Media & Medicine Program

How to Tell Stories that Make a Difference

APPLY AT HMS.HARVARD.EDU/MEDIA-MEDICINE
Media and Medicine: How to Tell Stories that Make a Difference is an intensive program for those with a health-related story to tell. Instructed by renowned medical storytellers and guided by Harvard-based advisors, participants will design and develop a project to address the seemingly intractable health challenges facing our country and the world.

The course is divided into two workshops, the first being a five-day intensive. Attendees will arrive having identified a health-related problem they want to explore. Participants will learn how to use a wide range of storytelling techniques, from poetry and essays to blogs, podcasts and YouTube videos to share stories that have an impact on the health field. Following the first workshop, participants will work in collaboration with their Harvard advisor to craft their own story. Attendees will reconvene for a spring session to present and critique their project.

Throughout the program, participants will be given the tools to succeed. Learners will partake in a series of modules that focus on the types of mediums students may work with, as well as storytelling power, craft and strategy. Each evening, prominent storytellers in the fields of medicine and health promotion will share their stories and discuss their impact.

Media and Medicine has been designed to strengthen your skills as a storyteller, while encouraging you to draw on your own experiences to make your private stories public, engage audiences and improve the health of your communities.
Program Objectives

Upon completion, learners will be able to:

1. Create, design and present their own health-related story.
2. Explore, critique and utilize a wide-range of storytelling techniques and tools as part of the media workshop intensive.
3. Develop a network of like-minded storytellers with an interest in impacting the health field.
The Media and Medicine program will focus on the development of each participant’s health-related storytelling project. During the course of the first workshop, participants will further refine their story and medium to deliver a pitch that will define the requirements of each project. Learners will work with established Harvard advisors to develop their project before reconvening for the second workshop to present their developed story.

Course participants will embark on a series of modules that will inspire, motivate and drive creativity throughout the development process.

**CURRICULUM HIGHLIGHTS**

*The Power of Storytelling* explores the neurobiological and psychological basis of storytelling.

*Stories for Social Change* looks at how medical stories can be translated into dramatic television episodes to educate and influence viewers. This module will also show how a range of storytelling techniques can be used to promote public health.

*Evidence-Based Programs* examines how we link the public to evidence-based programs that work. How can we help the public and policy makers draw on these programs to improve health around the world?

*Developing an Effective Communication.* Developing an Effective Communication Strategy explores tactics to break through the noise in a crowded media environment once you have developed a health-related story.

*Data Visualization* focuses on how we can use new technology to visually present data effectively.

*What Are My Options?* Discusses modes of storytelling, from traditional prose to digital media, that we can use to tell powerful stories that have the potential to improve public health.
The Power of the Essay examines how personal essays can open up important discussions of health-related problems. How do we tell our (and our patients’) private stories publicly? How can cases be transformed into compelling stories?

Poetry and Health considers how poetry can be a powerful way to convey stories about health from traditional forms to slams. How can we draw on poetry to promote public health?

Op-Ed Writing explores how can we write the most impactful op-ed pieces on health promotion and which venues should we focus on.

Journalism and Public Policy examines how journalism can be used to affect public policy.

Podcasts and New Media examines new digital forms of storytelling. What forms work for the stories you want to tell, what tools do you need and how do you develop an audience?

Civic Media assesses how we can use the internet to tell and promote our stories. What are the most effective means to transmit our stories?

Publishing discusses how to publish one’s essays or novel.

Cautions Going Forward: What Privacy and Ethical Issues Are Raised by Digital Storytelling? Placing our stories on social media can allow them to be used in ways we might not have imagined. How do protect the privacy of our patients and our readers online?
Who Are We Looking For?

Media and Medicine is open to all passionate people who are committed to improving the delivery of health across the globe. This course is designed for physicians, nurses and other health care providers on the front lines who desire to promote public health through a range of media options.

Other attendees who share similar interests and goals such as health journalists, bioethicists, anyone who works in the health care industry (such as administrators, pharmacists, researchers and health educators) are welcome to apply.
Faculty

PROGRAM DIRECTORS

NEAL BAER, MD
Co-Director, Media and Medicine: How to Tell Stories that Make a Difference

SUZANNE J KOVEN, MD
Writer in Residence, Division of General Internal Medicine, Massachusetts General Hospital

KEYNOTE SPEAKER

LEANA WEN, MD
Former Commissioner for Health in Baltimore and now the new President of Planned Parenthood

MODULE FACULTY

JONATHAN ADLER, PHD

ANNIE BREWSTER, MD

DAVID BORNSTEIN

CAMILLA CAVENDISH, Kennedy Fellow and columnist, The Guardian and The Financial Times

FRANCESCA DOMINICI, PHD, co-director of the Harvard Data Science Initiative

SUZANNE KOVEN, MD, MFA

DANIELA LAMAS, MD

NICCO MELE, Director of the Shorenstein Center on Media, Politics and Public Policy

LISA NEW, PHD

AUDREY PROVENZANO MD, creator of the podcast Review of Systems

TINA ROSENBERG

JEFF SEGLIN, Harvard Kennedy School of Government

JAY WINSTEN, PHD, Harvard T. H. Chan School of Public Health
Admissions

ELIGIBILITY REQUIREMENTS
The Harvard Medical School Media & Medicine program is designed for physicians, nurses and other health care providers on the front lines who desire to promote public health through a range of media options and hold at least a BS or BA in any field.

Visit hms.harvard.edu/media-medicine for more information.

APPLICATION DEADLINES
Applications Open: May 1, 2019
Early Deposit Deadline: September 27, 2019
Application Closing Date: September 11, 2019

Deposit Deadline: September 27, 2019

The tuition for this program is $6,000 (USD).

Once you are accepted to the program, payment is required either in full or through a payment schedule. A 10 percent deposit by the deposit deadline date secures your place in the program.

Email pgme@hms.harvard.edu with any further questions

NOTICE OF ADMITTANCE
We will acknowledge receipt of all registrations and maintain all registration information in strict confidence. Students can expect to hear a decision on their application within four to six weeks from the date all application materials were submitted.
There are many ways to tell stories. Stories are the most powerful ways to convey health information to advocate for public health advances.

SUZANNE J KOVEN, MD
Program Director
MEDIA & MEDICINE
PROGRAM

CONTACT US

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