



MEDIA and MEDICINE Program

How to Tell Stories that Make a Difference.

Apply at ghsm.hms.harvard.edu/education



HARVARD
MEDICAL SCHOOL

BLAVATNIK INSTITUTE
GLOBAL HEALTH &
SOCIAL MEDICINE

Program Overview

MEDIA and MEDICINE: *How to Tell Stories That Make a Difference* is an intensive program for those interested in using storytelling to advance health. We welcome health care professionals, medical and public health students, journalists, health advocates, bioethicists, foundation staff, hospital administrators, public health policymakers—anyone interested in telling stories to improve health both here in the US and around the world.

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. Particular emphasis will be placed on telling stories effectively during the Covid-19 pandemic.

The online course includes two workshops, (1) a five-day program and (2) a two-day program four months apart, with webinars and other activities in between. Participants will have identified a health-related problem they want to explore. Participants will learn how to use a wide range of storytelling techniques—from poetry, essays, playwriting, and memoirs to blogs, podcasts, op-eds, and YouTube videos—to share stories that have an impact on the health field. More than a dozen of these storytelling modalities will be presented by Harvard faculty, emphasizing writing, though presentations will also include podcasts and documentaries.

In the four months following the five-day workshop, participants will work in collaboration with their Harvard advisor to craft their own projects. Participants will then reconvene online for a session to present and critique their project. During that four-month period, students will complete a series of assignments, including writing an op-ed and formulating an evaluated elevator pitch for their project. Participants will also view webinars on topics including how to research your topic in depth, how to draw on humor, and how to publish your work.

This is our second session of the Intensive. Our first-year class succeeded in publishing over 30 op-eds in national newspapers, including *USA Today*, *The Philadelphia Inquirer*, and *The LA Times*. Participants also published poetry and personal essays.

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 theory, craft, and strategy. During the five-day intensive, prominent storytellers in the fields of medicine and health promotion will share their stories and discuss how they advance health.

Media and Medicine has been designed to strengthen participants' storytelling skills, while encouraging attendees to draw on their own experiences to make their private stories public, engage audiences, and improve the health of their 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.

Present



design



Curriculum

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

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.



CURRICULUM HIGHLIGHTS (cont.)

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?

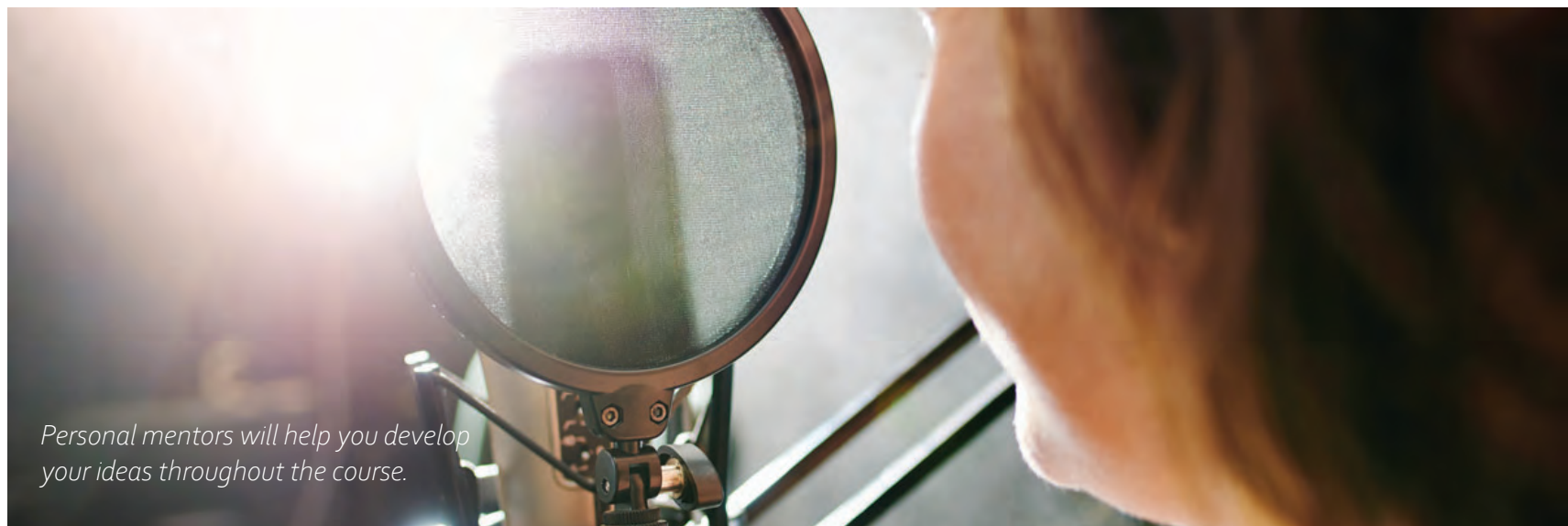
Placing our stories on social media can allow them to be used in ways we might not have imagined. How do protect the privacy of our patients and our readers online?



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, M.D., is an award-winning showrunner, television writer/producer, physician, author and a public health advocate and expert.

Dr. Baer currently serves as Executive Producer and Showrunner of the third season of *Designated Survivor*, starring Kiefer Sutherland and coming back to audiences globally on Netflix in the summer 2019. He was most recently an Executive Producer and Showrunner for the hit CBS television series *Under The Dome*. Previously, he was Executive Producer of the CBS medical drama *A Gifted Man*, as well as the Executive Producer of the hit NBC television series *Law & Order: Special Victims Unit* from 2000-2011, where he oversaw all aspects of producing and writing the show, with a budget of \$100 million. During his tenure, among the awards the series won include the Shine Award, People's Choice Award, the Prism Award, Edgar Award, Sentinel for Health Award and the Media Access Award. Actors on the show have won six Emmys and the Golden Globe. The series regularly appeared among the top ten television dramas in national ratings.

In January 2020, Dr. Baer attended the Sundance Film Festival, where the film he executive produced, *Welcome to Chechnya*, won a Special Jury Award. This February, *Welcome to Chechnya* screened at the Berlin Film Festival and won the Teddy Award for the outstanding film on LGBTQ issues. The documentary premiered on HBO in June 2020.



Suzanne Koven, MD, MFA, was born and raised in New York City. She received her B.A. in English literature from Yale and her M.D. from Johns Hopkins. She also holds an M.F.A. in nonfiction from the Bennington Writing Seminars. After her residency training at Johns Hopkins Hospital she joined the faculty of Harvard Medical School where she is an associate professor of medicine and has practiced primary care internal medicine at Massachusetts General Hospital in Boston for over 25 years. In 2019, she was named inaugural Writer in Residence at Mass General. Her essays, articles, blogs, and reviews have appeared in *The Boston Globe*, *The New England Journal of Medicine*, *The Lancet*, *The New Yorker.com*, *Psychology Today*, *The L.A. Review of Books*, *The Virginia Quarterly*, *STAT*, and other publications. Her monthly column "In Practice" appeared in the *Boston Globe* and won the Will Solimene Award for Excellence in Medical Writing from the American Medical Writers Association in 2012. Her interview column, "The Big Idea," appears at *The Rumpus*. Suzanne conducts workshops, moderates panel discussions, and speaks to a variety of audiences about literature and medicine, narrative and storytelling in medicine, women's health, mental healthcare, and primary care. Suzanne's essay collection, *Letter to a Young Female Physician*, will be published by W.W. Norton & Co. in 2021.

Admissions

ELIGIBILITY REQUIREMENTS

The Harvard Medical School Media and 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

- Early Deposit Deadline: January 8, 2021
- Application Closing Date: January 19, 2021
- Tuition Payment Deadline: January 25, 2021
- The tuition for this program is \$5,000 (USD)
- Once you are accepted to the program, payment is required either in full secures your place in the program
- Email mmh@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. Participants can expect to hear a decision on their application within two to four weeks from the date all application materials were submitted.

