

# Storybanking: Our voices have power to improve oral health



***Community Catalyst***  
*Dental Therapist Project Webinar*  
*January 18, 2018*

# Community Catalyst

Community Catalyst is a national non-profit advocacy organization that works with national, state and local consumer organizations, policymakers and foundations to build consumer and community leadership to improve the health care system.

We support consumer advocacy networks that impact state and federal health care policy, and ensure consumers have a seat at the table as health care decisions are made.

# Presenters

**Lucy Dagneau** is the Associate Director of Communications at Community Catalyst. She provides strategic communications support to state advocates and federal partners across a range of projects. Lucy holds a bachelor's degree from Williams College and a master's in public health in Maternal and Child Health from the Boston University School of Public Health.

**Stephen Eisele** is the Communications Manager at Community Catalyst. He provides strategic communications support to state advocates and federal partners under our Kellogg and Kresge grants, Southern Health Partners and other organizational projects. He holds a bachelor's degree from Missouri State University and an MBA in entrepreneurship from Drury University.

**Amy Richards** coordinates health and food access projects at Make the Road NY (MRNY), a community organization that builds power in Latino immigrant communities. Since 2012, she has organized with MRNY around health care access, physical education in public schools, universal free school lunch, park access, wage theft, language access and immigration and civic participation. She also manages MRNY's Grove Street Farm in Brooklyn with the help of an international team of volunteers!

# Today's Agenda

1. Introductions
2. Why Stories?
3. What is Storybanking?
4. How Do You Do It?
5. Best Practices



# WHY STORIES?



# How Do People Respond to Stories?

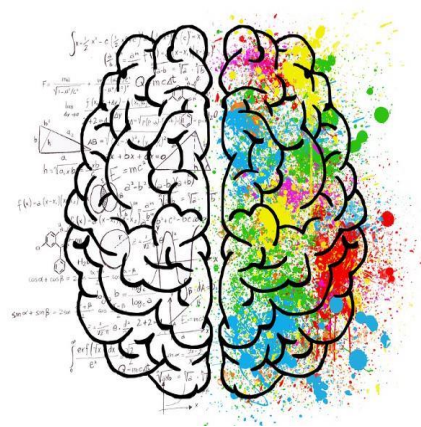
Do we respond more to?

- Charts and graphs
- Briefing books
- Statistics



Or is it...

- Personal reflections
- Lived experiences
- Aspirations





# Why Stories. Research Shows:

Research has repeatedly demonstrated how storytelling can support policy change goals and found these principles to be true.

Stories can:

- Ground policy in real life
- Help people understand
- Depoliticize the issue
- Open doors



# Why Do We Incorporate Stories into Our Advocacy?

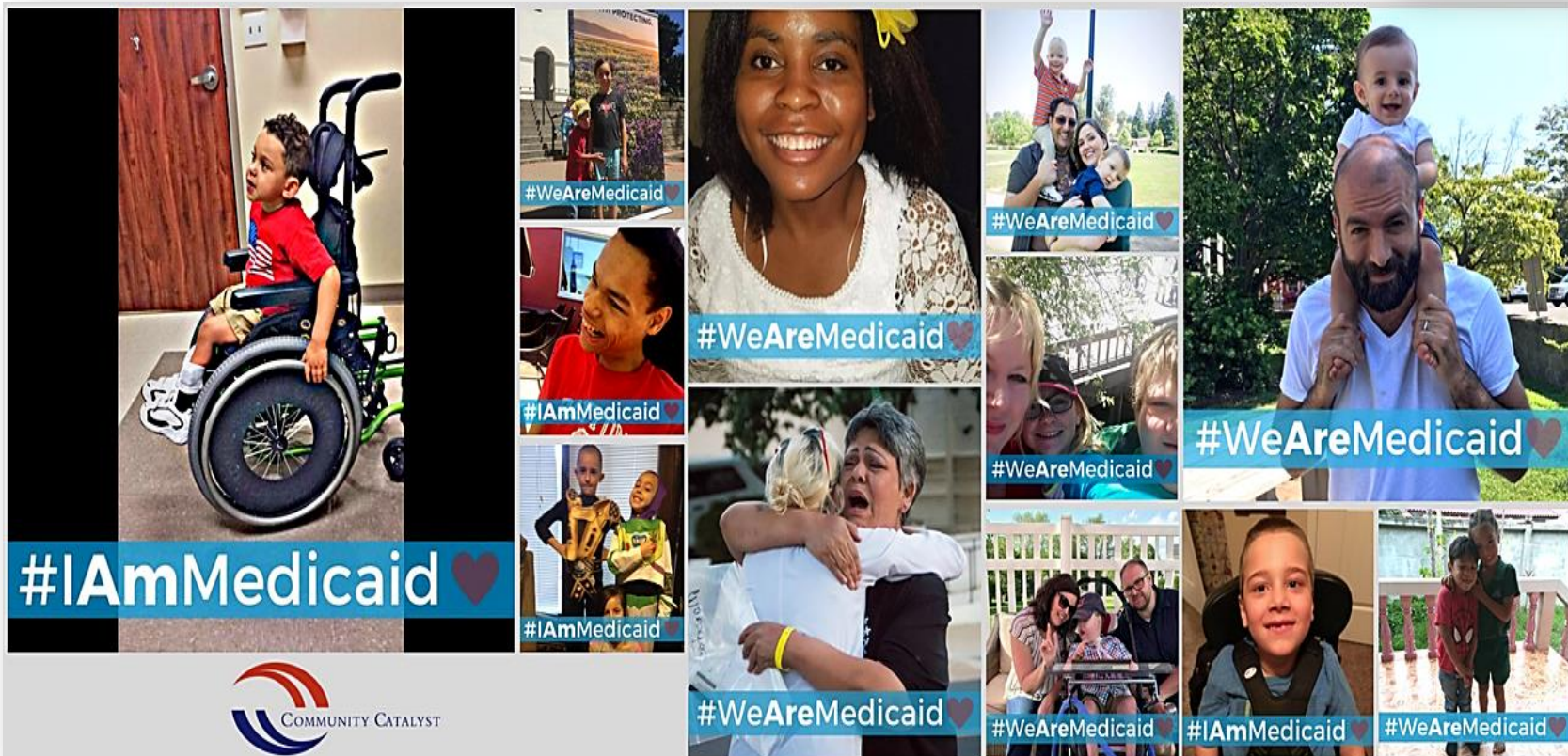
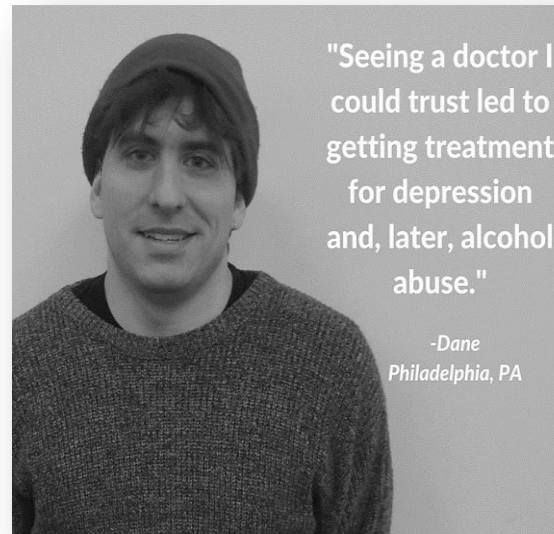
- Advocacy is about people
- Empower people to share their voice
- Humanize the debate
- Personal stories as a means to fight back





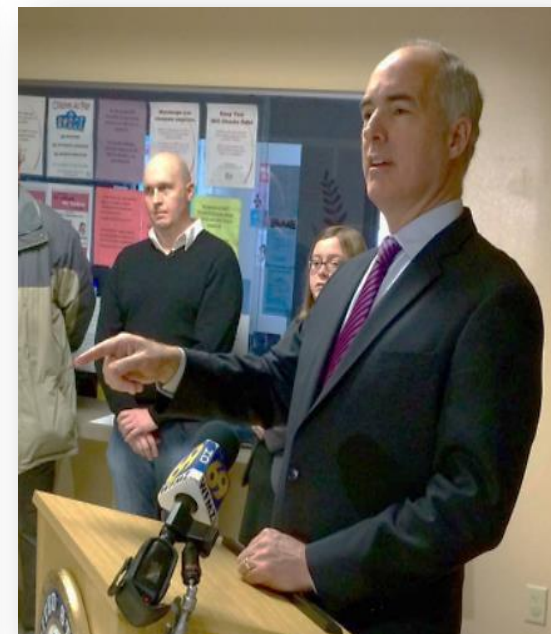
# Why Stories?

# Stories help us lift up diverse voices and experiences.



# Why Stories? Creating Champions!

- One story can be enough, sometimes less is more.
- Policymakers value connection to their constituents and the ability to reference their stories.
- Choose stories that match the policymaker's values.





# Why Stories?

- The messenger is often as important as the message, and sometimes more important.
- Policymakers bring their biographies and personal histories to their policymaking.
- Do some background work to match potential stories with audiences.



# What Makes a Compelling Story?

- Speaks to the values of a state's residents
- Paints a picture – rich in detail or imagery
- Elicits emotion – shares a real, unique experience
- Overcomes a shared challenge or conflict
- Enhances with evidence





# WHAT IS STORYBANKING?



# What is Storybanking?

A systematic approach to collecting, vetting and sharing the stories of people who have or will be affected by policy change.

# Storybanking's Four Main Components

- Collecting
- Vetting
- Sharing
- Maintaining



# The Storybanking Spectrum: Effort



## PUBLICATIONS



REPORT | DEC. 2014

### THE ACA IS WORKING: NEW YORKERS TELL THEIR STORIES

Amanda Peden, Steffie Kinglake, Jessie Kavanaugh

**Summary:** This story booklet, produced by CSS and Health Care For All New York (HCFANY), shares stories from everyday New Yorkers about how the ACA helped them enroll in quality, affordable health coverage. Also included are enrollment statistics and other facts about the success of the ACA in New York, particularly during the first Open Enrollment period of the NY State of Health, the state's official health plan marketplace.

**Issues:** Access to Health Care

**Related Press:**

- "Press Release: The Affordable Care Act is working in New York, says new publication featuring stories from New Yorkers", 12/10/2014, *Health Care for All New York*

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← Less time or labor intensive

More time or labor intensive →

## Social Media Posts



Community Catalyst @HealthPolicyHub · 21 Jun 2017

Sue, a cancer survivor, is worried for herself and all West Virginians so she asked @SenCapito to #SaveMeCapito



Sue asking Senator Capito to save her care  
youtube.com

6 1

Compiling a storybook

Prepping a storyteller for Q&A





# The Storybanking Spectrum: Exposure

## PUBLICATIONS

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NEW YORKERS TELL THEIR STORIES

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**Community Catalyst** @HealthPolicyHub · 21 Jun 2017

Sue, a cancer survivor, is worried for herself and all West Virginians so she asked @SenCapito to #SaveMeCapito

Sue asking Senator Capito to save her care  
youtube.com

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← Less Exposure

More Exposure →



**“**

Losing our son to heroin addiction taught us how difficult it is to get help for a substance use disorder. We need to maintain substance use and mental health services as part of the essential benefits package, make sure that Medicaid remains available for those who need it and take additional steps to strengthen our health care system, not tear it apart.”

**”**

Margot Heald and Bill Williams

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# HOW DO YOU DO IT?



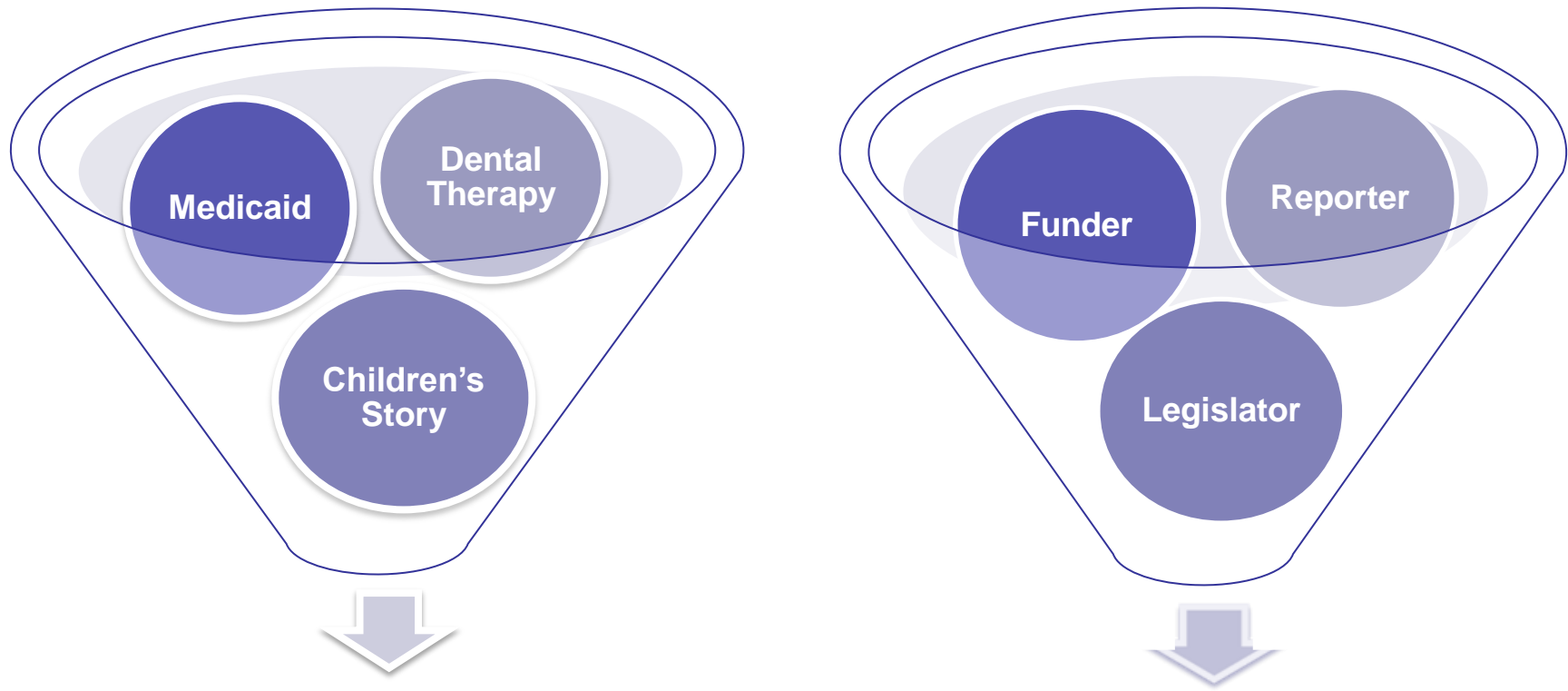
# Storybanking Requires...

- Creative outreach strategies
- Diligent follow up
- Meaningful relationship building





# The Vision



**The story you need. When you need it.**



# Before You Start Collecting

Be strategic.

- What are you hoping to accomplish with the stories?
- What kind of stories do you need?
- Where will you find those people?
- What questions and information do you need to be sure to ask to get the complete story you need?

# How Do You Storybank? | Story Collection

## Build buy-in with your partners

- Be clear about why you are asking partners to help you identify stories
- Meet with your partners in person

## Build trust with consumers

- Listen
- Speak their language
- Emphasize why stories are important

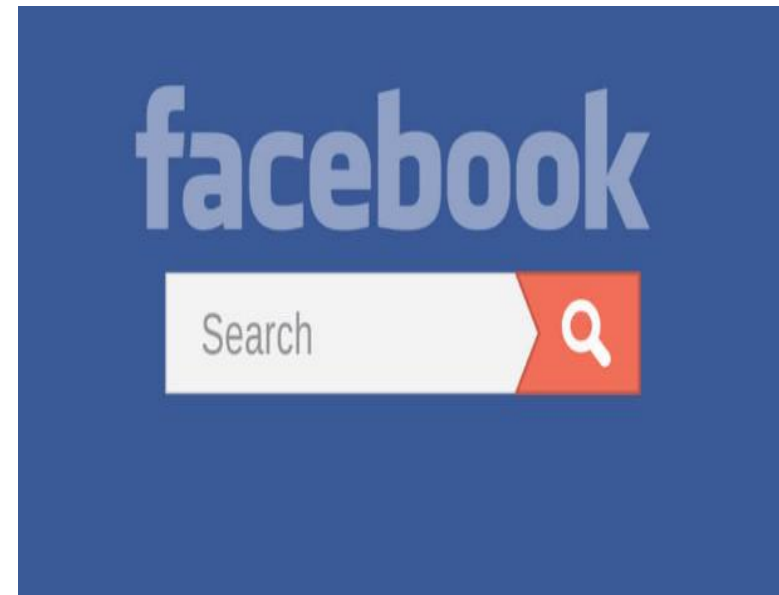


# Practical Ideas for Collecting Stories

- Personal interactions through advocacy or programmatic work
- Referrals from human services agencies or community groups
- Partnership with state agencies and industry
- Public posting (e.g. bulletin board at a community health center)
- Social media
- Dedicated hotline/phone number
- Web form\*

# How Do You Storybank? | Prepare. Vet.

- Utilize known staff
- Maintain a list of questions
- Always provide a consent form
- Conduct a web search
- Consider the client/customer's best interest
- Consider your organization's best interest





# Story Products and Packaging

- **Print**

- Storybooks, Postcards, Flyers
- One pager stories

- **Digital**

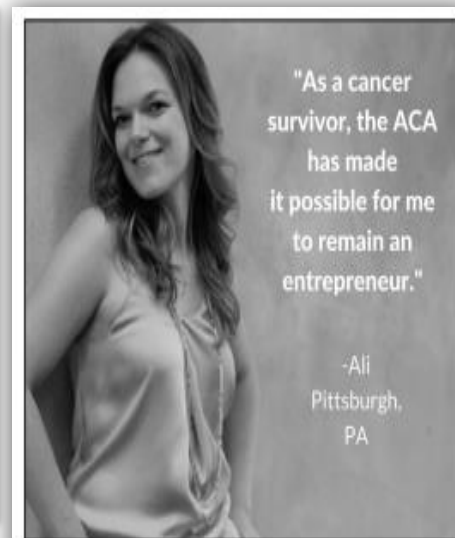
- Video storytelling
- Social media

- **Facebook and Twitter, but also Tumblr and Instagram**

- Microsites and webpages

- **Events**

- Press Conferences
- Public events (Town halls and rallies)



Pennsylvania Health Access Network



Close the Gap Idaho

# Storytelling and Its Impact

HEALTH CARE

## Medicaid shows its political clout

The fight to protect health care entitlement is driving the Obamacare repeal struggle in the Senate.

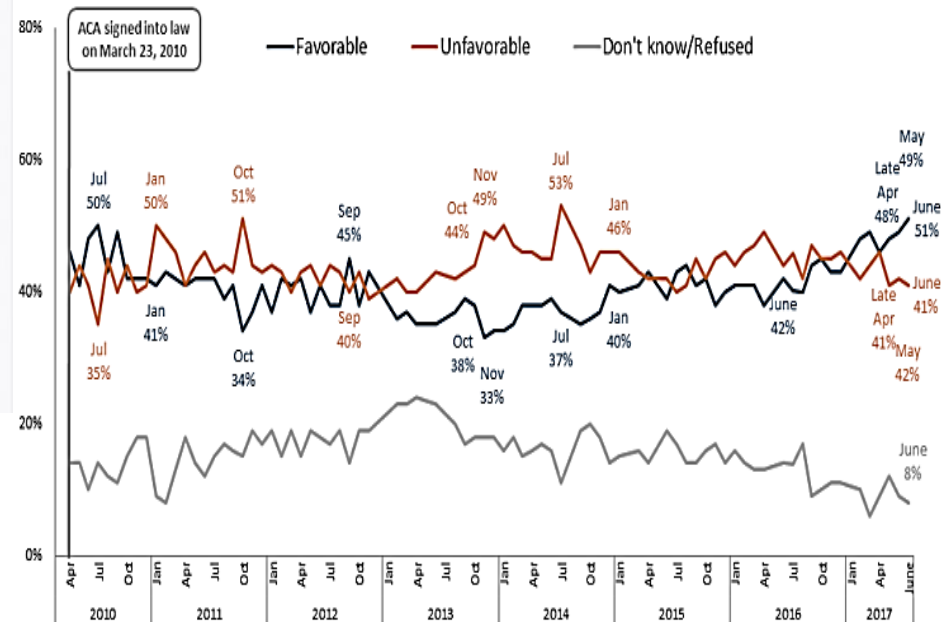
By RACHANA PRADHAN | 07/19/2017 05:15 AM EDT



Figure 5

## More of the Public Have Favorable Views than Unfavorable Views of ACA

As you may know a health reform bill was signed into law in 2010, known commonly as the Affordable Care Act or Obamacare. Given what you know about the health reform law, do you have a generally favorable or generally unfavorable opinion of it?



NOTE: Data not collected for Dec 2012, Jan 2013, May 2013, Jul 2013, Aug 2014, Feb 2015, May 2015, Jul 2015, May 2016, and Jan 2017.  
SOURCE: Kaiser Family Foundation Health Tracking Polls

THE KHAHN  
KAISER  
FAMILY  
FOUNDATION





*Se Hace Camino al contar:*  
**SHARING OUR STORIES AT MAKE THE ROAD**



# DEVELOPING TRUST: COMMUNITY HEALTH WORKER AND PROMOTORA MODELS





# STORY SHARING IS POWER AND IT JUST FEELS GOOD!





# PUTTING OUR STORIES TO WORK...

EL DIARIO

Tiroteo en Las Vegas   Huracán María   Terremoto en México   Nueva York   Inmigración

## Inmigrantes de Nueva York piden proteger y expandir Obamacare

Aseguran que la derogación de la Ley de Cuidado de Salud Asequible empeoraría aún más la situación de miles de indocumentados en Nueva York





***Text ROAD to 52886 for action alerts!***

**You stood with us in the streets,  
now stay in touch for what comes next**



# QUESTIONS?

**Please use the chat box to submit  
your questions. Thank you.**





# What's next?

## Upcoming Resources

Toolkit with Oral Health Specific Messaging

Strategic Dissemination of Oral Health Stories

## Contributing Now

Already have stories? Send them our way

Have a network that could submit stories? Send our story solicitation and submission website



<http://familiesusa.org/share-your-story>

# Resources

- Families USA Story Submission page:  
<http://familiesusa.org/share-your-story>
- Families USA Story Solicitation email:  
<http://info.familiesusa.org/webmail/72112/464538535/9828404ef85cb87453745051e77d5af90cafce910b21e77992cf7a21901fcb90>
- Questions about upcoming resources? Stories to share?  
Contact: Melissa Burroughs ([mburroughs@familiesusa.org](mailto:mburroughs@familiesusa.org)) or  
Michelle Loo ([mloo@familiesusa.org](mailto:mloo@familiesusa.org))

# Thank You

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