Diabetes Storytelling Lab India

A VIRTUAL LAB TO SUPPORT AWARENESS BUILDING EFFORTS TO PREVENT DIABETES
In light of COVID-19, creative communication is needed to raise awareness around diabetes prevention in India and its links to COVID-19.

The prevalence of diabetes in India combined with the alarming COVID-19 situation fuels an urgent need to raise awareness about the severity of diabetes.

Storytelling has tremendous potential to improve awareness in the general population as well as among people at risk or living with diabetes.

The Diabetes Storytelling Lab will take place online, bringing together 50 participants and guiding them through a facilitated design-process to create storytelling products and initiatives to raise awareness around diabetes prevention and care in India.

The Storytelling Lab is run by Dalberg Media and sponsored by the World Diabetes Foundation and USAID.
India is home to 77 million people living with diabetes. This makes India home to the second highest number of diabetics amongst the world’s countries. Yet, 1 in 2 people living with diabetes in India are unaware of their condition. The challenge is further exacerbated by COVID-19, as people with diabetes are more likely to experience serious complications from COVID-19 and some studies suggest COVID-19 might even cause diabetes*. There is therefore an urgent need for increased awareness of the disease and preventive measures in the population.

The Diabetes Storytelling Lab is looking for 50 community leaders and storytellers in India to develop innovative communication products that can support diabetes awareness in India.

Taking part in the Storytelling Lab will be an opportunity to familiarize yourself with topics such as awareness building and health promotion while becoming part of a movement of passionate community leaders and storytellers collaborating to defeat diabetes. A total of 25,000 USD will be distributed to top teams for implementation support.

The lab starts in September with two ‘online digital bootcamps’ lasting one day each, introducing teams to the innovation methodology. The final sprint takes place over three days from October 15th until October 17th.

Note, that studies on the relation between COVID-19 and diabetes are currently on-going and new research might show other results.
How the Diabetes Storytelling Lab works

A group of storytellers is anchored around a community leader with knowledge of the specific local challenge that is being addressed. The community leader holds insights about previous initiatives and the cultural context, while the storytellers add creative skills.

Example of challenge

How can we empower and inform school children to improve prevention of diabetes through new storytelling initiatives?

Example of storytelling group

- Community leader
  - Teacher
  - Video producer
  - Creative content developer
  - Podcast host
  - Artist

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Example of prototype

A prototype of a children’s book based on a local tale that parents can use as a tool to talk about healthy habits

Implementation

The book is printed and distributed to ten local communities through the school system.
The Storytelling Lab will leverage a proven methodology to create powerful communication products.

The Storytelling Lab combines storytelling and human-centered design thinking. Through this methodology, participants dig deep into root causes of challenges related to diabetes and are provided with ways of structuring both stories and impact campaigns.

Human-centered design thinking puts the human aspect at the center of the proposed solution with the aim of ensuring that products are relevant for the people they should serve. By merging processes used in social innovation with traditional communication, we allow storytellers to think in a more structured way about the potential impact of their stories.

### Problem Framing
- Develop a well-defined problem statement.

### Ideation
- Brainstorm creative ideas that address the problem framing.

### Prototyping
- Create a prototype of the project which can be tested in a pilot.

### Impact Planning
- Plan for the desired impact of the project and map stakeholders.

### Pitching
- Create a compelling pitch for partners and funders.

### Piloting & Implementing
- Test the prototype through a pilot and finally roll-out the implementation plan.
The Storytelling Lab is split in three phases

### Innovation Process
**Sep 25th - Oct 14th**
- **Facilitated Storytelling Process**
  - Teams get familiar with the innovation methodology and get inputs from experts to understand the problem and plan their storytelling conceptualizations.

### Final Sprint
**Oct 15th - Oct 17th**
- **Final Innovation Sprint & Pitch**
  - Teams develop prototypes and impact production plans, which are pitched to partners and funders at the end of the Lab.

### Implementation
**Oct 14th - Nov 14th**
- **Implementation and Evaluation**
  - Teams finalize and implement their impact productions leading up to the World Diabetes Day.
Why should you participate as a storyteller?

Make a difference and learn how to spark behavioral change
Create impactful stories through an immersive innovation program and learn how to raise awareness to improve prevention and treatment of diabetes in India with guidance from experts in storytelling, media production and health promotion.

Get the chance to receive implementation support
The World Diabetes Foundation offers a total of 25,000 USD to the most promising teams. These grants will go towards implementation efforts to make a positive impact.

Make a difference in your community and beyond
A targeted storytelling product could raise awareness about diabetes prevention and treatment. The winning solution will potentially be scaled up to other communities, at the national or international level.

Build up local capacity and acquire new skills
You will gain the knowledge and tools to communicate how to prevent and treat diabetes. You can become an advocate to defeat diabetes in your community and empower your peers to do the same.

Get access to a valuable network
You will connect with like-minded allies, decision-makers and experts on a national and global level. This network can be a powerful asset for your career, future opportunities and your community.
Who are we looking for as storytellers?

Eligibility Criteria

• Currently based in India or ability to be in India during the Lab
• High reading and speaking proficiency in English
• Experience working with either storytelling, journalism or communication
• Availability for the entire lab and workshops from September 14th to October 17th and commitment to work in between workshops.

Preferred Qualifications

• Desire to initiate and implement awareness raising ideas and solutions for diabetes
• Knowledge of or strong interest in health and/or development
• Specific expertise e.g., technical skills or experience in social impact, etc.

We welcome all applicants regardless of gender, ethnicity, nationality, social background etc.

Apply here by July 1st, 2021.
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Who are we looking for as community leaders?

**A suitable community leader**

- Takes on a leadership role in their community
- Knows that diabetes endangers people in their community and wants to contribute to raising awareness about diabetes in their community and beyond
- Knows how to reach and influence target audiences to raise awareness diabetes and understands user needs
- Knows about previous diabetes or health initiatives in their community and has valuable insights into the local context

**Eligibility Criteria**

- Experience doing community work and influence in the local community/region
- A stable internet connection
- Fluency in English
- Availability for the entire lab from September 24th -October 17th and commitment to working in between workshops.

[Apply here by July 1st 2021.]
Please let us know if you are or know any Indian storytellers or community leaders interested in joining the Diabetes Storytelling Lab India

Feel free to reach out to us with any questions or leads via: elisabeth.alixdelaguiche@dalberg.com