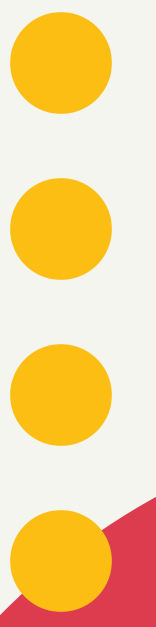
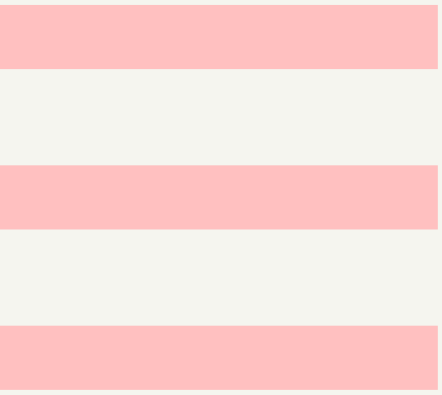
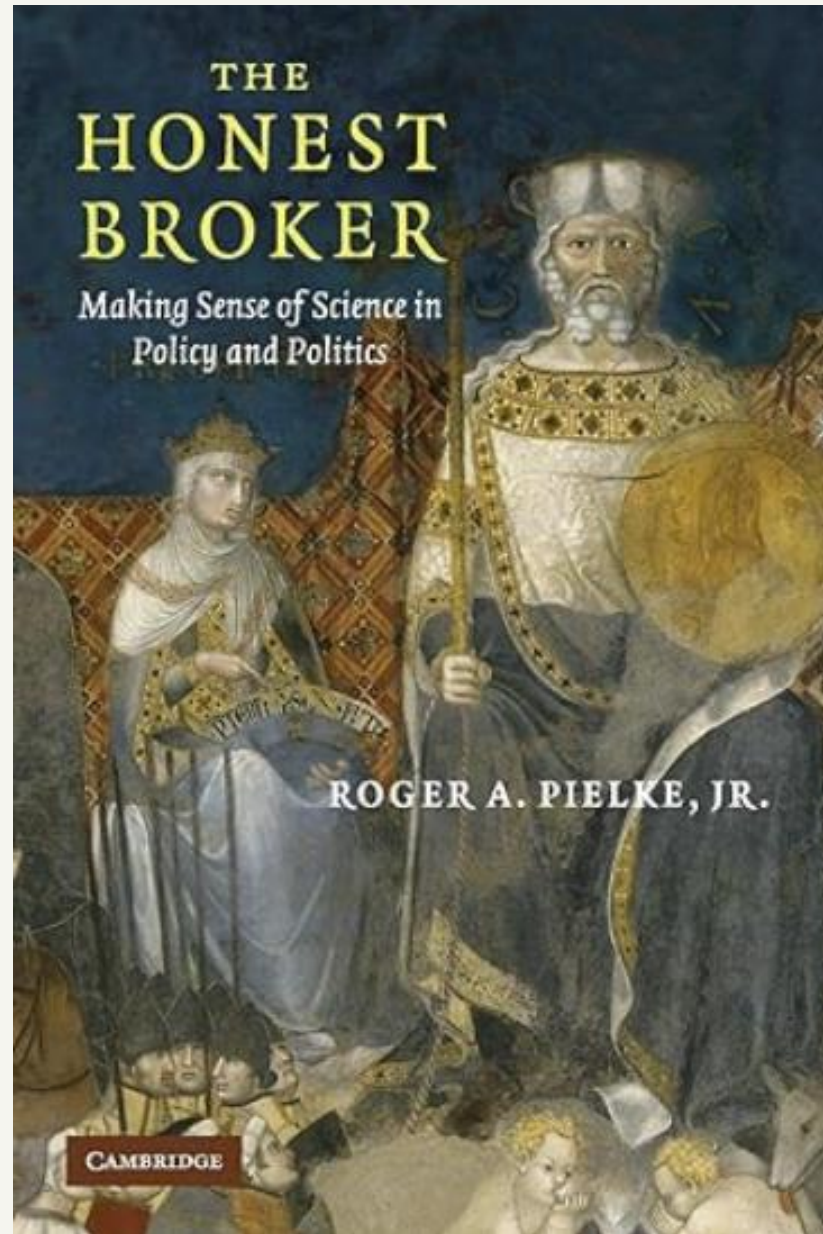




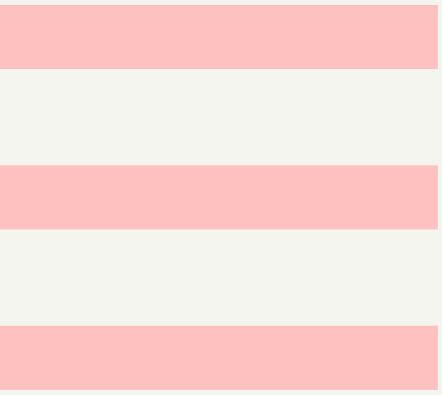
# Storytelling for Science: Amplifying Research for Impact

Ingrid Espinosa  
5 December 2024





**“if scientists ever had the choice to remain above the fray, they no longer have this luxury” - Pielke, 2007**



**science *in* society**

**science *with* society**





**deficit model**



**dialogic model**



**participation model**





<https://dra.in/>



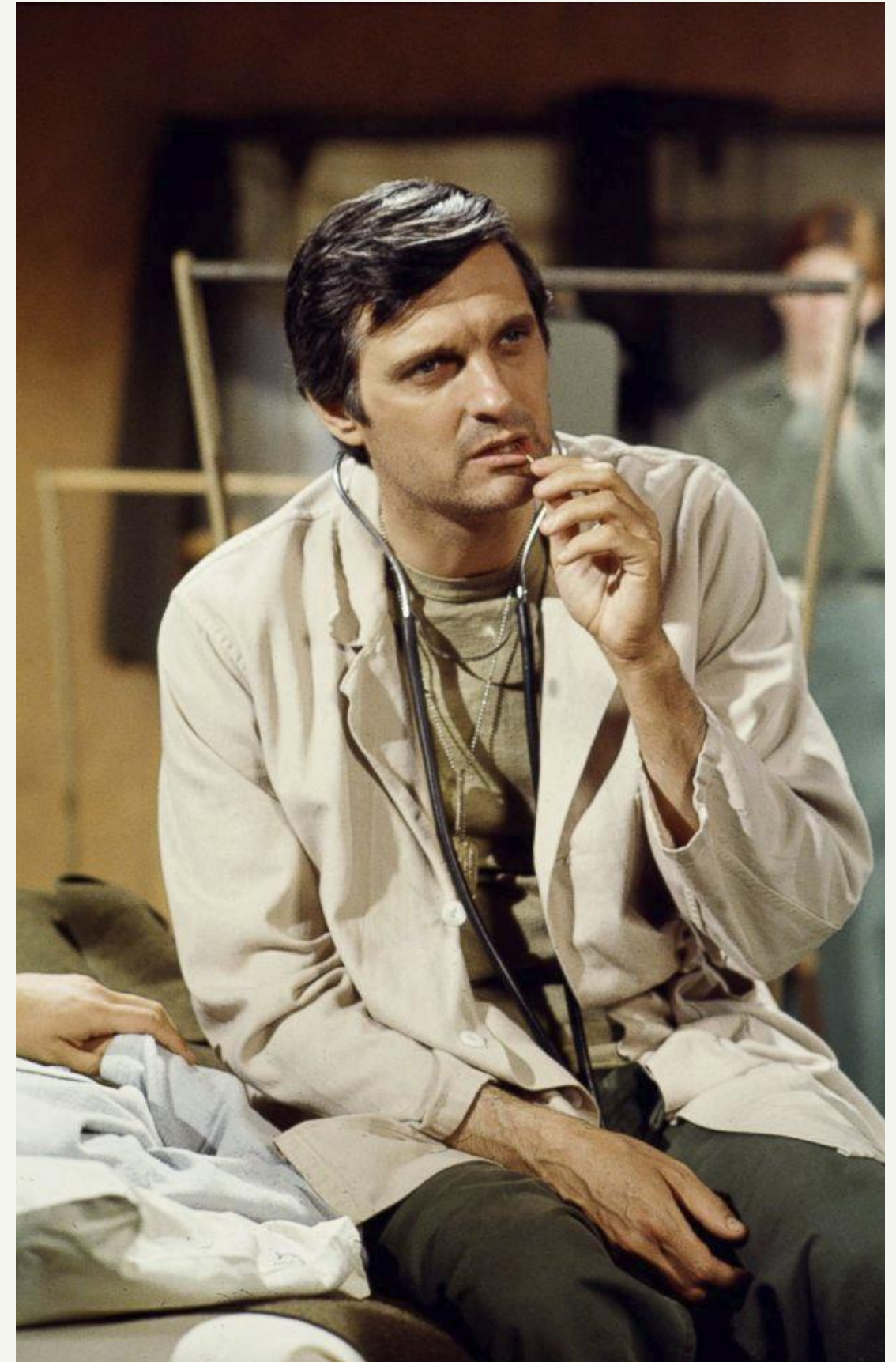
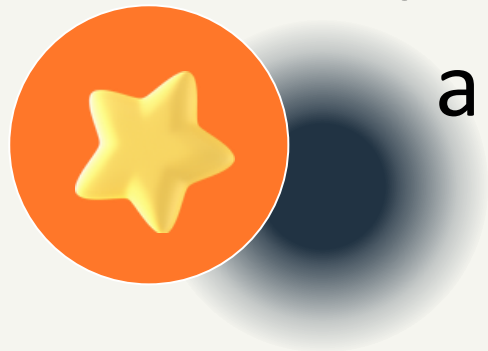


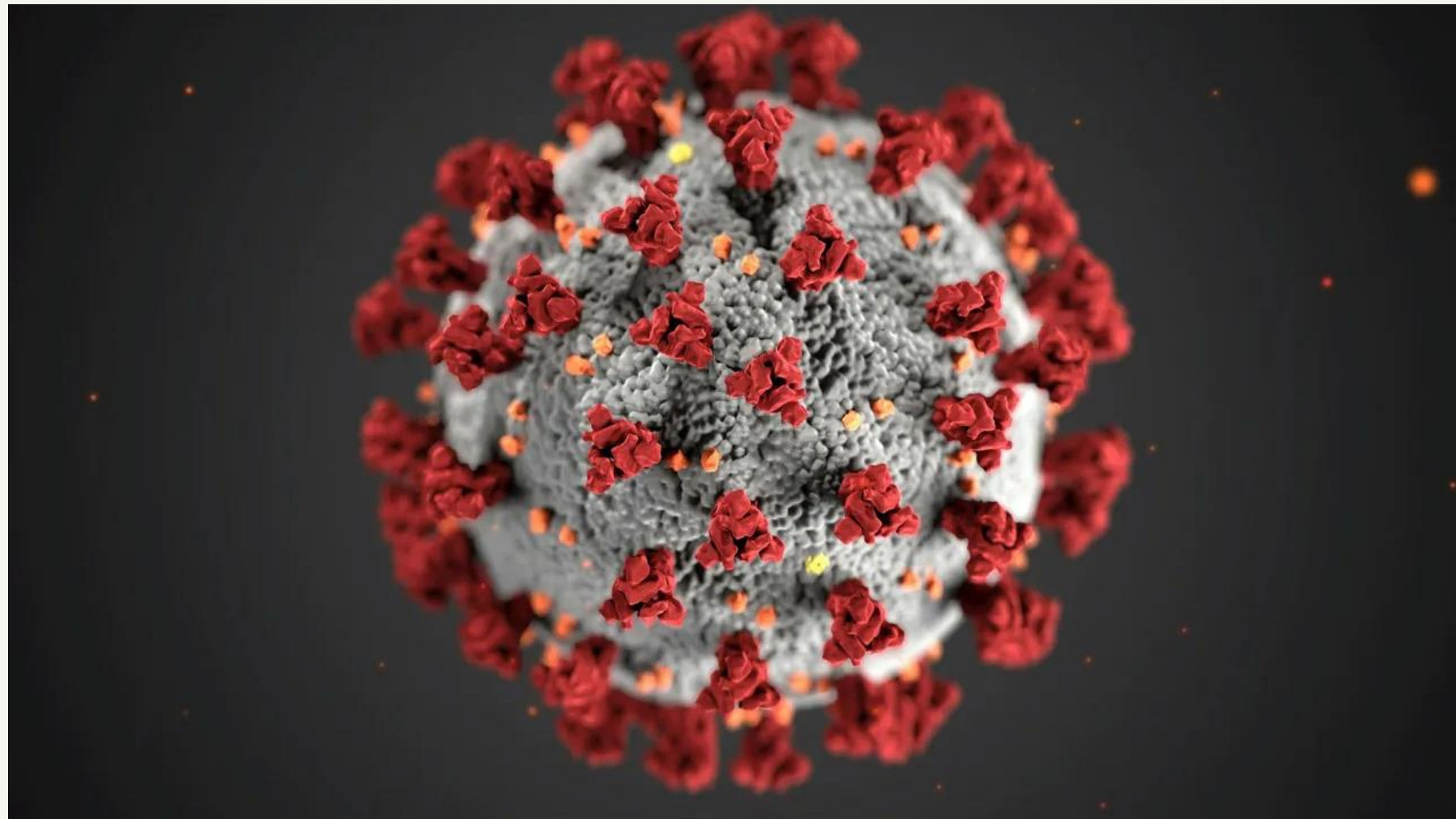
# science communication



“People are dying because we can’t communicate in ways that allow us to understand one another. That sounds like an exaggeration, but I don't think it is.”

-Alan Alda





Featuring: COLLEEN NOELLE CARLOS-VIRAY, MD  
Developmental and Behavioral Pediatrician



Hosted by: CATRINA YANG, MD-MBA  
Pediatrician



HOW TO DO EVERYTHING AGAIN DIFFERENTLY:  
**RAISING YOUR CHILD DURING QUARANTINE**

Supporting your child's holistic development at home.

APRIL 24, SATURDAY | 10 AM-11 AM

PRE-REGISTER NOW AT  
[bit.ly/EMLSChildDev](https://bit.ly/EMLSChildDev)

AND SEND IN YOUR QUESTIONS FOR THE Q&A!

INVITED GUESTS:

**DR. CRISTINA ROBLES**  
Principal, Navotas National High School  
Recipient of Oscar M. Lopez Leadership Award

**MS SARI LEE**  
Parent, Founder of Playscape Manila





piMetrics  
HEALTH EQUITY THROUGH RESEARCH



**how to do everything again differently**

Active Youth Citizenship against COVID-19 Starter Pack

**HOW**

**WHO**

**WHO**

**Active youth citizenship**  
Read, Educate, Share: Participate in your local community!

How does the vaccine get to my community?  
Vaccine cold chain  
Vaccines need to be kept at a specific temperature range in its journey from the manufacturer to the country to the local clinic for it to stay potent and effective.

Who are in charge of getting it to me?  
National Government  
Allocates, purchases to local government units (LGUs) and agencies.  
LGUs  
Provide for citizens including rural areas.  
Private companies  
Provide for their employees.  
All vaccines require a "tripartite agreement" with the manufacturer, the national government, and purchaser (LGU or private sector), to make sure everyone involved gives help in case of adverse effects. There may be overlaps, since there is no overall strategy in procurement, to ensure that everyone has access to the vaccine.

Who's getting vaccinated first?  
[A] Frontliners in health facilities, health professionals, health students, nursing aides, janitors, barangay health workers, etc. [A2] Senior citizens (60+ yrs). [A3] Persons with comorbidities. [A4] Frontliners under essential sectors, uniformed personnel, and working sectors identified by the IATF as essential during EOC. [A5] Indigent (poor) population.  
[B1] Teachers, social workers, and other government workers; [B2] Other essential workers; [B3] Other groups at significantly higher risk; [B4] Overseas Filipino population; [B5] Other remaining workforce.  
[C] The rest of Filipino population.

Share your ideas and hold officials accountable. Answer surveys and attend (virtual) town hall meetings held by your Sangguniang Kabataan (SK) councils, barangays, and cities/municipalities.

Even if it is not directly related to COVID, support the vulnerable who are greatly affected.

Learn how to link with experts and organizations effectively.

- Find and follow their social media pages to stay updated on their local activities, and get involved!
- If they don't have active social media, find contact numbers of your local officials and ask for their plans.
- Read up and look for good practices online such as in LGUsvsCOVID, or EpiMetrics' COVID-19 Technical Briefs for suggestions on how your LGU can improve its response to the pandemic.
- Joining volunteer opportunities like online information drives, webinars, and joining organizations that promote public health amid pandemics.
- Help From Home - Siyensiya.PH - Alliance of Public Health Advocates
- Business email etiquette
- Set clear goals and expectations for your request and reasons for reaching out.
- Give a concise background and include another sheet, like a formal letter, for more details, if needed.
- Double check all details, especially names and dates.
- Give invites at least 2 weeks grace period. Even experts take time to craft their talks.
- Have a backup plan for when a speaker declines, and don't demand an explanation.
- Keep your letter simple, short, and easy to read.

piMetrics PEHE

HOW TO DO EVERYTHING AGAIN DIFFERENTLY:  
**AN ACTIVITY RISK CHART**

FACTORS CONSIDERED IN RISK LEVEL

**LOCATION** open air spaces are safer than enclosed spaces

**PROXIMITY** farther away from others is safer than closer

**TIME** shorter time periods with others are safer

**DENSITY** safer to have the maximum number of people who can maintain 6-foot distance in an area

WAYS TO REDUCE RISK

- avoid crowded areas
- avoid sharing items
- open windows
- limit time in common areas
- keep conversations to minimum
- do it outdoors
- plan your trip & keep it short
- ensure everyone present followed protocols/quarantine
- do it online

LEVELS OF RISK

LOW MEDIUM HIGH

SAMPLE:

ACTIVITY	LOCATION	PROXIMITY	TIME	DENSITY	ways to reduce risk
Solitary indoor hobby	Low	Low	Low	Low	
Clearing, sending donations	Low	Low	Low	Low	
Outdoor, distanced sports	Low	Low	Low	Low	
Walking outdoors	Low	Low	Low	Low	
Running, biking, or hiking	Low	Low	Low	Low	
Picking up food instead of deliveries	Low	Low	Low	Low	
Going to the beach	Low	Low	Low	Low	
Grocery shopping	Low	Low	Low	Low	clean cart handles before using
Eating/drinking outside (at picnic)	Low	Low	Low	Low	
Tricycle	Low	Low	Low	Low	
Do on staycation	Low	Low	Low	Low	Use private transportation
Ridesharing (Grab, etc)	Low	Low	Low	Low	
Working in the office	Low	Low	Low	Low	
Visiting malls	Low	Low	Low	Low	
Visiting someone else's house	Low	Low	Low	Low	
Staycation with other people	Low	Low	Low	Low	
Playing contact sports	Low	Low	Low	Low	
Attending a wedding/funeral	Low	Low	Low	Low	
Exercising at a gym	Low	Low	Low	Low	
Going on a restaurant date with someone outside your bubble	Low	Low	Low	Low	
Religious service	Low	Low	Low	Low	
Eating/drinking inside a restaurant or bar	Low	Low	Low	Low	
Train (MRT, LRT)	Low	Low	Low	Low	
Jeep	Low	Low	Low	Low	avoid nearly full jeeps

EDITOR'S NOTE

This means of activities aims to help people be more alert at other times they can assess risk and take protective measures in reducing risks. Do your own research before any activity at a restaurant/ mall, especially when with other people indoors. We strongly encourage checking current local EOC rules, and maintaining the basic protocols ESPECIALLY when swimming.

There is a growing acknowledgement that COVID-19 is mainly airborne. Minimize opening windows, improving air flow, and simply washing your hands, over always scrubbing your entire house.

**YOUR DAILY COVID MANTRA**  
ALWAYS FOLLOW HEALTH PROTOCOLS, WEAR A MASK, AND KEEP DISTANCE.

REFERENCES

This is part of piMetrics' communication campaign: How To Do Everything Again Differently: A Life Stages Approach, with support from SM Prime Holdings and the National Resilience Council.

My company required us to report to the office. How can I feel safer without feeling so out of place with my careless officemates?



Control what you can. Wear a mask, ask for virtual meetings, politely ask others to keep distance, and wash your hands frequently.

You can also try speaking to your HR or supervisor about promoting safety in your office.

Check IATF guidelines to see if your office should fully open at all.

IATF

piMetrics

piMetrics PEHE

HOW TO DO EVERYTHING AGAIN DIFFERENTLY  
**Your COVID prep-list**



Preparing the "sick room" for home isolation

- Choose a **dedicated room and bathroom** only for the sick person
- Open windows for **good ventilation** and air flow
- Make sure the door can be closed properly
- Set a **low-contact delivery system** for food and other daily needs
- Assign a **caretaker**, who is healthy, has no risk factors, and is reliable to deliver needs and help take vital signs (while wearing PPE)
- Prepare a supply of **medical masks** for the patient and caregiver
- Have **separate** utensils and linens, and wash them properly after use
- Wash hands frequently**

piMetrics

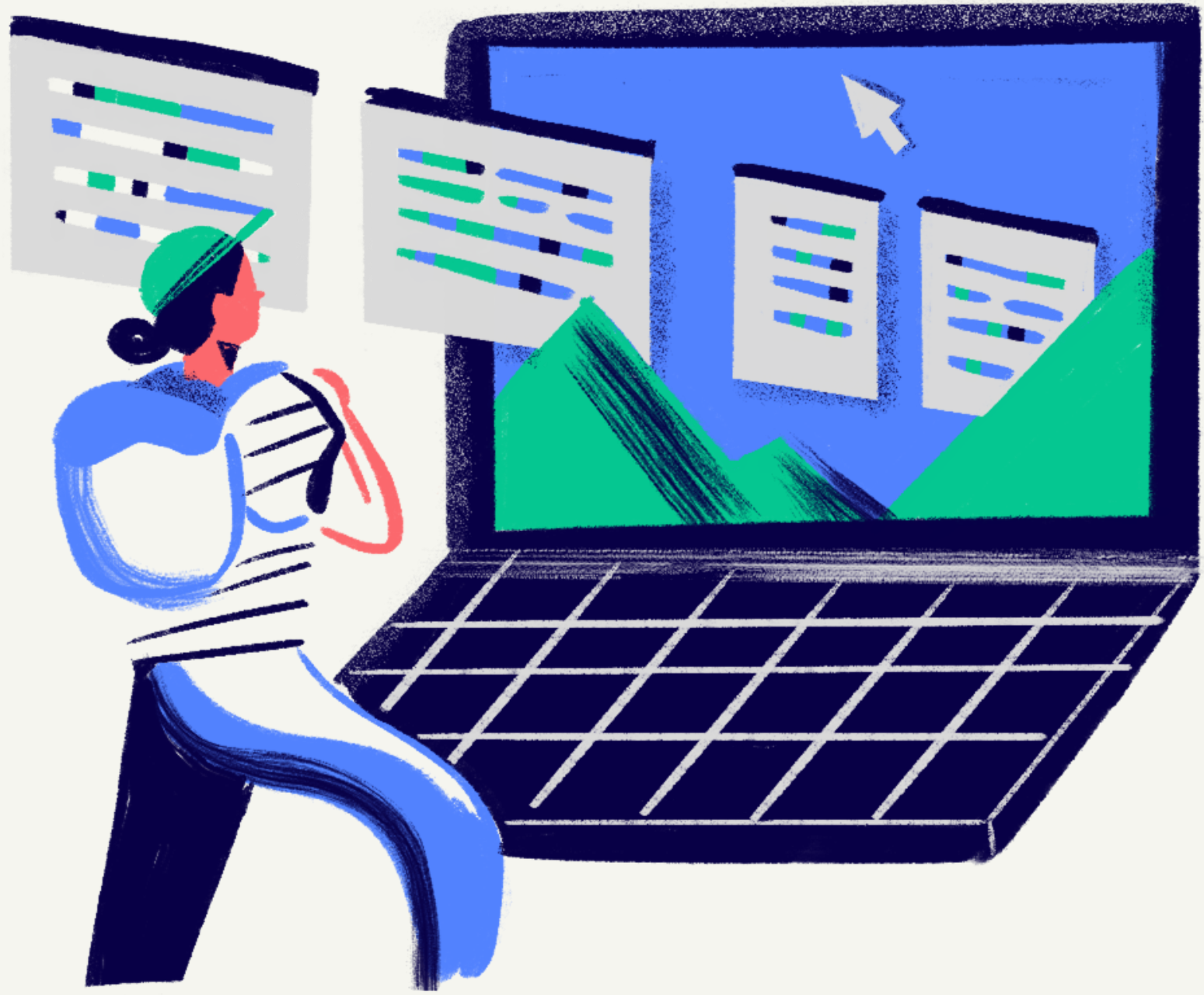
**ASK THEORY**

Safe ba talagang magpabakuna kontra-COVID-19?



WITH DR. JOHN WONG  
[COVID-19 VACCINATION]

THIS EPISODE WAS MADE POSSIBLE BY: piMetrics





## **Digital is**

- **multimodal**
- **interactive**
- **ubiquitous**
- **immediate**
- **non-linear**



# TRENDS




Digital opens the door for **Open Science**



# TRENDS



## Digital opens the door for **Open Science**

- speed and access
    - Issues of:
      - speedy publication (ie preprints), credibility and trustworthiness (methodological rigor)
      - corresponding responsibility for transparency
  - enhances visibility
    - embrace unique advantages
    - localize - account for sociocultural complexities and related intersectionalities
- 
- 
- 

# TRENDS

Digital makes room for **SHIFTING AUDIENCES**

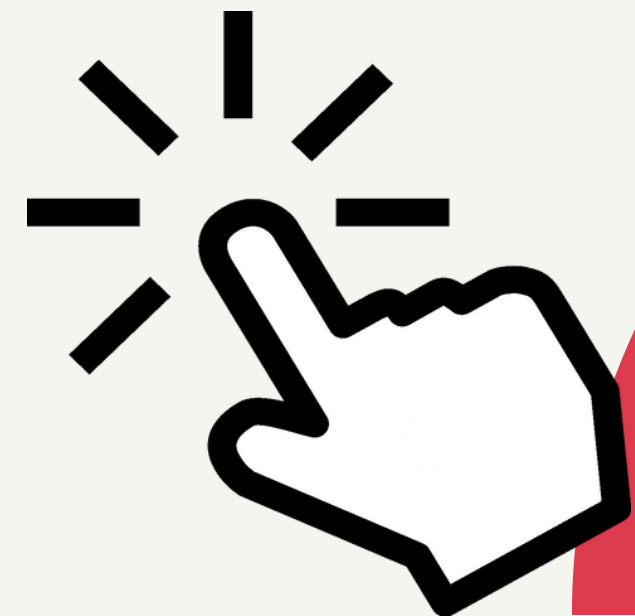




# TRENDS

## Digital makes room for **SHIFTING AUDIENCES**

- unpredictable identities
- fading boundaries (ie professional and private)
- **ACTIVE** participation



# TRENDS

Digital changes **SCIENCE-POLICY INTERFACE**



# TRENDS

## Digital changes **SCIENCE-POLICY INTERFACE**

- more frequent, transparent and reliable
- shift to more co-creative/interactive formats
- shorter and more visual media
  - importance of narrative



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“The background noise gets louder[ in the field of digitalisation, and in the entire STEM field], therefore there is a growing need to communicate in a clearer, simpler, more engaging way” (Szüdi et al., 2022b).

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“The background noise gets louder[ in the field of digitalisation, and in the entire STEM field], therefore there is a growing need to communicate in a clearer, simpler, more engaging way” (Szüdi et al., 2022b).

“Key figures do not tell the complete story, so it is important to find a narrative.”

“

*Specifically, narrative communication often improves comprehension (Graesser, Olde, & Klettke, 2002), generates more interest and engagement with a topic (Green, 2004, 2006; Green & Brock, 2000), increases self-efficacy through modeling (Oatley, 1999; Slater & Rouner, 2002), influences real-world beliefs (Dahlstrom, 2010; Slater, Rouner, & Long, 2006), and can be more successful for persuading an otherwise resistant audience (Moyer-Guse & Nabi, 2010).*

## IN SHORT:

**RESEARCH TELLS US THAT STORIES ACTIVATE EMOTIONAL AND COGNITIVE AREAS IN THE BRAIN, MAKING THEM...**

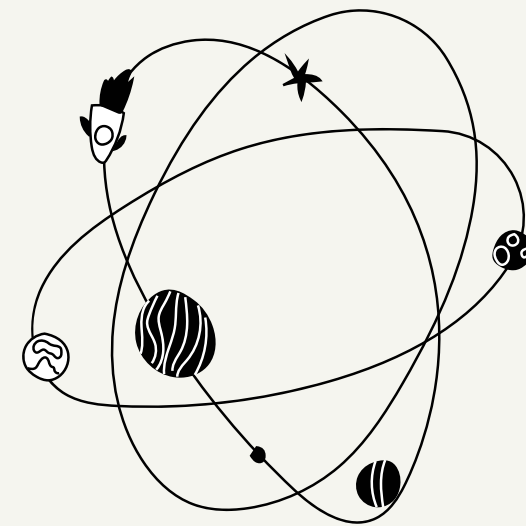
- more interesting
- more understandable
- more believable
- more persuasive
- more memorable

**...than facts alone.**

# TRENDS

## Digital changes **SCIENCE-POLICY INTERFACE**

- more frequent, transparent and reliable
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# Communication

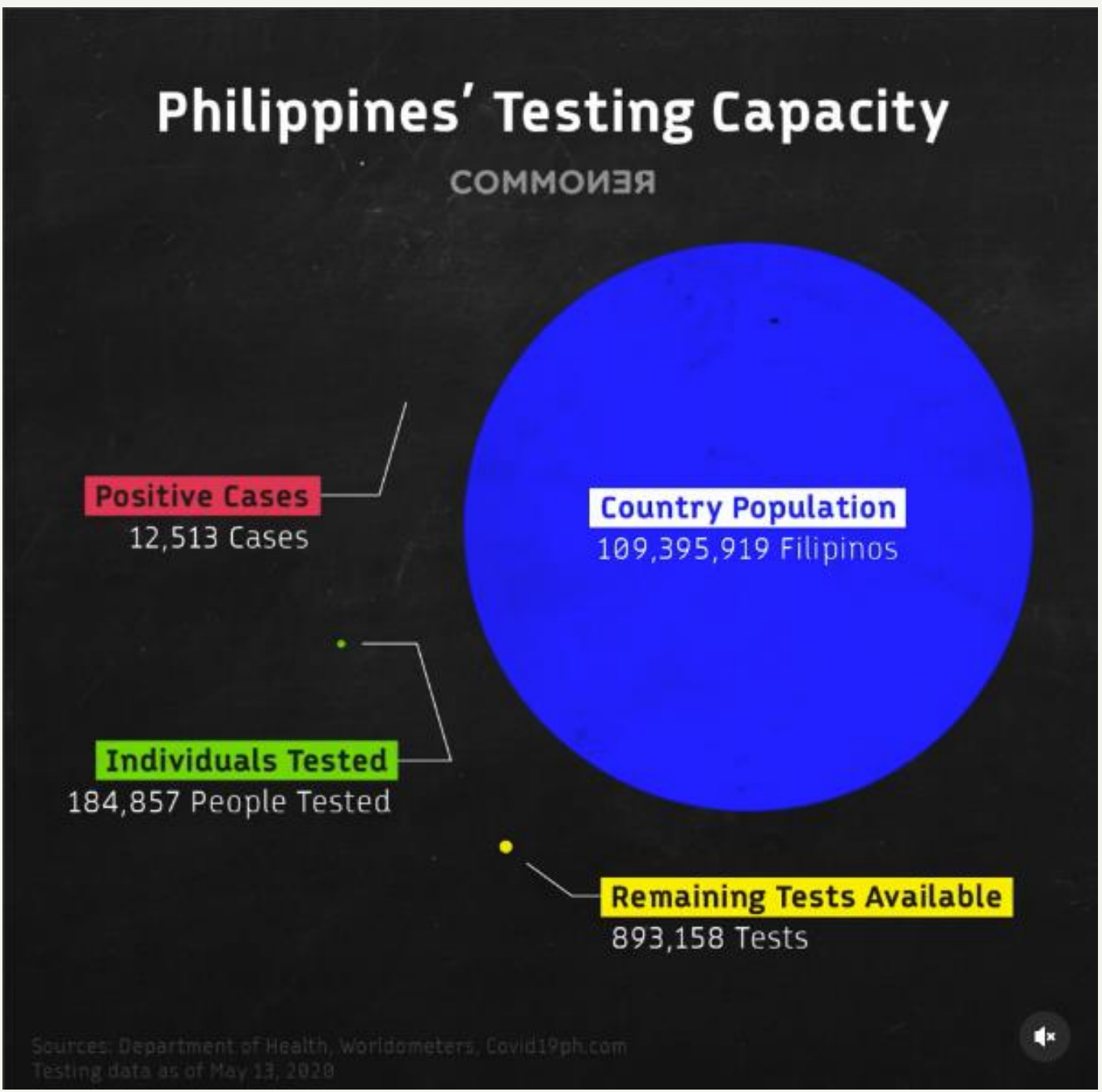
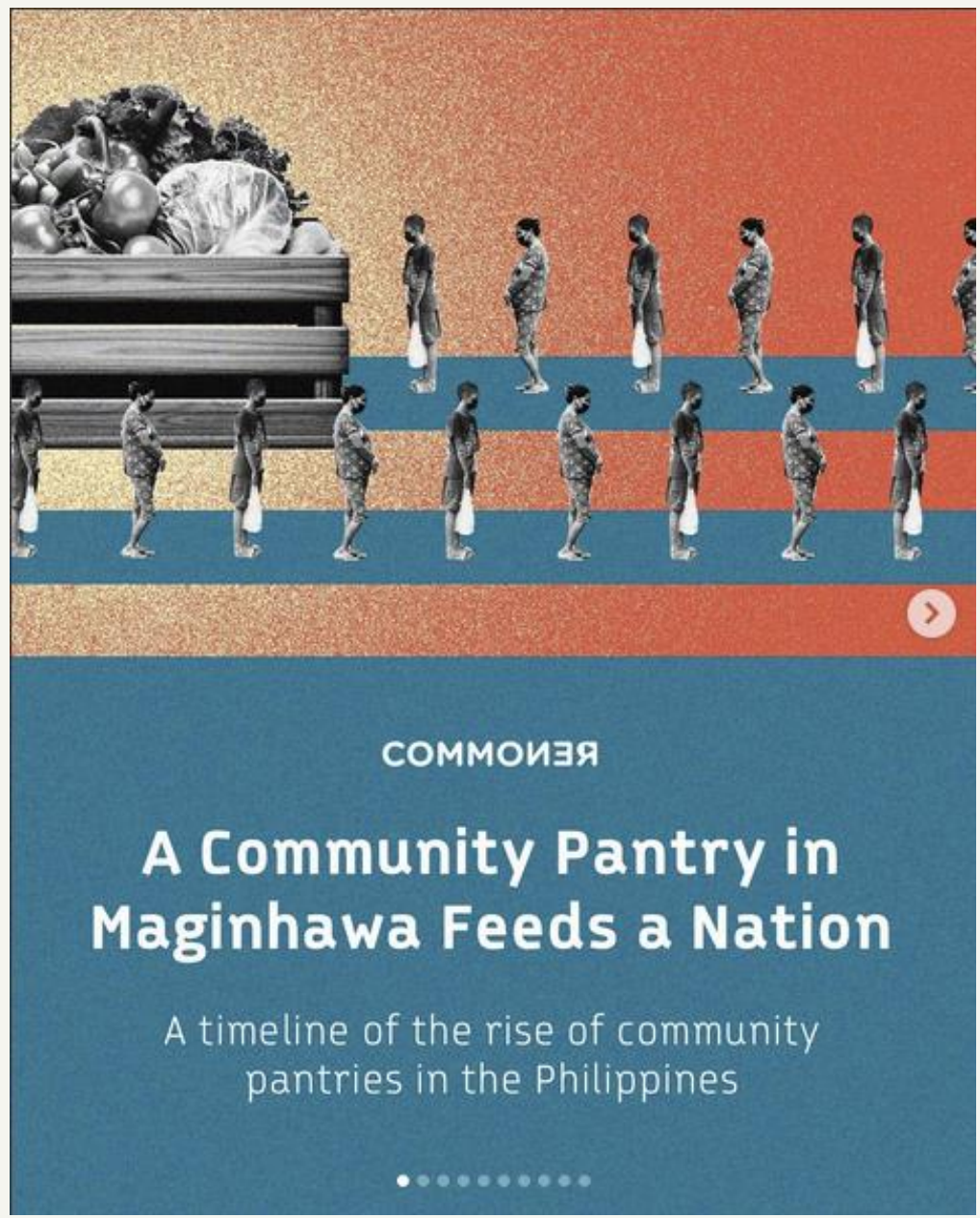


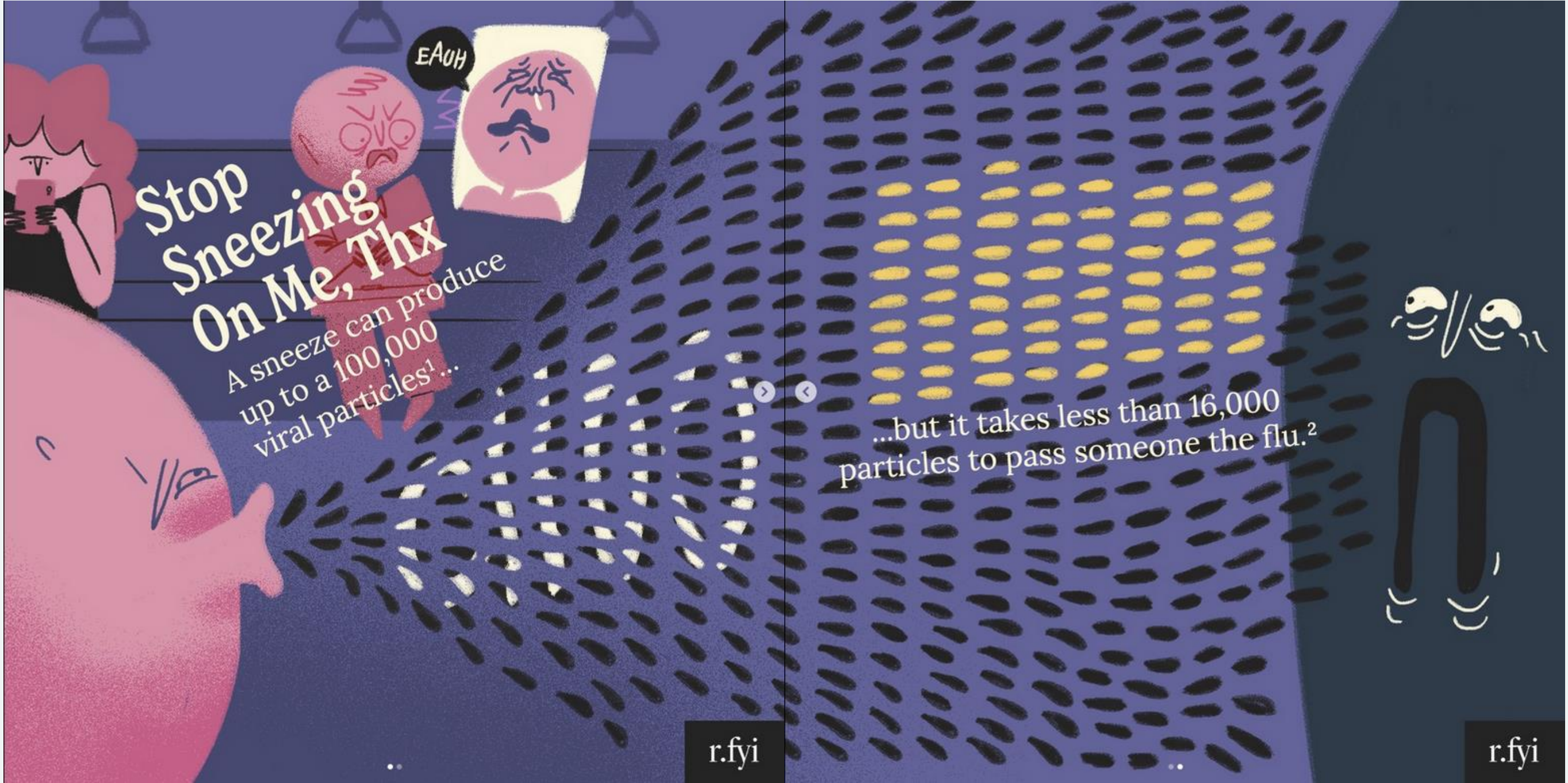
is **storytelling**



## **Effective stories are**

- **Memorable**
  - **Entertaining/Palatable**
  - **Support relationship building**
- 
- 





# Stop Sneezing On Me, Thx

A sneeze can produce up to a 100,000 viral particles!<sup>1</sup>...

...but it takes less than 16,000 particles to pass someone the flu.<sup>2</sup>

EAGH

r.fyi

r.fyi



story by Pola del Monte photos by JL Javier

CN  
Philippines

# What does it take for us to value our women leaders?



Maria Rosario Vergeire  
Department of Health Spokesperson and Undersecretary



World Health  
Organization  
Representative Office  
for the Philippines

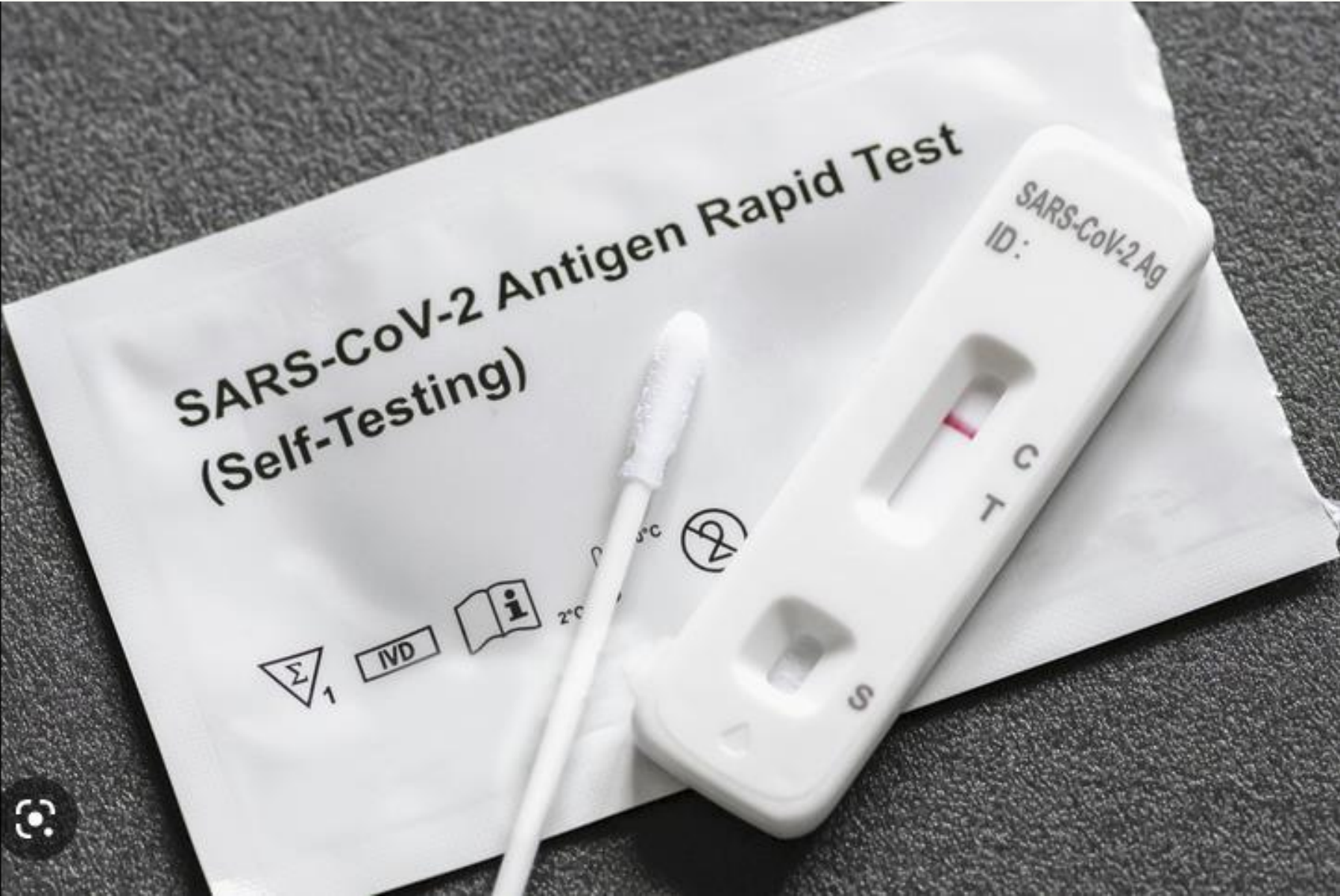
**“ Yung pasasalamat sa  
amin, yung pagsabing,  
'Ma'am, thank you sa  
pagtulong sa amin dito sa  
pagpatak-polio. Salamat  
sa pag-ikot n'yo.'**  
**Parang reward na  
rin sa amin yun.”**

**MONICA MACAHILIG**  
BARANGAY HEALTH WORKER  
TUMANA, MARIKINA CITY

#HeroesEndingPolio



image from CDC website



# False Sense of Security

Use of **Immunity Passports** may **give people a false sense of security** despite **continued vulnerability**



Because tests only show positive or negative results, individuals being **falsely positive or negative**. This may lead to **safety protocols** such as handwashing and mask wearing, based on the **assumption** that they are now immune to the virus.

Moreover, the **WHO** states that "There is currently **no evidence** that we **have recovered from COVID-19** and **have antibodies** against the virus **infection**." Because of this, the use of immunity passports may lead to **hidden risks** that we are still not aware of.

2. World Health Organization, "Immunity passports" in the context of COVID-19, (2020), <https://bit.ly/3dasMrx>.  
Photos by Chirto Cancio and Mara Rivera on Unsplash.com



# Different Brands Different Accuracies

**Different Antibody Tests** May have **varying accuracies** based on **manufacturing standards**



Based on our previous analysis, a test with 99.6% specificity can produce up to 14 false positives. However **some products**, may have much lower **specificities**. **False positives** may appear at **96%**<sup>3</sup>. Many of the tests which are **not** following verification guidelines<sup>4</sup>. Because of this, the actual **sensitivity** of some tests may not be known. This brings with it a **high risk** of people unknowingly being false positive or false negative.

Follow test DOH and WHO guidelines when using the rapid antibody test: [bit.ly/DC184Abtest](https://bit.ly/DC184Abtest)

3. "Antibody Tests Can and Cannot Tell Us," Scientific American, 2020.  
4. "Immunity Passports," Scientific American, 2020.  
5. <https://www.unsplash.com>



# Severe Repercussions

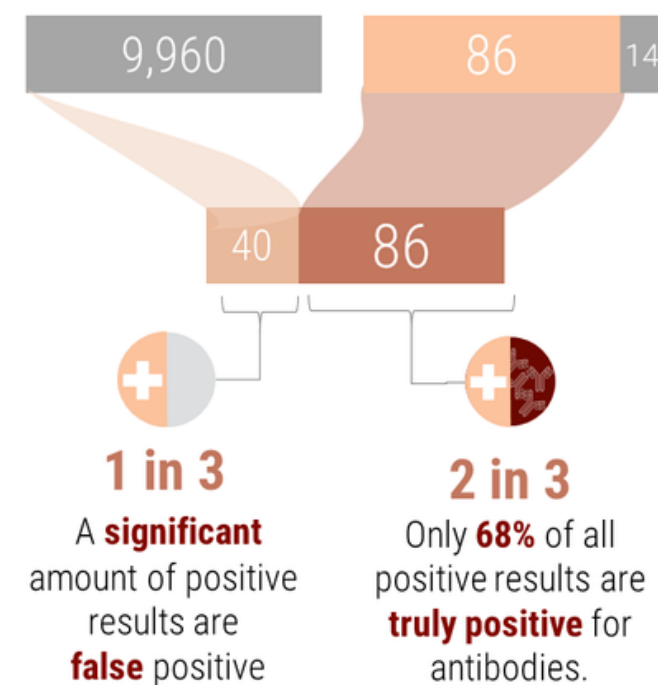
Because a test can only show either a positive or negative result there is a **high likelihood for mislabeling of individuals** which may increase **infection rates**.

## Low Sensitivity

**14 of 100 cases** will be **missed** by the antibody test



## Low Positive Predictive Value







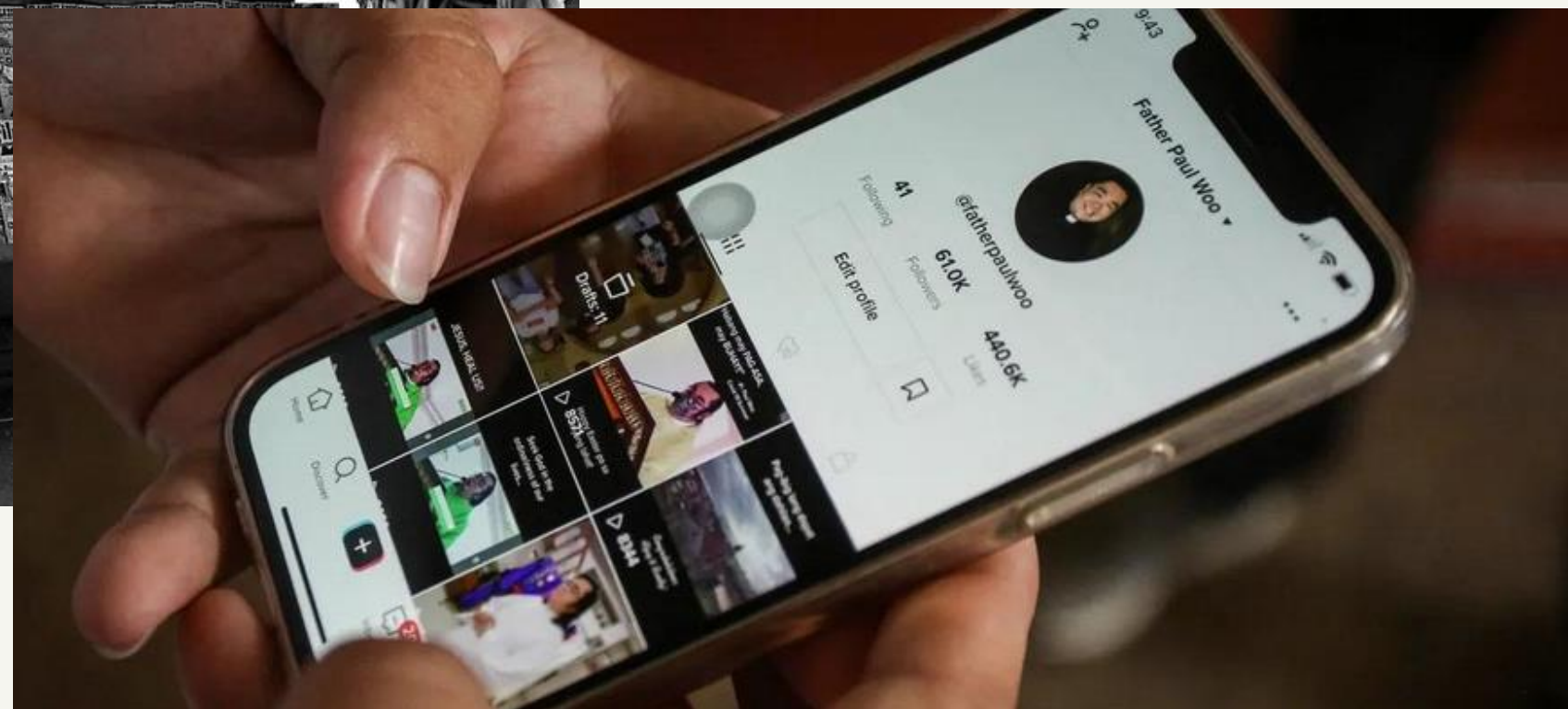
<https://www.who.int/philippines/news/feature-stories/detail/uhc-act-in-the-philippines-a-new-dawn-for-health-care>

## ON COMMUNICATION AS CULTURE



Stories are how we view the world

Stories are how we live in the world



LIFE photograph collection.  
Photographer: Jack Birns

Jam Sta Rosa, AFP



# Keep in touch!

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TO SEE MORE OF MY WORK,  
VISIT MY SOCIALS

[@ingridmespi](#)





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