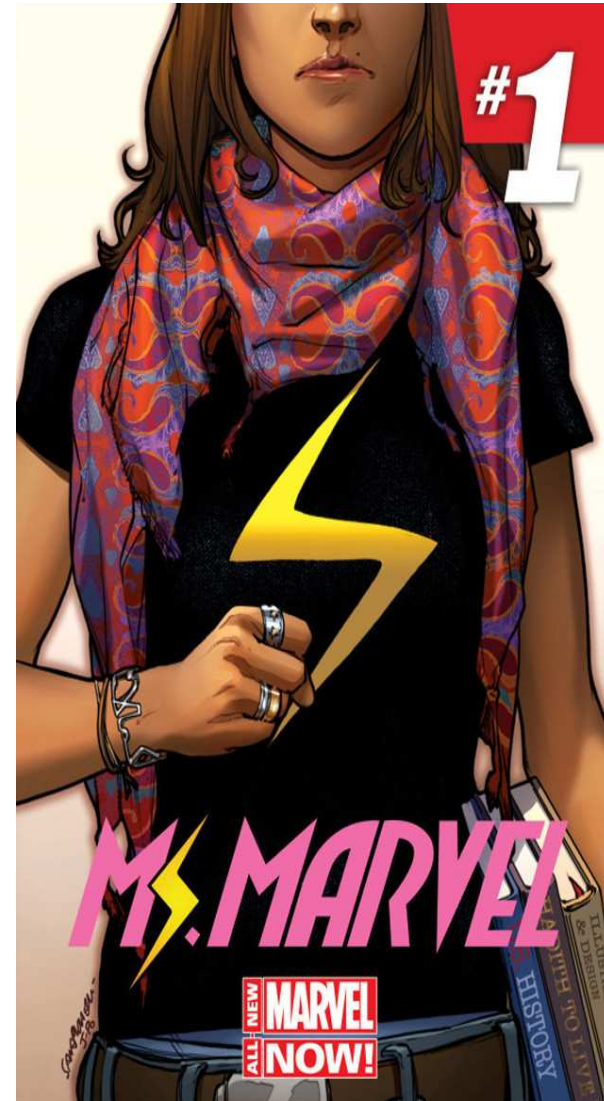


Stories are used to maintain cultural norms

Why Storytelling?



Stories are used to challenge cultural norms

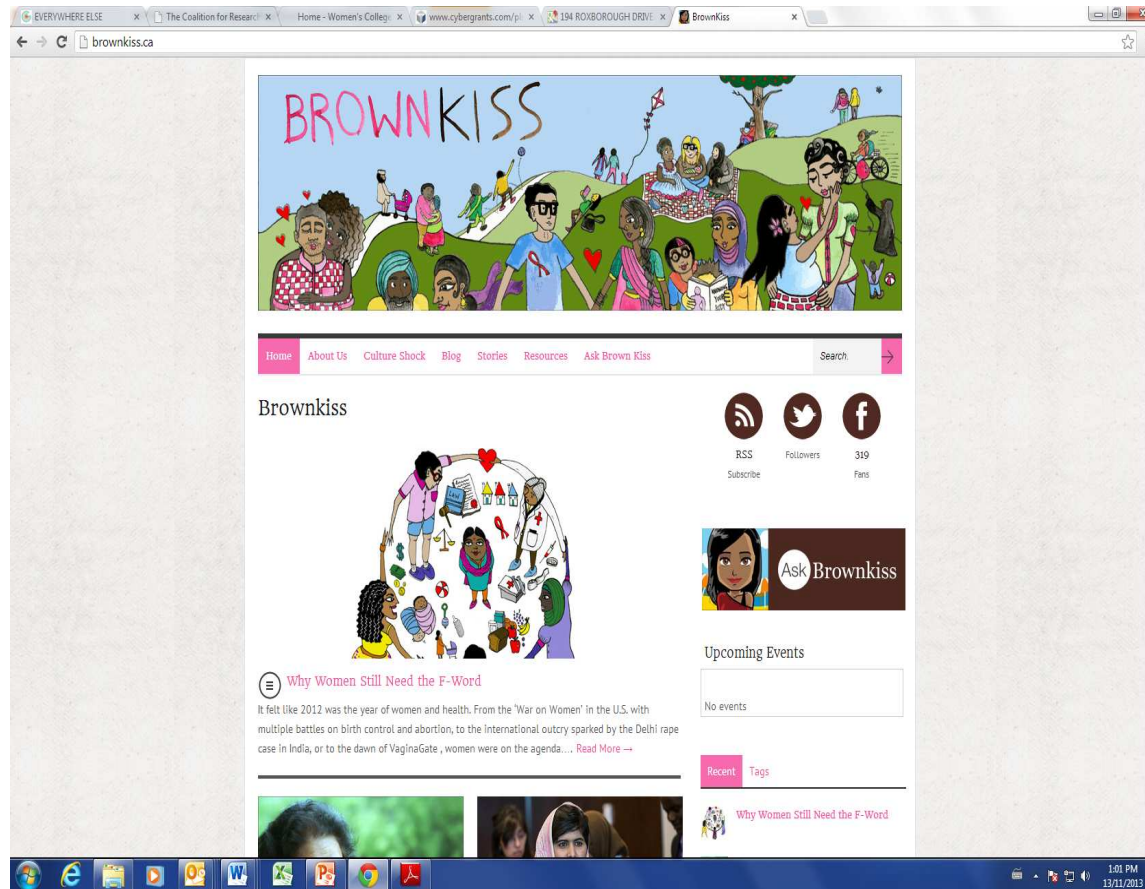


What does this mean for sexual health?

- Stories frame the way we think about our bodies and relationships
- Storytelling provides people with a non-threatening platform to dialogue about sex
- South Asian female participants of the Ontario Women's Study (on HIV prevention) recommended more culturally relevant platforms to dialogue about sexual health that address stigma, cultural norms and gender roles

What is Brownkiss?

Is a online community hub for women of the South Asian diaspora focused on sex, sexuality and health



More on Brownkiss





Sample Submission

The screenshot shows a web browser window with the address bar displaying `brownkiss.ca/stories/chlamydia/`. The website has a navigation menu with links for Home, About Us, Culture Shock, Blog, Stories, Resources, and Ask Brown Kiss. A search bar is located in the top right corner. Below the navigation, the page title is "Chlamydia". To the right of the title are social media icons for RSS (Subscribe), Twitter (Followers), and Facebook (319 Fans). Below these is an "Ask Brownkiss" button. The main content area features a large illustration of a woman with glasses and a pink sari sitting under a tree, reading a book titled "SEXUAL HEALTH". Below the illustration, the article title "Chlamydia" is followed by a short paragraph: "I'm sitting in a sterile, uncomfortable room in my hospital gown waiting impatiently for the nurse to return. I wish I was anywhere else; I know that this exam is necessary but that's not making me any more comfortable." This is followed by a longer paragraph: "My name is Saba and I'd come in for my routine checkup about three weeks ago. I try and do this every time I have a new partner. We'd been dating a few months and I was in some serious honeymoon phase. The first few times we were really good about condoms and I'm on the pill too so I wasn't worried. But the last time we got so caught up in the moment and he insisted he'd pull out. Yes, the withdrawal method of safe sex- HA! Not a method to be trusted." The final paragraph reads: "During the routine check-up, I had a simple swipe test and I got my results that same day. I felt so angry and upset that I had an STI. I felt like it was stupid of me and I should have known better, but really I know that's not the case. I started thinking about whether Imran knew all along and just didn't tell me or whether he didn't know at all." To the right of the main text is a "Recent" section with a "Tags" tab. The "Recent" section lists several articles with small profile pictures: "Why Women Still Need the F-Word", "Shakuntula Devi", "Malala Yousafzai", "Meet Miss America", "The World Before Her", and "The 'Accidental' Blot". The browser's taskbar at the bottom shows various application icons and the system clock displaying 1:03 PM on 13/11/2013.

Constructing the Story:

What are the elements that make a memorable story that has a message:

- Relatable characters
- Creating history and sense of context
- Emotional vs. Factual
- Avoid being too moralistic
- Address complex realities

Is this an impactful model?

- In focus group data compiled by ASAAP in 2013,
 - Nearly 80% of participants preferred the storytelling aspect of Brownkiss
 - In an activity designed to measure retention, 73% of participants were able to recall more details about STIs when placed within a story as opposed to a factsheet
 - When describing the stories, participants indicated that they found them to be both informative and accessible

Takeaways

- Peers as community writers help to increase the reach of the resource and builds a stronger hub
- Incorporate diverse voices on the platform to ensure multiple experiences are captured
- Invest in visuals to increase the accessibility, appeal and reach especially to overcome linguistic barriers
- Incorporating POZ perspectives serves to recognize PHA resilience and community voice
- Stories are a universal way to disseminate knowledge and can be easily tailored for individual communities
- Make an effort to tap into stories from multiple generations so that your stories resonate with a larger segment of your commur



Any Questions?

