NJHI Upstream Action Acceleration Learning Collaborative Session

Storytelling to Support Healthy Communities

Session 1 • October 24, 2019
Presenter and Support Team

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NJHI Upstream Action Acceleration
Learning Collaborative Session

Policy Strategies for Healthy Communities

April 24, 2019
Learning Outcomes

- Connect NJHI coalition partners with learning and networking opportunities.
- Learn how to identify and capture good stories to support your healthy communities work.
- Gain practical experience in developing a compelling community story.
- Share information about the next Learning Collaborative events.
Upstream Action Acceleration

Storytelling Webinar

October 24, 2019

Jon Shure
What is messaging? Why it matters.
For good messaging to work

* **Openness to common ground**

* **Repetition**

* **Discipline**
Answer a question that people are asking
Messaging exercise

- Our organization seeks to assist <audience>
- Who are challenged with <key pain points>
- We provide <key benefits>
- People we’ve helped would say <desired takeaways>
Putting *Why* Before *What*

This isn’t working at all... I should warn others not to put their cart before the horse.
Parts of the Human Brain

- Frontal lobe
- Parietal lobe
- Occipital lobe
- Temporal lobe
- Cerebellum
- Spinal cord
The Hawaii Budget and Policy Institute produces research and state budget analysis. We write reports, testify at hearings, do interviews with the media, hold conferences, write blogs, and speak at meetings.
All Hawaiians should have the opportunity to lead prosperous lives in a growing economy.

Too often, they face roadblocks – like not getting paid enough, or lacking a good education, health care, or a safe place to live.

At the Hawaii Policy Institute, we want everyone in our state to thrive. That’s why we develop common-sense solutions and innovative ideas to make sure our state has the resources it takes to invest in a secure future.

When we invest in quality education, outstanding health care, and the other building blocks of economic growth, our state’s families can prosper.
Openers

- We want…
- This could be a city/state where…
- The folks who work at…
- I’ll never forget the time…
- Like so many in this state…
Questions
The Power of Stories

Come on! Trust me. Stories ARE the bridge.

OUR PAST
OUR PRESENT
OUR FUTURE
Why Stories?

We all have a story to tell
What is a Story?

- Narrative account
- Truth
- Message
- Emotion
- Interesting
- Descriptive
A Storytelling Culture

- Share at meetings
- “End of day” report
- Back-pocket notebook
- Photos, video clips
- Story bank
Essential Elements

• **Main character**
• **Character’s problem/conflict**
• **How you helped**
• **How person benefitted**
• **Invitation**
• **How to get involved**
Informing vs. Inspiring
Stories in Three Acts
Act I Vision
Act II Problem
Act III Solution
Where to Share
(hint: everywhere)

• At work
• With your funders
• Community events
• Volunteer orientations
• Networking activities
• Fundraising
• Board meetings
• Social Media
Questions
The Assignment:
Write a Story

• **No more than 5 minutes**
• **About a problem your work solved; a person you helped**
• **Include a call to action**
• **Include anecdote/example, description**
Who is the Audience?

- Donors
- Staff
- Media
- Clients
- Who else?
The Assignment Recap:

- **Due by November 7**
- **Via email to:**
  jon@taftcommunications.org
- **Send:**
  1) 5-minute story
  2) our audience
- **Your coalition may be selected to tell your story on November 20**
Upstream Action Acceleration

Upcoming Events

In-Person Convenings
• February 2020
• June 2020
• November 2020

Webinars
• Third Wednesdays, 1:00-2:15 pm
Chat-in your feedback:

+ liked, helpful

- not helpful, suggestion for improvement

Thank you!

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