



Presents

## Telling Stories Successfully

July 28, 2022

# We Will Begin Shortly





# translation controls

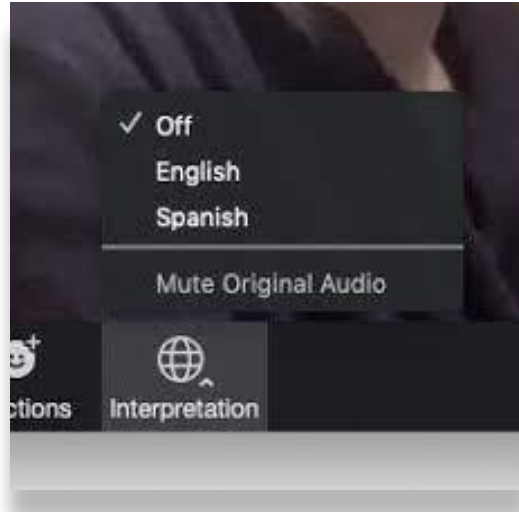
## For spanish translation:

In your meeting/webinar controls, click Interpretation

Click the language that you would like to hear.

(Optional)

To hear the interpreted language only, click “Mute Original Audio”



## Para traducción al español:

Haz clic en “Interpretación” en la configuración/controles de la reunión

Elija su idioma preferido

(Opcional)

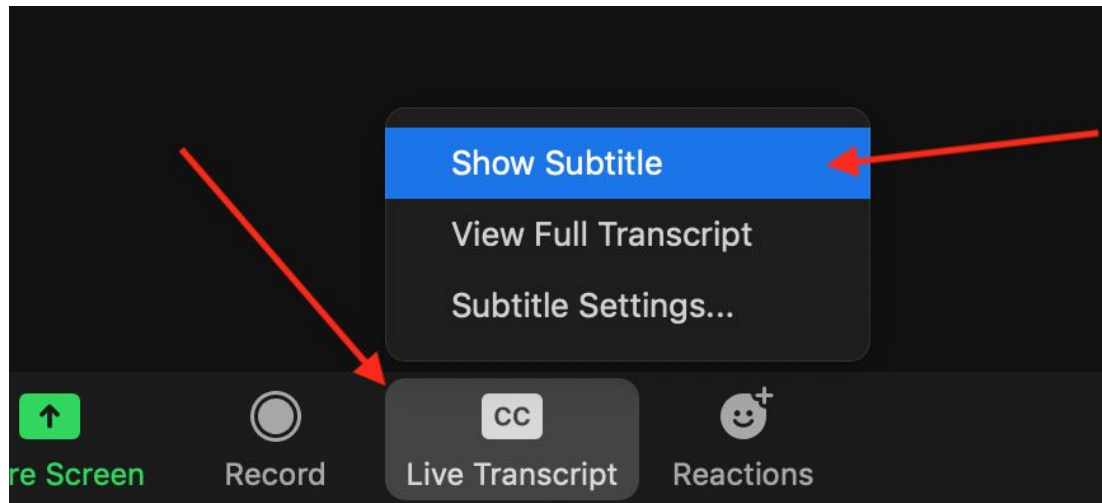
Para escuchar solo el idioma interpretado, haga clic en “mute original audio (silenciar audio original)”



# closed captioning

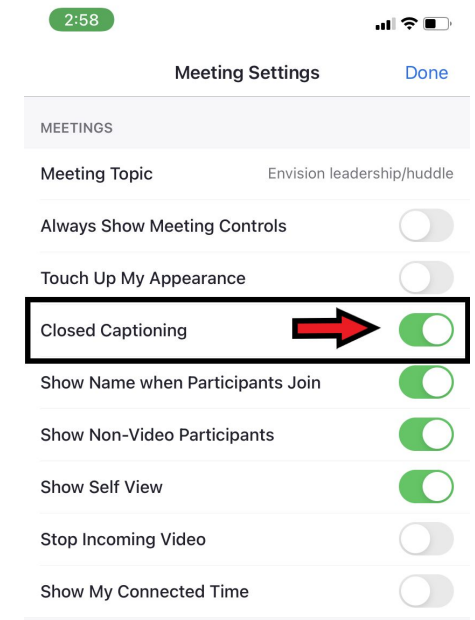
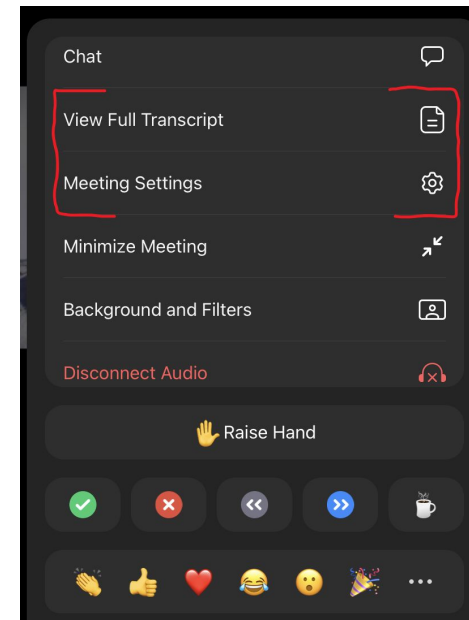
## Computer Controls:

Select "CC Live Transcript" in zoom controls at the bottom of your screen



## Mobile Controls:

Select "meeting settings" in mobile zoom controls. Toggle on/off Closed Captioning





**welcome**





# operating agreements

## Zoom

- Stay on mute when you're not talking
- Use chat box for questions
- Do what you need to take care of yourself

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# today's agenda

- Envision Introduction and News
- CHW Council Update
- Telling Stories Successfully
- Wrap up

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# who is envision?

- collaboration of CHWs & allies working with CDC to elevate the role of CHWs
- supports CDC recipients to address CCR
- collective experience spans decades
- commitment to equity



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# CHW Council



Open Position



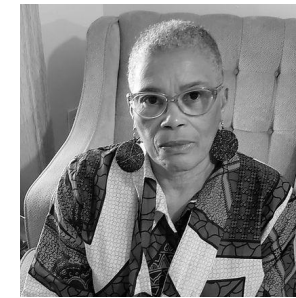
Mae Gilene Begay



Durrell Fox



Erica Guimaraes



Catherine Heywood



Open Position



Open Position



Jackie Leung



Floribella Rendondo



Ella Rogers



Lanette Walker



Open Position

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# envision news

- Envision is hiring a sustainability lead
- [Envision page has the latest news, job information, and more](#)

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# telling stories successfully

John Burton

Creative Director

KineticHealth

*(he/him/his)*

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# what we'll cover today

- The importance of stories
- What are the basics
- Sharing stories (CDC's CCR-2109 guidance)
- An example and how-to
- Available Resources
- Share your ideas / Q&A



# the what and why

- CCR-2109 submissions
- don't let 'success' stop you
- embrace the blank page
- tell your story



# the importance of stories



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# the importance of stories



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# the importance of stories

- help us explain difficult concepts or information
- spark our imagination and generate new ideas
- allow us to form a shared understanding
- they are how we remember;  
we tend to forget lists and bullet points

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# two types of stories to use

Informative / Factual

Persuasive / Emotional

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# persuasive / emotional



*People will forget what you said, forget what you did, but they'll never forget how you made them feel.*

Maya Angelou

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# informative / factual



**DATA**



**SORTED**



**ARRANGED**



**PRESENTED VISUALLY**



**EXPLAINED WITH A STORY**

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# the basics of a good story

Kellie Gordon

Content Director, Head Writer  
KineticHealth

*(she/her/hers)*

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# the basics of a good story

Great stories are universal  
And they all have a few of the  
same basic elements.



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# the basics of a good story

- What are the basics?
- What makes a story worth reading?
- What makes a success story more successful?

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# the basics of a good story

- Clear structure and purpose
- A challenge or conflict
- A lesson, conclusion to journey, or “takeaway”

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# more on structure

- **Plot** – What is this story about?
- **Character** – Who is this story about?
- **Theme/Setting** – Where does the story takes place?
- **Dialogue** – Word choice, tone, message
- **Decor** – How do we support this story? (photos, graphics, data, flyers)
- **Conclusion**– what do you want the reader to feel, learn, and/or do?



# structure: AKA story spine

Once upon a time there was a \_\_\_\_\_

Every day \_\_\_\_\_.

And then one day, \_\_\_\_\_.

Because of that, \_\_\_\_\_.

And because of that, \_\_\_\_\_.

Finally, \_\_\_\_\_.





# show. don't tell.

1. the devil's in the details.
2. the importance of iteration;  
first draft likely not the last.

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# final storytelling tips

- Know your audience.
- Write what you know.
- Spell out acronyms.
- Use paragraph breaks.
- For web reading, less is more.
- Show. Don't tell.
- Include numbers/specifics when possible.

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# getting your story out there

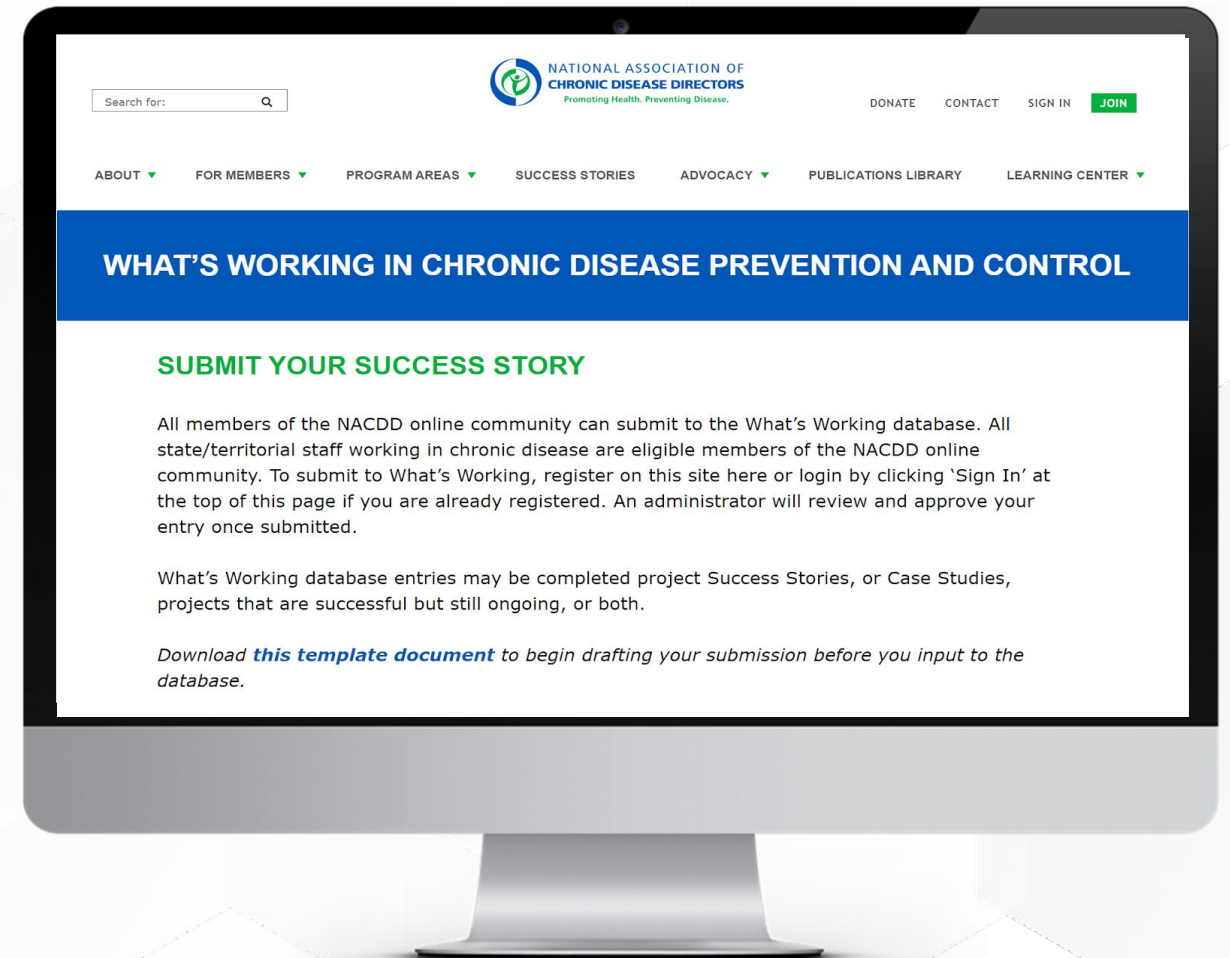
Kara Abshire, MPH, CPH

Health Communications Specialist | Office of Communication  
National Center for Chronic Disease Prevention and Health Promotion  
Centers for Disease Control and Prevention  
*(she/her/hers)*

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# Getting Your Story Out There

- Annual reports
- Elevator story (oral storytelling)
- Fact sheet or one-pager take-home pieces
- Information kits
- Newsletters
- News releases
- Published article
- Social media posts
- Videos
- Websites or webpages



# Getting Your Story Out There

## CCR-2109 Notice of Funding Opportunity



Flexible, ongoing submission

CCR-2109 recipients are strongly encouraged to submit at least two success stories per year on the Award Management Platform (AMP).

Guidance and submission instructions for CCR-2109 recipients are currently available on AMP.

**Storytelling Framework**  
A Success Story should include the following:

**Success Story Guidance**  
**Community Health Workers for COVID Response and Resilient Communities (CCR)**

**Overview**  
Especially at a time when resources are limited, communicating the achievements of CCR-funded programs is crucial. As a CCR recipient, one of the most valuable resources you can share is the knowledge and experience your organization has gained through its work. While performance measures are one way to communicate program outcomes, storytelling is a powerful way to share and connect with audiences on a personal level. Well-written success stories evoke emotion; they may be compelling, memorable, motivating, and/or inspiring.

A success story is a brief, 1-2 page narrative that highlights the progress and accomplishments of your CCR program using clear, simple language. These stories allow you to:

- Communicate your achievements
- Get support from current and potential partners, decision-makers, and funders
- Contribute to the knowledge of what might work in community health

**Stories should convey:**

- ✓ Times when your organization used CCR funding (full or partial) to create positive change.
- ✓ Actions or projects that are already complete.

**Stories are NOT meant to convey:**

- ✗ Typical or anticipated activities.
- ✗ Regular functions of staff.
- ✗ Journal articles.
- ✗ Intended/expected outcomes.

Your success stories will likely evolve throughout the CCR initiative. Early stories may celebrate the progress your organization is making, including early successes within your community (i.e., building new partnerships or reaching new audiences). As time passes, your success stories will likely include more specific results, such as the number of CHWs trained or the quantifiable impact of their work in your community.

Plan to update or add stories twice per year to address new achievements. Regular submissions and updates allow you to track the evolution of your CCR program and demonstrate the relevancy and timeliness of your work.

National Center for Chronic Disease Prevention and Health Promotion  
[www.cdc.gov](http://www.cdc.gov) | @CDCChronic | [www.cdc.gov/chronicdisease](http://www.cdc.gov/chronicdisease)  
Version 1 (2.16.22) | 1



# Getting Your Story Out There

## CCR-2109 Notice of Funding Opportunity

### Uploading to AMP

- MS Word files preferred
- No limit on files
  - Supporting materials
  - Talent release forms
- Don't forget to change status of the deliverable:  
"Submitted for Review"

AWARD NOTES & TASKS   AWARD DETAILS   **DELIVERABLES**   TECHNICAL ASSISTANCE   FEED

*AMP Tip: Deliverables must be "In Progress" to be updated. Contact your Project Officer or Evaluator if you need to move the de.*

▼ Work Plan and Progress Report (APR)

Title	Status
Work Plan & Progress Report (APR) - Year 1	Submitted for Review
Work Plan & Progress Report (APR) - Year 2	Submitted for Review

▼ Performance Measures

Title	Status
Performance Measure	Submitted for Review

▼ Other Deliverables

Title	Status
Evaluation and Performance Measurement Plan - Year 1	Submitted for Review
Success Story - Year 1	In Progress

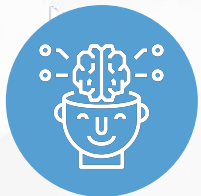
# Getting Your Story Out There

## *AMP Submissions: Additional Considerations*



### **Easy to Read**

*Keep your audience in mind!*



### **Attention-catching**

*Keep your audience in mind! (again)*



### **Results-Driven**

*How did CCR funding (full or partially) create change?*



# telling your story

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# telling your story

## where to start

Always keep your intended audience(s) in mind. Who are they?

- Community members
- Participants in your program
- Current and potential organizational partners
- Public health leaders or decision makers
- Health care providers
- Politicians or other decision makers
- Funders

What do they care about? What will they find to be compelling/interesting?

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# telling your story

## what to write about

Don't let the term "success" stop you from getting started!  
All of the following can be framed as successes:

- Positive experiences
- Organizational and/or partner achievements (e.g., building new partners, reaching new audiences, early change, etc.)
- Promising practices
- Infrastructure development
- Lessons learned

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# telling your story

some program level inspiration

- Those with whom you do this work!
- The CCR-2109 Notice of Funding Opportunity (NOFO) strategies
- Past CDC deliverables
- Looking to the future: updating existing stories

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# tell your story worksheet



Our worksheet will help guide you through the four basic parts for telling your story successfully

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# tell your story worksheet



- Directly aligned with CDC's CCR success story guidance
- Created to be a helpful tool for brainstorming
- 4 steps with broad questions
- Applies to everyone!



# tell your story - step 1

## CHALLENGE - (BACKGROUND-OVERVIEW)

What prompted your organization to act?

- Describe the challenge
- Location and community background
- Include the workplan strategy (if applicable).
- Use data to frame the challenge

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# tell your story - step 2

## APPROACH

How did you use CCR funding to address the challenge?

- Describe the actions taken
- Provide details -
- Specify how CCR funding supported these efforts.
- Explain how this approach addresses the challenge.

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# tell your story - step 3

## RESULTS

What are the immediate outcomes of your program?

- Describe the results with details.
- Include data (i.e., How many CHWs have you trained?)
- How many community members were reached?)

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# tell your story - step 4

## LASTING IMPACT

What's next?

Only section that should speak to intended or possible outcomes:

- How will you continue the positive impact of this work?
- What next steps need to be taken to further this effort?
- What lessons were learned?
- Will your actions be implemented in other programs/organizations?

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# an example

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# CherPao's story



**CherPao Vang**

Bilingual Community Health Worker  
Sheboygan County Health and Human Services  
Division of Public Health

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# CherPao's story

#1 - the challenge

#2 - the approach

#3 - the results

#4 - the lasting impact



4

Lasting Imp

This is the onl  
submission th  
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- Will you  
in other  
organiza

TELLING STORIES SUCCESSFULLY  
Guided Worksheet

1

Background / Overview *What was the challenge/health equity gap?*

- Describe the challenge faced.
  - Who is affected?
  - Which social determinants of health are involved?
  - How does the challenge relate to health disparities or achieving health equity?
- Give background information about the location and community.
- Include the workplan strategy or activity to which this story relates (if applicable).
- Use data to frame the challenge (health burden, economic costs, population affected, etc.)

A. Cher Pao, CHW with Sheboygan County Health, recognized the gap with the Hmong community with regards to COVID vaccinations. Vaccination rates were lower than rates among other community members. Awareness was part of the challenge.

B. Additionally, he knew that the members of this community may be experiencing language barriers and other barriers to receiving the health care information and services they needed.

2

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# CherPao's story

## #1 - the challenge

- Gap with the Hmong community & COVID vaccinations
- Vaccination rates were lower than other communities
- Awareness was part of the challenge
- Language and other barriers to health care info & services

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# CherPao's story

## #2 - the approach

- He approached & engaged the Hmong community directly
- Talked about vaccinations, the science, and safety
- Bilingual support materials with contact information and calls to actions
- CHWs for COVID Response and Resilience Communities (CCR-2109) grant financed this effort

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# CherPao's story

## #3 - the results

- Vaccination rates increased
- Phone calls to Sheboygan County Health increased
- Inquiries about services and health visits increased
- Policy change
- New connections to services made

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# CherPao's story

## #4 - the lasting impact

- Continuing to meet community members
- Encourages other CHWs and public health workers to do the same
- Newly founded group, Sheboygan United

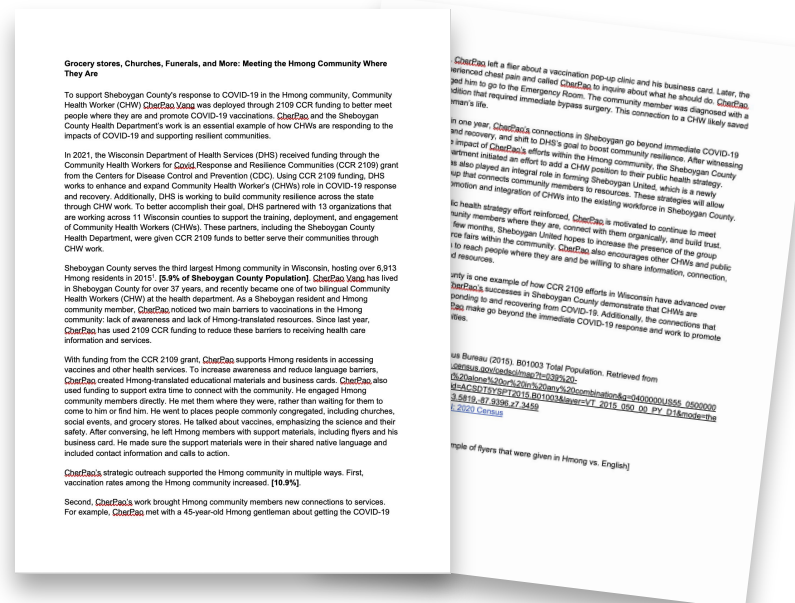
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# CherPao's story

## the submittable version



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# CherPao's story

## supporting materials



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# THANK YOU TEAM WISCONSIN

## WISCONSIN DHS CDDP

Mary Pesik

Chronic Disease Prevention Program Director

Morgan Krhin

Community Health Worker Coordinator

Shelby Vadjunec

Program Evaluator

Kayla Carlin

Community Health Worker Evaluator

## SHEBOYGAN COUNTY PUBLIC HEALTH

Morgan Rahn

Community Engagement Program Supervisor

CherPao Vang

Sheboygan County Public Health CHW

Marisela Olivas

Sheboygan County Public Health CHW

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# share your story

What to do next...

- get the worksheet and use it (link in chat)
- talk to your team, allies, and CHWs
- submit your story to the CDC (link in chat)
- look to local and regional outlets
- relish in your accomplishment

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# available resources

## list of resources / links

- the worksheet (link in chat)
- CherPao's story in worksheet and submittal formats (links in chat)
- AMP talent release form (link in chat)
- half-hour consult on stories (send draft, we edit or provide suggestions)
  - request via AMP: select "Communications and Media" category and specify "success story consult" in the description
- Follow-up, CHW-specific Community of Practice (poll)

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# story ideas

what's your story?

drop your topic idea into the chat and  
let's see what ideas it sparks with others

have a story already out there?  
share that link too!

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# q&a

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# wrap up

- Satisfaction poll instructions
- Materials will be sent out in a follow-up email
- Also accessible via AMP, Envision landing page, and YouTube
- Registration link for August webinar

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**thank you**

