KAPOW!
How medical comic books are helping young people to become engaged with health

Dr Kate Hersov
Conflict of Interest

I have no conflicts of interest to declare
IN THE BLOODSTREAM...

THE BLOODSTREAM!

SEE THOSE RED BLOOD CELLS? THEY CARRY THE OXYGEN YOUR CELLS NEED TO DO THEIR WORK.

YEAH, WELL THEY'RE ALSO ABOUT TO TEMPELA US FLAT AS PANCEKES!

NOT IF WE ARE WITH THEM!

THE MORE ACTIVITIES LIKE EXERCISING YOU DO, THE MORE OXYGEN YOUR BODY NEED TO DELIVER TO YOUR CELLS.

THIS WAY TO OUR NEXT STOP...

THE MORE ACTIVE YOU ARE, THE STRONGER YOUR HEART BECOMES, AND THE MORE OXYGEN GETS TO YOUR CELLS.

COME ON, LET'S RIDE THE BLOOD FLOW TO OUR NEXT STOP!

TH-THUMP TH-THUMP TH-THUMP
Did you know the heart is a powerful muscle that pumps blood all around your body?

Your blood cells carry oxygen, which helps keep your body healthy.

Oxygen comes from the air you breathe...

...so it first arrives in the lungs. Where it's picked up by your blood...

The best way to understand the path oxygen takes...
A joint is where bones meet, like in your fingers, elbows, or knees.

Oh, I get it. The whole body is an interactive screen. Green screen that can be manipulated.

Very cutting edge.

What? I’ve never seen such a check out transition.

Inside a knee joint...

A joint is a place where bones meet, like in your fingers, elbows, or knees.

I kind of have it too much of a day.

Huh. Perhaps I have it too much of a day.

Maybe I should put it in my trousers.

Heh. Perhaps I have it too much of a day.

A joint is a place where bones meet, like in your fingers, elbows, or knees.

Huh, perhaps I have it too much of a day.

What's synovial fluid?

I'd help you up but I don't have hands.

You need a cast for the smarter one.

Goose, exactly what am I sitting in that's creeping into my trousers?

Perhaps that doesn't impress you, but watch this.

Perhaps that doesn't impress you, but watch this.

You've seen one action hero muscle, you've seen them all!
...IN THE REAL THING!

DON'T GIVE A BEAUTY!

LOOK AT THESE AWESOME DYNAMITE CIVALS IN ACTION!

HAYL Y'S HERE!

ONE SMALL STEP FOR DYNAMITE, ONE GIANT LEAP FOR DYNAMITE KIND.

WATCH HOW I DO!

Deliver this message to the Leadr. Will you?

Delivery. This message to yourself. You're cheap, I am lady!
I Hear You!
How the storytelling podcast revolution can help us to listen to patients

https://soundcloud.com/islands/sets/music-for-serial

Dr Helen Morant, Content Strategist, BMJ
Podcasts and the Patient Voice

**Problem** – the business of medical care takes place on professional terms and the patient’s voice struggles to get heard.

Audio on demand, or **Podcasts** – are becoming increasingly commonplace and everyone engages with stories.
Important things about radio

• intimacy

• authenticity

• creativity
Production styles – Producer Led

• documentary / investigative journalism.
• role of radio producer / presenter
• sophisticated storytelling techniques
• music

Serial
http://serialpodcast.org/season-one/1/the-alibi

This American Life Shark attack
Production styles- Oral History

- raw recording
- Storycorps and the Listening Project
  
  • Kate Granger (rec 2013 – listening project for BBC)
    http://www.bbc.co.uk/programmes/p01lcw4m
  
  • Bertina and Matt at Mayo Clinic by Storycorps
    http://newsnetwork.mayoclinic.org/discussion/bernita-and-matt-talk-about-real-life-changes/?linkId=10433680
  
  • Jan and Kate by The Listening Project for the BBC
    http://www.bbc.co.uk/podcasts/series/bbclp
Practicalities

- Recording
- Editing
- People
- Distribution
Why?

• What better way of helping someone feel listened to than someone is recording them speak?

• Audio and video are better than text in many circumstances and for many people. We may be moving into a post text world.

• How the audio is presented can help us connect with the priorities for our patients, and hearing their stories as they tell them - not fitted into the medical model.
Great places for more info

http://www.patientvoices.org.uk/

http://storycorps.org/

http://www.bbc.co.uk/radio4/features/the-listening-project

Thank You

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