



## Narradores de Historias campaign

Una Vida por Dakota have used videos featuring characters from all over Peru to persuade older people to get the pneumococcal vaccine.

Una Vida por Dakota is an organisation campaigning to extend awareness, treatment, and support for meningitis in Peru, which also works on other health issues. Initially set up by a mother who lost her daughter to meningitis, they now have around 10 staff and are experienced and successful campaigners.

The culture of preventing (rather than treating) disease is not strong in Peru, particularly for older people. Una Vida wanted to raise awareness among older adults of the fact that the pneumococcal vaccine saves lives, and that they are entitled to receive a jab free from local health centres.

The Narradores de Historias (storytellers) campaign produced short videos of an older person each telling a story to a younger family member, with the story being interrupted by the older person starting to cough and becoming unable to finish.

A voiceover then declares that 'pneumonia should not interrupt a good story' and encourages everyone over 60 to take up the offer of a free jab. The videos featured characters from different parts of Peru who use the language, dress, and customs of the area – so that people all over Peru can identify with the characters.

### Organisation:

Una Vida por Dakota

### Location:

Peru, South America

### Background:

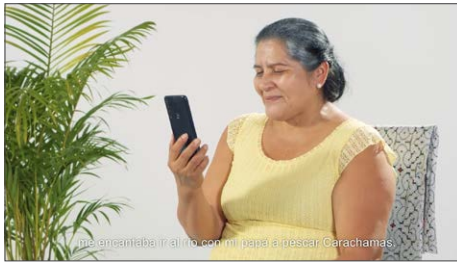
A small semi-professional organisation with around ten staff

### Contact:

Gianina Orellana

### Change objective:

Raise awareness of the need for vaccination



Las grandes historias  
**NO DEBEN SER INTERRUPTIDAS**

protégelos contra la **NEUMONÍA**  
**POR NEUMOCOCO**



Videos were posted on a campaign website and promoted using social media, with local and national celebrity endorsement. The video campaign was backed up by research into vaccine provision for older people in Peru, and a campaign targeting the health departments which set and implement vaccine policy.

*“Communication is just a small part of advocacy. It’s about research, project management, persistence, persistence, persistence – and doing it from the heart!”* Gianina Orellana, Una Vida por Dakota

## Results and impact

The videos were widely shared and viewed, receiving more than two million visits each, which increased awareness of the importance of vaccination for older people and the availability of free vaccines. The Department of Health was responsive to the research into vaccine provision for older people and linked their programmes to the campaign. Narradores was awarded an International Public Relations Association Golden World Award in 2021.

## Key learning

- **Diverse stories.** Making videos relevant to distinct parts of Peru, helped make the message relevant to different communities (from the city, mountains, forest etc) – and greatly increased acceptance and uptake.
- **Project management matters.** Project management is a huge part of advocacy. Creativity was important, but careful project management was vital to get the videos from ‘idea’ to ‘impact’. The Department of Health also liked the fact that Una Vida were well prepared and had researched the issue. This made them much more willing to work with them and promote the videos.
- **Choose your ‘ask’.** Identify an appropriate campaign ‘ask’. This should be a gap in provision or awareness (e.g. vaccines for older people), and something that is feasible to achieve (e.g. increasing awareness and provision).
- **Don’t forget evaluation:** Evaluate at each phase of the campaign. That way you can see what you are achieving, and what you need to do differently.

## Further resources:

- [Una Vida por Dakota](#) website
- More on [Narradores de Historias](#)

## Advocacy tip

Target your campaign. One size does not necessarily fit all.

Campaigns may need to be very targeted to individual decision makers or communities.

## Contact details:

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