

Received: October 2023 Accepted: December 2023

DOI: <https://doi.org/10.58262/ks.v12i1.255>

Storytelling in Public Health Campaigns: Lessons Learned from Successful UAE Initiatives

Dr. Viola Gjylbegaj¹

Abstract

Public health campaigns play a vital role in promoting health awareness, encouraging behavior change, and improving overall well-being within communities. The United Arab Emirates (UAE) has witnessed the power of storytelling as a potent tool in shaping public health campaigns and driving positive health outcomes. This paper explores the lessons learned from successful UAE initiatives that have effectively utilized storytelling in public health campaigns. By examining the key elements and strategies employed in these initiatives, we uncover the significant impact that storytelling has had on health communication in the UAE. We delve into the ways in which personal narratives, cultural sensitivity, and digital storytelling have been leveraged to engage and educate diverse audiences. Furthermore, we discuss the role of storytelling in combating stigmas, reducing barriers, and fostering a sense of empowerment among individuals and communities. Through a comprehensive analysis of these successful initiatives, we identify best practices and lessons learned that can serve as a guide for future public health campaigns in the UAE and beyond. This paper highlights the transformative potential of storytelling in public health, emphasizing the importance of narrative-driven approaches in fostering health equity, community engagement, and sustainable behavior change. By sharing the experiences and lessons from successful UAE initiatives, we aim to inspire and inform practitioners, policymakers, and researchers in the field of health communication, encouraging the adoption of effective storytelling techniques to enhance public health campaigns worldwide.

Keywords: *storytelling in public health; health communication strategies; empowerment and health equity.*

1. Background

Storytelling is a phenomenon that is fundamental to all nations, societies, and cultures, and has been so since time immemorial, according to Denning (2005). It has been an effective form of communicating a message between individuals and groups for thousands of years (Kearney, 2002). Storytelling is narration that tells of acts, occurrences or events presented in a form of text or art and has the ability to transcend age-groups, cultures and genders and captures the imagination and attention of listeners regardless of background (Kearney, 2002; Sinclair, 2005). Telling a meaningful story can be a valuable communication strategy for organizations as it is a means to separating constructive communication from the 'mundane message overflow' associated with more traditional corporate communication (Sinclair, 2005). It is believed people receiving the narration often come to the same conclusion as the narrator, but through using their own decision-making processes (Simmons, 2006). These characteristics enable stories to carry symbolic information and convey meaning, as well as greatly enhancing commitment and

¹ Assistant Professor of Mass Communication, Department of Mass Communication, College of Arts and Sciences, Abu Dhabi University, UAE
Email: Viola.gjylbegaj@adu.ac.ae

recollection (Sinclair, 2005). Stories can be designed to tap into personal elements enabling the presenter (narrator) to construct a believable picture for receivers in tune with their own ideas and goals, making the narration more captivating (Sinclair, 2005; Simmons, 2006). According to Lawrence and Mealman (1999) meaning, as in the way people make sense of situations they encounter in their daily lives, is derived through reflection on experience. The value added by stories and metaphors can be substantial because a story can add a personal component of understanding and connection that statistics alone cannot achieve (Hansen, 2008). Woodside (2010) proposes that storytelling makes it easier to memorize as humans tend to categorize, store, and retrieve information in the form of stories. Audiences could easily access remembered information as stories come with many indicators that create implicit or explicit awareness and emotional connection in their minds.

This paper explores the role of storytelling within public health campaigns, specifically within the context of the United Arab Emirates (UAE). The UAE is a cooperative union of seven emirates with a population of 10,17 million (2023) and was founded in 1971 (Koornneef et al., 2017). There are various nationalities living in the UAE, with 88.52% of the population being expatriates and immigrants, and 11.48% of the population are Emiratis (GlobalMediaInsights, 2023). The UAE government aspires to build a world-class health system to improve healthcare equality for its population (Koornneef et al., 2017). The Ministry of Health and Prevention (MoHAP) is the federal health authority for all citizens and residents through standardized health services. After establishing individual emirate-based health care bodies by Abu Dhabi (DoH) overseeing all public and private healthcare in the Emirate of Abu Dhabi and Dubai health Authority (DHA) sector needs in Dubai. MOHAP was shifted towards focusing on the Northern Emirates (Sharjah, Ajman, Umm Al Quwain, Ras Al Khaimah, and Fujairah).

Public health campaigns in the United Arab Emirates (UAE) have recognized the potential of storytelling as a powerful tool for engaging and educating individuals (Lipsey et al., 2020). These campaigns have harnessed the art of storytelling to bridge the gap between health information and personal experiences, resulting in impactful initiatives that have revolutionized health communication and catalyzed positive health outcomes (Lipsey et al., 2020). By grounding these stories in cultural sensitivity and amplifying them through digital mediums, the UAE has successfully engaged a wide spectrum of individuals (Lipsey et al., 2020).

The use of storytelling in public health campaigns has been shown to be effective in changing health-related attitudes, knowledge, behaviors, and outcomes (Lipsey et al., 2020). A scoping review conducted by Lipsey et al. (2020) found that first-person storytelling can have a significant impact on these factors (Lipsey et al., 2020). By sharing personal narratives, public health campaigns can combat stigmas, erode barriers, and cultivate empowerment among individuals and communities (Lipsey et al., 2020). This approach allows for the creation of a narrative-driven approach to health communication that resonates with the target audience and motivates behavior change (Lipsey et al., 2020).

Lessons can be learned from public health mass media campaigns, as highlighted by (Randolph & Viswanath, 2004). These campaigns face the challenge of capturing the attention of the public amidst a crowded media landscape and motivating them to change health behaviors (Randolph & Viswanath, 2004). By studying the successes of storytelling-infused health campaigns in the UAE, practitioners, policymakers, and researchers can distill best practices and valuable lessons (Randolph & Viswanath, 2004). These lessons can serve as a guidepost for future endeavors in health communication, with the aim of fostering health equity, community engagement, and enduring behavior change (Randolph & Viswanath, 2004).

Storytelling has been recognized as a culturally appropriate instrument to support education, empowerment, and behavior change (Palacios et al., 2014). For certain populations, such as African Americans, storytelling has been particularly important in promoting health and well-being (Palacios et al., 2014). By incorporating storytelling into public health campaigns, practitioners can create interventions that are culturally focused and resonate with the target population (Palacios et al., 2014).

By incorporating storytelling into health communication strategies, practitioners can create interventions that resonate with the target audience and motivate behavior change.

Research Questions

In this paper we will explore the below research questions:

- 1: How do storytelling techniques in UAE public health campaigns contribute to shaping health communication and promoting positive health outcomes?
- 2: What are the cultural considerations and adaptations involved in using storytelling as a tool for public health campaigns in the diverse context of the United Arab Emirates?
- 3: What are the key factors that contribute to the effectiveness of storytelling in combating stigmas, fostering empowerment, and promoting behavior change within the framework of UAE public health campaigns?

2. Methodology

This paper employs a case study approach to investigate the methodologies of two noteworthy public health initiatives originating from the UAE. The first initiative scrutinized is the UAE's 2021 COVID-19 Vaccine campaign, orchestrated by SEHA (Abu Dhabi Health Services). Given the unprecedented global health crisis posed by the COVID-19 pandemic, the significance of vaccination campaigns in mitigating its impact cannot be overstated. The UAE's response, particularly through the SEHA-led initiative, garnered attention for its effectiveness in addressing this critical health issue. Understanding the storytelling methodologies employed in this campaign provides insights into effectively communicating public health messages during a key period. Moreover, the national and global impact of the COVID-19 pandemic adds a layer of relevance to the analysis, as the success of the UAE's vaccination campaign had implications beyond its borders. Therefore, examining this initiative offers valuable lessons for crafting impactful health narratives with broader applicability.

Moving to the second case study, the focus is on the annual Breast Cancer Awareness Campaign organized by the Ministry of Health and Prevention in the UAE. Breast cancer is a significant health concern globally, and the UAE's commitment to addressing it through an annual awareness campaign highlights the societal impact of this initiative. These awareness campaigns often incorporate storytelling to humanize the experiences of those affected by breast cancer. Studying this initiative allows for an exploration of how personal narratives contribute to raising awareness and fostering a sense of collective responsibility in public health. Additionally, the intersection of health issues with broader societal awareness is evident in breast cancer awareness campaigns, making them rich case studies for understanding how public health initiatives can effectively engage with societal issues through storytelling. The prevalence of breast cancer and the societal impact of the annual campaign make it an important subject for analysis.

The overall rationale for selecting these two case studies lies in their diversity in addressing health issues – from the urgency of a vaccination campaign during a global pandemic to the

persistent challenge of breast cancer awareness. Both campaigns have been recognized for their success, making them suitable candidates for analysis. Investigating the storytelling techniques used in these successful initiatives enables the identification of common factors contributing to their effectiveness. Moreover, the national relevance of both campaigns offers insights into how storytelling is tailored to resonate with the local population. Understanding the nuances of narrative strategies in a specific cultural and regional context is vital for the effective implementation of public health campaigns. In essence, through a comprehensive analysis of the UAE's 2021 COVID-19 Vaccine Campaign and the Breast Cancer Awareness Campaign by the Ministry of Health and Prevention, this paper aims to uncover the key storytelling elements contributing to the success of these impactful public health initiatives.

3. Discussion

The UAE's COVID-19's Vaccine Campaign

The UAE's COVID-19 Vaccine Campaign exemplifies a masterful integration of narrative-driven strategies, leveraging storytelling methodologies and vivid imagery to communicate a compelling message: prevention is paramount. The campaign strategically underscores the collective responsibility of safeguarding the community, emphasizing the potential impact on individuals and their loved ones. Adopting a multi-faceted approach that includes posters, video montages, and advertisements, the campaign tactfully features individuals from diverse backgrounds and professions. A notable strength of the campaign lies in its ability to seamlessly transition between the featured characters and their families. This storytelling technique effectively conveys that the stakes extend beyond personal health, resonating with the broader well-being of one's cherished circle. By vividly illustrating the potential dangers faced by families and friends in the absence of widespread vaccination, the campaign engages its audience emotionally, making the message more impactful. The campaign extends its reach and impact by embracing social media platforms. Here, it weaves a compelling narrative of determination and unity during challenging times, inspiring a profound sense of shared responsibility among citizens. The storytelling approach on social media underscores that every action, including vaccination, carries consequences, particularly in the context of a global health crisis.

Collaboration plays a crucial role in the success of the campaign, with Abu Dhabi Health Services (SEHA), the organizing entity, partnering extensively with various organizations, including the Dubai Health Organization (DHO). This collaborative effort reinforces the core message of unity and shared responsibility, emphasizing the coordinated response required to combat the pandemic effectively. Central to the campaign's messaging is the succinct yet impactful tagline: "Make Vaccination Your First Choice." This rallying call is strategically incorporated into most campaign posters, featuring images of families and friends alongside the caption "I chose vaccination for...". This personalized approach aims to resonate with individuals on a relatable level, fostering a deeper understanding of the issue and emphasizing the role of each person in the collective fight against the virus. An innovative aspect of the campaign involves the use of personalized posters to tell stories of unsung heroes – individuals who volunteered to be vaccinated early on. By highlighting these real-life champions, the narrative transforms from one of mere self-preservation to a collective act of communal protection. This reinforces the idea that every vaccinated individual contributes to the greater good, adding a layer of community-driven motivation to the campaign.

Examples of the storytelling techniques, we can find from the Instagram account of SEHA (sehahealth).



We see the caption in both Arabic and English language: “Another great milestone for the UAE with 10 million administered doses and more to come! We're in this together, let's all do our part”. The message celebrates a significant achievement for the UAE, marking the administration of 10 million vaccine doses with a positive and enthusiastic tone. The use of inclusive language, such as "We're in this together," emphasizes the collective effort required in the ongoing battle against the COVID-19 pandemic. The mention of "more to come" communicates a forward-looking perspective, instilling optimism, and determination. The call to action, "let's all do our part," reinforces the importance of individual contributions to the broader community goal. Overall, the message effectively engages the audience by recognizing accomplishments, encouraging ongoing participation, and fostering a sense of unity and shared responsibility in the face of the pandemic.



This caption expresses strong support for @adnocdistribution, highlighting their commitment to the health and safety of employees. The use of the phrase "doing their part" conveys a sense

of responsibility and active engagement in promoting a safe working environment. The hashtag #VaccinatedFor my co-workers further emphasize a collective approach to vaccination, indicating that the act of getting vaccinated is not just a personal choice but a conscientious effort to protect colleagues. The caption effectively combines a message of support with a clear stance on vaccination, aligning with public health initiatives and fostering a sense of solidarity within the workplace. It recognizes the importance of individual actions in contributing to the well-being of the entire team, creating a positive narrative around vaccination for the benefit of the community.

In the poster below, the caption serves as an invitation and prompt for individuals to reflect on their personal motivations for getting vaccinated against a particular disease, likely referencing COVID-19 given the global vaccination efforts during the pandemic. By stating, "there are countless reasons to get vaccinated - what's yours?" the caption implies that the decision to get vaccinated is personal and can be driven by various factors unique to everyone. The use of the term "countless reasons" acknowledges the diversity of motivations that people may have for choosing to receive a vaccine. It recognizes that motivations can range from personal health considerations to a sense of responsibility toward others in the community. The question, "what's yours?" encourages engagement and prompts individuals to think about and possibly share their reasons for choosing vaccination. Overall, the caption aims to promote a sense of individual agency and ownership in the decision to get vaccinated, recognizing that people may have different reasons, values, or priorities guiding their choice to receive the vaccine.



In summary, the UAE's COVID-19 Vaccine Campaign emerges as a powerful testament to the efficacy of storytelling in public health initiatives. Through its adept use of narrative, imagery, collaboration, and personalized approaches, the campaign not only conveys the urgency of vaccination but also fosters a profound sense of unity and shared responsibility among the citizens and residents of the UAE. The campaign's posters, reflecting these strategic storytelling elements, serve as visual anchors for the compelling narrative crafted to address a global health crisis.

Breast Cancer Awareness UAE Campaign

The Breast Cancer Awareness Campaign in the UAE transcends the traditional boundaries of a health initiative, evolving into a national movement with a profound societal impact. Motivated by the prevalence of breast cancer, organizations across the country have invested

substantial efforts in awareness campaigns, strategically employing storytelling techniques to amplify their reach and influence. During October, the visual landscape undergoes a transformation as pink posters, adorned with quotes and slogans, blanket the country. These posters serve as powerful reminders, not merely decorations, but poignant symbols representing the countless women engaged in the battle against breast cancer. The campaigns leverage storytelling to convey the multifaceted aspects of this experience, emphasizing strength, resilience, and the challenges faced by women confronting breast cancer. Videos play a pivotal role, turning October into a month dedicated to storytelling. A notable trend in 2023 focuses on daily female heroes, deploying narratives that inspire emotional connections and encourage proactive engagement in the fight against breast cancer. The storytelling strategies employed are diverse and impactful. Humanizing the experience takes center stage, with survivors sharing personal stories that not only provide hope but also serve as educational tools, shedding light on the significance of early detection and prevention methods. The narrative process is streamlined for easy understanding, guiding the audience through the journey of diagnosis, treatment, and triumph over adversity.

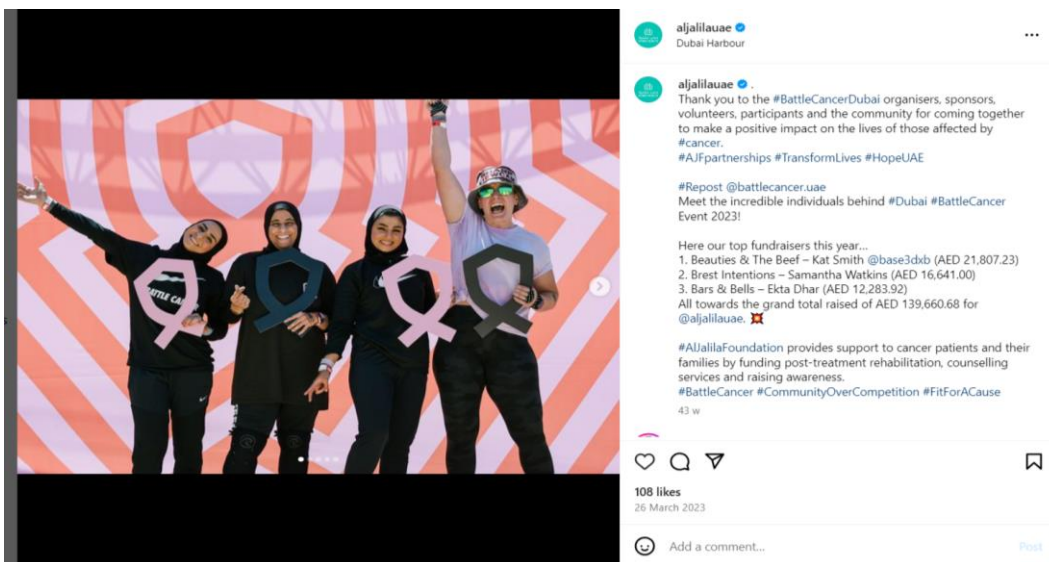
Community stories become integral to creating connections, breaking down stigmas, and transforming breast cancer awareness from an individual concern to a shared responsibility embraced by the entire society. The campaigns extend their reach through social media platforms, utilizing images, videos, and infographics with compelling captions and hashtags. This strategic use of social media turns platforms like Instagram, Twitter, and Facebook into arenas for spreading not only information but also a sense of solidarity among the audience.

Several noteworthy organizational campaigns further exemplify the depth of commitment to breast cancer awareness. The "Powered by You – Pink Caravan" initiative, led by the Ministry of Health and Prevention, emphasizes early detection and hosts events across the country, providing essential services. The collaborative effort #PINKtober, between IGNITE and the Al Jalila Foundation, seamlessly combines awareness and fundraising, directing funds toward supporting treatment and cancer research. In Abu Dhabi, Umm Al Emarat Park becomes a symbol of awareness, lighting up in pink throughout October. SEHA collaborates with the park, offering free mammogram checkups and providing a platform for survivors to share their stories, further amplifying community engagement through events like the Pink October Walkathon.

Examples from storytelling techniques, we can find from the Instagram account of Al Jalila Foundation ([aljaliluae](https://www.instagram.com/aljaliluae)).



We see the caption in both English and Arabic. #BreastCancerAwarenessMonth serves as a crucial reminder for women worldwide to prioritize their health by taking proactive measures and undergoing regular check-ups. The caption underscores the imperative of early detection, succinctly stating that "early detection saves lives." This powerful message aligns with the overarching goal of Breast Cancer Awareness Month, emphasizing the importance of timely identification for improved treatment outcomes. The inclusion of hashtags like #AJFpartnerships signifies collaborative efforts, highlighting the collective approach required to address breast cancer effectively. Additionally, the hashtags #TransformLives and #HopeUAE inject a positive and optimistic narrative into the message, suggesting that through awareness and early detection, lives can be positively transformed, fostering hope within the UAE community. Overall, the caption skillfully combines a call to action, essential information, and an optimistic tone to promote breast cancer awareness and encourage proactive health practices.



This caption expresses gratitude and acknowledgment towards various stakeholders involved in the #BattleCancerDubai initiative. By thanking the organizers, sponsors, volunteers, participants, and the community, the message recognizes the collaborative effort and collective support that contributed to the event's success. The use of hashtags such as #AJFpartnerships emphasizes the importance of collaborative partnerships, indicating that the initiative involves the support and involvement of the Al Jalila Foundation. The hashtags #TransformLives and #HopeUAE further highlight the positive impact and transformative potential of the initiative, suggesting that through partnerships and community engagement, lives affected by cancer can experience positive changes. In essence, the caption not only expresses gratitude but also underscores the idea that collective efforts and partnerships can bring hope and positive transformations to those affected by cancer in the UAE community.

In summary, the Breast Cancer Awareness campaigns in the UAE showcase the remarkable potency of storytelling in public health initiatives. By intertwining narratives of strength, resilience, and community support, these campaigns elevate breast cancer awareness beyond a conventional health campaign, instilling a shared consciousness that emphasizes its status as not just a health initiative, but a collective responsibility embraced by the entire society.

Common Storytelling Techniques

Both the UAE's COVID-19 Vaccine Campaign and the Breast Cancer Awareness UAE Campaign employ a range of storytelling techniques to effectively convey their messages and engage their audiences.

Personalization and Humanization

In the COVID-19 Vaccine Campaign, the inclusion of individuals from diverse backgrounds and professions, particularly real-life champions who volunteered for early vaccination, serves to personalize the campaign. This approach aims to resonate with individuals on a relatable level, emphasizing that each person plays a crucial role in the collective fight against the virus. On the other hand, the Breast Cancer Awareness Campaign humanizes the experience by sharing personal stories of breast cancer survivors. These narratives not only provide hope but also serve as educational tools, emphasizing the importance of early detection and fostering emotional connections.

Visual Storytelling

The COVID-19 Vaccine Campaign utilizes vivid imagery in posters, video montages, and advertisements to illustrate the potential dangers faced by families and friends in the absence of widespread vaccination. Contrastingly, the Breast Cancer Awareness Campaign employs pink posters and videos as poignant reminders of the strength, resilience, and challenges faced by women battling breast cancer. Both campaigns recognize the power of visual elements in conveying their collective narratives effectively.

Social Media Engagement

The COVID-19 Vaccine Campaign resonates with audiences on social media platforms, crafting a compelling narrative of determination and unity during challenging times. This approach inspires a sense of shared responsibility among citizens through the strategic use of social media. Similarly, the Breast Cancer Awareness Campaign harnesses the power of platforms like Instagram, Twitter, and Facebook to extend the reach of their awareness campaigns. Compelling captions, hashtags, and visuals encourage the sharing of stories and information, fostering a sense of solidarity within the community.

Community Involvement

The COVID-19 Vaccine Campaign collaborates extensively with various organizations, emphasizing unity and shared responsibility in the coordinated response required to combat the pandemic effectively. Simultaneously, the Breast Cancer Awareness Campaign highlights community stories and campaigns that showcase communities coming together to raise awareness and support patients. This communal approach reinforces the idea that breast cancer is a challenge that the entire society must face collectively, creating a shared responsibility.

Taglines and Messaging

Central to the COVID-19 Vaccine Campaign's messaging is the tagline "Make Vaccination Your First Choice," serving as a rallying call to inspire individuals to prioritize vaccination. Conversely, the Breast Cancer Awareness Campaign features slogans and hashtags such as #PINKtober, reinforcing the importance of awareness and fundraising. Taglines and messaging in both campaigns play a pivotal role in creating a shared consciousness and fostering a sense of collective responsibility among the citizens and residents of the UAE.

In summary, both campaigns exhibit a comprehensive and thoughtful integration of storytelling tools, including personalization, visual elements, social media engagement, community involvement, and impactful messaging. These elements contribute to creating a narrative that transcends the clinical aspects of healthcare, fostering a profound sense of shared responsibility among the citizens and residents of the UAE.

4. Conclusions

This study delves into the transformative potential of storytelling in public health campaigns, with a focus on two notable initiatives in the United Arab Emirates (UAE). The overarching aim was to explore the lessons learned from successful UAE campaigns, specifically the COVID-19 Vaccine Campaign and the Breast Cancer Awareness Campaign, both of which effectively utilized storytelling to shape health communication and drive positive health outcomes. We tried to answer the three research questions of the study.

Research Question 1: How do storytelling techniques in UAE public health campaigns contribute to shaping health communication and promoting positive health outcomes? The UAE's COVID-19 Vaccine Campaign showcased a masterful integration of narrative-driven strategies, utilizing vivid imagery and collaboration to convey a compelling message of collective responsibility. Personalization was achieved by featuring diverse individuals and unsung heroes who volunteered for early vaccination, fostering a sense of unity and shared responsibility. The campaign's social media engagement, taglines, and messaging, such as "Make Vaccination Your First Choice," played a pivotal role in inspiring individuals to prioritize vaccination. The Breast Cancer Awareness UAE Campaign demonstrated a national movement, utilizing storytelling to humanize the breast cancer experience. By employing daily female hero narratives, the campaign effectively engaged emotions, broke down stigmas, and transformed breast cancer awareness into a collective responsibility.

Research Question 2: What are the cultural considerations and adaptations involved in using storytelling as a tool for public health campaigns in the diverse context of the United Arab Emirates? Both campaigns reflected a deep understanding of cultural nuances in the UAE. The COVID-19 Vaccine Campaign celebrated achievements with inclusive language, emphasizing collective effort and a forward-looking perspective. Collaboration with various organizations reinforced the cultural value of unity and shared responsibility. The Breast Cancer Awareness Campaign, through pink posters and videos, aligned with the visual transformation of the landscape during October. The use of Arabic and English in captions and hashtags showcased cultural inclusivity, creating a narrative that resonated with the diverse population of the UAE.

Research Question 3: What are the key factors that contribute to the effectiveness of storytelling in combating stigmas, fostering empowerment, and promoting behavior change within the framework of UAE public health campaigns? Both campaigns effectively combated stigmas, fostered empowerment, and promoted behavior change. In the COVID-19 Vaccine Campaign, real-life champions and personalized stories empowered individuals to see vaccination as a collective act of communal protection. The Breast Cancer Awareness Campaign humanized the experience through survivor stories, fostering hope, and emphasizing the importance of early detection. Community involvement was a key factor, as seen in the Breast Cancer Awareness Campaign's collaborations and events that engaged the public in raising awareness and providing essential services.

In conclusion, the success of these UAE public health campaigns underscores the pivotal role of storytelling in health communication. By weaving narratives with personalization, visual storytelling, social media engagement, community involvement, and impactful messaging, these campaigns transcend clinical aspects, fostering a profound sense of shared responsibility among citizens. The lessons learned from these initiatives can serve as a guide for future global health campaigns, emphasizing the significance of narrative-driven approaches in fostering health equity, community engagement, and sustainable behavior change. This study contributes valuable insights for practitioners, policymakers, and researchers in the field of health communication worldwide.

5. Recommendation for Future Research

In future research endeavors, it is imperative to delve deeper into the nuanced impact of personal narratives within health campaigns. A comprehensive exploration of the psychological and emotional effects of various storytelling formats, such as video testimonials and written narratives, can offer valuable insights into how these narratives influence audience engagement and, subsequently, behavior change.

Additionally, investigations into the role of community influencers and leaders in promoting health initiatives would contribute to a better understanding of community engagement strategies. Evaluating the sustained effects of community engagement on public health outcomes and the long-term impact of adaptive approaches can provide a roadmap for designing resilient and impactful campaigns.

References

- Al Jalila Foundation. (2023). #PINKTober. Al Jalila Foundation. Retrieved From: <https://www.aljalilafoundation.ae/get-involved/fundraise/pinktober/>
- Breast Cancer Awareness Month: UAE marks Pink October with free examinations, events. (2023). Alarabiya News. Retrieved From: <https://english.alarabiya.net/News/gulf/2023/10/04/Breast-Cancer-Awareness-Month-UAE-marks-Pink-October-with-free-examinations-events#:~:text=The%20Pink%20Caravan&text=For%20women%20aged%2020%20years,how%20to%20detect%20early%20symptoms>
- Denning, S. (2005). *The leader's guide to storytelling*. San Francisco: Jossey-Bass.
- Emirates News Agency-WAM. (2023). MoHAP launches national breast cancer awareness campaign. Emirates News Agency-WAM. Retrieved From: <https://wam.ae/en/details/1395303089560>
- Emirates News Agency-WAM. (2021). 'National COVID-19 vaccination campaign continuing; we're progressing steadily on recovery plan goals': Spokesperson for UAE's Health Sector. Emirates News Agency-WAM. <https://wam.ae/en/details/1395302921089>
- Friends of Cancer Patients- FOCP. (2020). Pink Caravan urges UAE residents to be aware of breast cancer signs. Friends of Cancer Patients- FOCP. Retrieved From: <https://www.focp.ae/pink-caravan-urges-uae-residents-to-be-aware-of-breast-cancer-signs/>
- GlobalMediaInsights. (2023) UAE Population Statistics 2023 (Infographics). UAE Population. <https://www.globalmediainsight.com/blog/uae-population-statistics/#stats>.
- Hansen, K. (2008). Organisational storytelling. *CPA Australia Exchange*, 78(5), 42-45.

- Ifteqar, N. (2021). Abu Dhabi launches free COVID-19 vaccine campaign for all residents. Vogue Arabia. <https://en.vogue.me/culture/abu-dhabi-launches-free-covid-19-vaccine-campaign-all-residents/>
- Kearney, R. (2002). On stories. London: Routledge.
- Koornneef E, Robben P, Blair I (2017) Progress and outcomes of health systems reform in the United Arab Emirates: a systematic review BMC Health Serv. Res.;17:672. <https://doi.org/10.1186/s12913-017-2597-1>
- Lawrence, R., & Mealman, C. (1999). Collaborative ways of knowing: storytelling, metaphor and emergence of the collaborative self. Conference paper: Adult Education Research Conference, Northern Illinois University DeKalb, Illinois. Retrieved May 23, 2007, from: <http://redstonecoaches.com/files/readcollaborative-ways-of-knowing-storytellingmetaphor.pdf>.
- Lipsey, A. F., Waterman, A. D., Wood, E. H., & Balliet, W. (2020). Evaluation of first-person storytelling on changing health-related attitudes, knowledge, behaviors, and outcomes: a scoping review. Patient Education and Counseling, 103(10), 1922-1934. <https://doi.org/10.1016/j.pec.2020.04.014>
- Munther. (2021). Danat Al Emarat Hospital in Abu Dhabi Launches Breast Cancer Awareness Campaign in October themed “BREAST SCREENING DOESN’T STOP DURING THE PANDEMIC.” Danat Al Emarat Hospital. <https://danatalemarat.ae/danat-al-emarkat-hospital-in-abu-dhabi-launches-breast-cancer-awareness-campaign-in-october-themed-breast-screening-doesnt-stop-during-the-pandemic/>
- Ok, A. R. (2023). Breast cancer awareness initiatives across the UAE. Friday-partner – Gulf News. <https://gulfnews.com/friday/friday-partner/breast-cancer-awareness-initiatives-on-across-the-uae-1.98513612>
- Qaddumi, S. (2023). Estée Lauder Middle East unveils breast cancer awareness campaign. Campaign Middle East. <https://campaignme.com/estee-lauder-middle-east-unveils-breast-cancer-awareness-campaign/>
- Randolph, W. M. and Viswanath, K. (2004). Lessons learned from public health mass media campaigns: marketing health in a crowded media world. Annual Review of Public Health, 25(1), 419-437. <https://doi.org/10.1146/annurev.publhealth.25.101802.123046>
- Palacios, J. F., Salem, B. E., Hodge, F. S., Albarrán, C. R., Anaebere, A. K., & Hayes-Bautista, T. M. (2014). Storytelling. Journal of Transcultural Nursing, 26(4), 346-353. <https://doi.org/10.1177/1043659614524253>
- Simmons, A. (2006). The story factor. New York: Basic Books.
- Sinclair, J. (2005). The impact of stories. The Electronic Journal of Knowledge Management, 3(1), 53-64.
- Suliman DM, Nawaz FA, Mohanan P, Modber MAK, Musa MK, Musa MB, El Chbib D, Elhadi YAM, Essar MY, Isa MA, Lucero-Prisno DE 3rd, Moonesar IA. UAE efforts in promoting COVID-19 vaccination and building vaccine confidence. Vaccine. 2021 Oct 15;39(43):6341-6345. doi: 10.1016/j.vaccine.2021.09.015. Epub 2021 Sep 7. PMID: 34561138; PMCID: PMC8421098.
- United Arab Emirates Ministry of Health and Prevention (MoHAP). (2023). MoHAP spearheads national breast cancer awareness campaign in cooperation with Pink Caravan. Ministry of Health and Prevention - UAE. <https://mohap.gov.ae/en/media-center/news/24/10/2023/mohap-spearheads-breast-cancer-awareness-with-pink-caravan>
- Wam. (2023). UAE: Pink Caravan invites companies, individuals to join its breast cancer awareness movement. Khaleej Times. <https://www.khaleejtimes.com/lifestyle/health/uae-pink-caravan-invites-companies-individuals-to-join-its-breast-cancer-awareness-movement>

Watania takaful. (n.d.). Campaigns Basmah Breast Cancer Awareness. Watania Takaful. <https://www.watania.ae/campaigns/basmah-dha>

Woodside, A.G. (2010), "Brand-consumer storytelling theory and research: introduction to a psychology and marketing special issue", *Psychology and Marketing*, Vol. 27 No. 6, pp. 531-540.

Declaration of Competing Interest

The author declares that she has no known competing financial interest or personal relationships that could have appeared to influence the work reported in this paper.