

## From Fotonovela to Beyond Webnovela: The Power of Storytelling for Health Promotion

### *Presenter Contact Information*

<p><b>Mel Baron, Pharm.D.,MPA,FACA, FCPHA, FAPhA</b> Professor of Clinical Pharmacy University of Southern California School of Pharmacy Los Angeles, CA 90089 Phone: (323) 442-2686 Email: <a href="mailto:mbaron@usc.edu">mbaron@usc.edu</a></p> <p><b>*Please contact Dr. Baron for more information about: printing copies of any of the fotonovelas and/or learning about the process of developing fotonovelas.</b></p>	<p><b>Hua (Helen) Wang, PhD</b> Associate Professor of Communication State University of New York at Buffalo Buffalo, NY 14260 Phone: (716) 645-1501 Email: <a href="mailto:hwang23@buffalo.edu">hwang23@buffalo.edu</a></p>
---	--

### *Additional Resources - Publications*

Cabassa, L. J., Oh, H., Humensky, J. L., Unger, J. B., Molina, G. B., & Baron, M. (2015). Comparing the Impact on Latinos of a Depression Brochure and an Entertainment-Education Depression Fotonovela. *Psychiatric Services, 66*(3), 313-316.

Unger, J. B., Cabassa, L. J., Molina, G. B., Contreras, S., & Baron, M. (2013). Evaluation of a fotonovela to increase depression knowledge and reduce stigma among Hispanic adults. *Journal of Immigrant and Minority Health, 15*(2), 398-406.

Cabassa, L. J., Contreras, S., Aragón, R., Molina, G. B., & Baron, M. (2011). Focus group evaluation of “secret feelings” a depression fotonovela for latinos with limited english proficiency. *Health promotion practice, 12*(6), 840-847.

Cabassa, L. J., Molina, G. B., & Baron, M. (2012). Depression fotonovela development of a depression literacy tool for Latinos with limited English proficiency. *Health Promotion Practice, 13*(6), 747-754.

Unger, J. B., Molina, G. B., & Baron, M. (2009). Evaluation of sweet temptations, a fotonovela for diabetes education. *Hispanic Health Care International, 7*(3), 145-152.

Wang, H., & Singhal, A. (2016). East Los High: Transmedia Edutainment to Promote the Sexual and Reproductive Health of Young Latina/o Americans. *American journal of public health, 106*(6), 1002-1010.

Singhal A, Wang H, Rogers EM. The entertainment–education communication strategy in communication campaigns. In: RiceRE, AtkinsC, eds. Public Communication Campaigns. 4th ed. BeverleyHills,CA: Sage; 2013:321–334.

## *Additional Resources - Online*

### ***East Los High & Transmedia***

#### **Website**

[www.eastloshigh.com](http://www.eastloshigh.com)

**Season 1 trailer:** <https://www.youtube.com/watch?v=cQnXknnCdoc>

**Transmedia trailer:** <https://www.youtube.com/watch?v=2a9O2BJaW1E>

#### **Transmedia related conference:**

<http://www.mediathatmatters.org/>

### ***Fotonovelas***

#### **Kaiser Permanente's YT Channel with fotonovela videos:**

<https://www.youtube.com/user/DoctoresEnKaiserTPMG>

#### **La Salud Permanente**

[https://mydoctor.kaiserpermanente.org/ncal/microsite?microsite=microsite\\_lasaludpermanente.xml](https://mydoctor.kaiserpermanente.org/ncal/microsite?microsite=microsite_lasaludpermanente.xml)

Want to learn more about the **Health Communications Matters! Webinar Series**? Access past events and resources? Visit our event page [here](#).



**CENTER FOR PUBLIC HEALTH  
PRACTICE & LEADERSHIP**  
*at the UC Berkeley School of Public Health*