


# Telling the Story of What You Do

**June 18, 2018**

 Advancing Social Change Worldwide

**burness**

# Background

NACCHO, working with partners ASTHO and NPHIC, identified activities designed to help strengthen the U.S. public health system by providing communications technical-and capacity-building assistance. The responses on NACCHO's needs assessment indicated that communications training was a preference among LHD PIOs. This webinar series is designed for a range of levels, and our hope is that everyone can take something valuable away from each.

We thank CDC for supporting this work through a cooperative agreement with NACCHO (CDC-RFA-OT13-1302). The views shared here do not necessarily reflect the views of the agency.

## Agenda

# Our Time Together

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- Messaging Basics
- How to Tell Stories That Have Impact
- Raising Awareness & Dissemination
- Examples of Stories

Basics

# Messaging

# What is a Message?

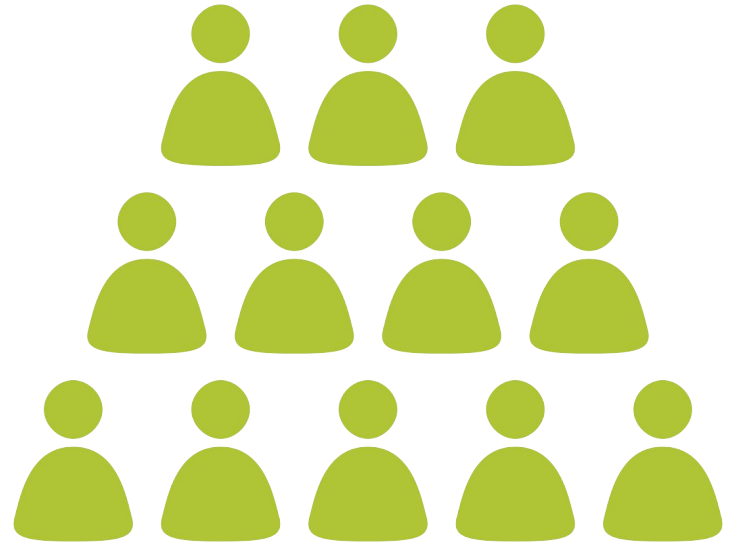
**A message is about the audience, provides the big picture and answers:**

- Why should anyone care?
- Why is this urgent?
- What should I do?

**It must be clear, compelling, accurate – and short!**

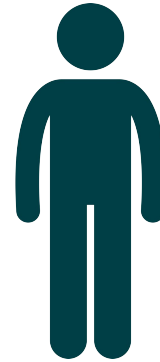
# Audience

- What does your audience need to hear?
- What's in it for them?
- What is your common ground with your audience?



# Elements of a Message

- Problem
- Solution
- Ask





# Supporting Messages

- Urgency



- Hope



# Tips for Creating Messages that Resonate

- Avoid Jargon
- Use data sparingly
- Make it about individual people
- Tell stories or give examples

# Tips for Creating Messages that Resonate

## Avoid Jargon

- Population health
- Disparities
- Equity
- Capacity
- Infrastructure
- Protocols
- Sectors

Stories

# Stories That Have Impact

# What is a Story?

A story is about a relatable character\* overcoming clear challenges to reach a goal.

<b>Character</b>	→	<b>Obstacle</b>	→	<b>Goal</b>
<ul style="list-style-type: none"><li>● <i>Relatable</i></li><li>● <i>Compelling</i></li><li>● <i>Real</i></li></ul>		<ul style="list-style-type: none"><li>● <i>Clear</i></li><li>● <i>Understandable</i></li></ul>		<ul style="list-style-type: none"><li>● <i>Admirable</i></li><li>● <i>Obtainable</i></li><li>● <i>Realistic</i></li></ul>

# Questions as You Develop Your Story

- Who is your audience?
  - What are their values?
  - What do they care about?
- What story—if any—has your audience already bought into?
- What message/values are you trying to convey? For example, what changed because of this effort, what was the solution? Who was impacted?
- Who can best tell this story? Is it you? Someone else?

# How to Avoid Pitfalls

- **Don't tell the story of the exceptional person.** Tell the story of a typical person (exceptionally well).
- **Balance the stories of individuals and the “system.”** Your work should be a compelling, central character in your story as well.
- **Use data to provide a clear context for any individual.** Be explicit about what the data mean.
- **Reflect on what the story means to you while you tell it.**
- **Tell solutions stories that can't be seen as a triumph for the “up-by-the-bootstraps” mentality.**

# Telling Stories

- Keep it short (and simple)...
- ...but use “telling” details
- Craft your story and build suspense
- Be authentic
- Mind your pacing
- Connect to your message and ask



**Dissemination**

# When to Use & How to Share Stories

## Types of Stories

Written Case Studies

Spoken

Pictures

Videos for Social Media

Long Form Video

## Dissemination Ideas

Blogs

Op-eds

Presentations

Funding Proposals/Grant Applications

Your Website

Spokespeople for Media

Social Media:  
Twitter, Facebook,  
Instagram

Testimony/Sharing  
with policymakers

## Story Themes for Local Health

Your Personal or Department Story

Collaborations/Partnerships

Impacts for Community Members

Telling Their Story

Richmond, VA

# Bringing It All Together: Richmond, VA



# Bringing It All Together: Richmond, VA

*Danny Avula didn't expect to become an expert on public housing when he joined the Richmond City Health District as deputy director eight years ago.*

*But he soon would. Early in his tenure, the district mapped the prevalence of Richmond, Virginia's health indicators—such as infant mortality, teen pregnancy, gun violence, chronic disease, obesity, substance abuse, and STDs—across the city's neighborhoods.*

*'They all lit up in public housing,' he says.*

*Avula went to the Richmond Redevelopment and Housing Authority, a quasi-governmental agency that oversees the city's public housing developments.*

*'I told them, 'Health outcomes are bad in your communities. How do we deal with that?'' recalls Avula, who now directs the health district.*

<https://www.rwif.org/en/library/features/culture-of-health-prize/2017-winner-richmond-virginia.html>

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# What is a story?

## Character

Danny Avula

Richmond City  
Health District and  
Housing Authority

## Obstacle

Poor Health  
Outcomes

Housing

## Goal

Improve Housing

Improve Health

*Live a well-balanced  
life*

*Prosper wherever  
they move*



# How did Richmond do it, according to the story?

*Collaboration between the two agencies.*

*Health resource centers embedded in Richmond's six largest public housing developments and a middle school.*

*Staffing centers with community health workers who have lived in public housing. "People trust me that I know what they're going through," says Stephanie Carrington, a community health worker at the Creighton Resource Center. She grew up in the Creighton Court public housing.*

*Questions?*