



Peer Exchange: Using Storytelling as a Tool for Sustainability

October 17, 2023 | 2:00-3:00 PM ET





WELCOME!

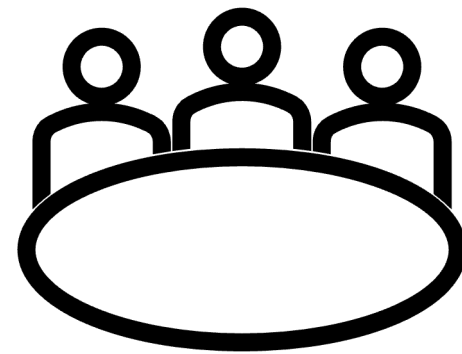




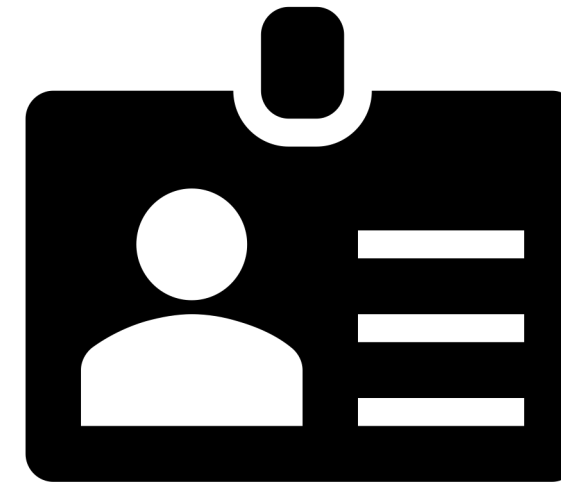
A few reminders...



This meeting will **be recorded.**



We **encourage you to share.**



Please put **your state** alongside your name. Display your **pronouns** if you wish.



Please take a moment to complete the **survey, at end of today's meeting.**



Ask **questions via chat** or **raise your hand** if you would like to ask a question off mute.



Use the **chat & reaction buttons** for comments engagement.





Meeting Norms 2023

- Encourage each other to be emotionally, intellectually, and socially engaged
- Feel free to speak *your* truth, while knowing it's only *part of* the truth, and empathizing with the truth *of others*
- Listen to understand
- Practice being vulnerable. It's ok to speak in rough draft.
- Be mindful of the impact of what you say, not just your intention
- Understand that we are all learning
- Be ok with not having all of the answers and be honest about your capacity
- Communicate positive, reflective, constructive feedback for collective solutions





Agenda

Time	Agenda Item
2:00-2:05 pm	Welcome & Opening Activity
2:05-2:10 pm	Storytelling Overview
2:05-2:25 pm	State Case Study Presentations & Feedback
2:25-2:50 pm	Group Discussion
2:50-3:00 pm	Q&A, Next Steps & Closing

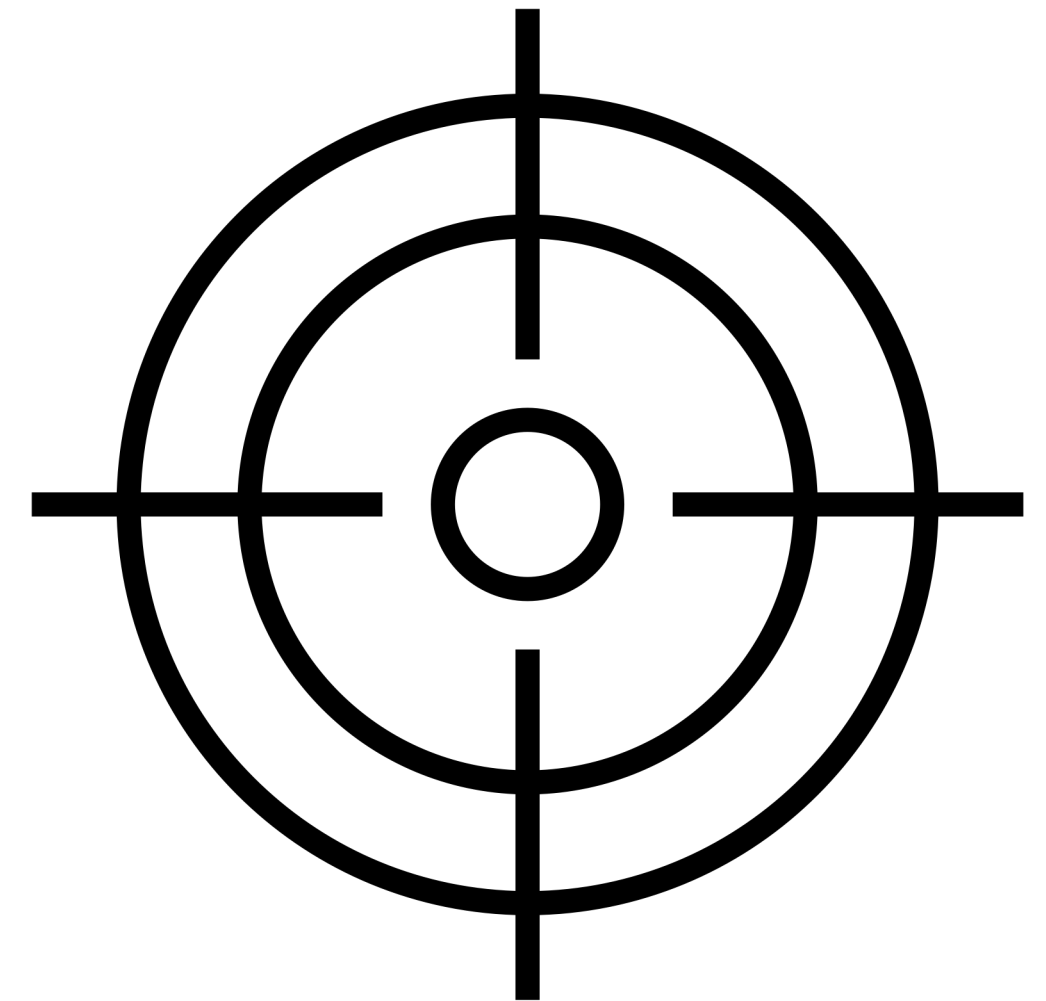




Session Objectives

The purpose of today's session is to:

- ✓ Discuss how storytelling can be used to promote the sustainability of BRIC & SPINE work
- ✓ Discuss their BRIC/SPINE story and receive feedback from communications experts
- ✓ Identify at least one storytelling format (e.g., elevator format, spotlight, one pager, or annual report) that can be used to share about their BRIC & SPINE work





Opening Activity





Reflection Activity: Mentimeter Activity

Head on over to menti.com and enter the code 3431 9441 to participate in the opening activity & complete the following statement.

Captivating stories have the following elements _____.





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Captivating stories have the following elements___.

23 responses





Storytelling Overview





What Is Story Telling?

Storytelling involves using **words and actions** to reveal elements of a story that will **encourage the listeners' imagination, communicate and drive home key components of a message** in hopes that **project efforts will be remembered, and share evidence and lessons learned**



Why Is Story Telling Important?

- Storytelling helps build your brand and communicate your value
- Helps your organization stand out
- builds relationships
- Motivates partners and funders



How Do I Create a Story?

- Gather the details.
- What is the main idea?
- Why was this important?
- How do I gather this information and begin to structure the story?

Stories can be used to convey:

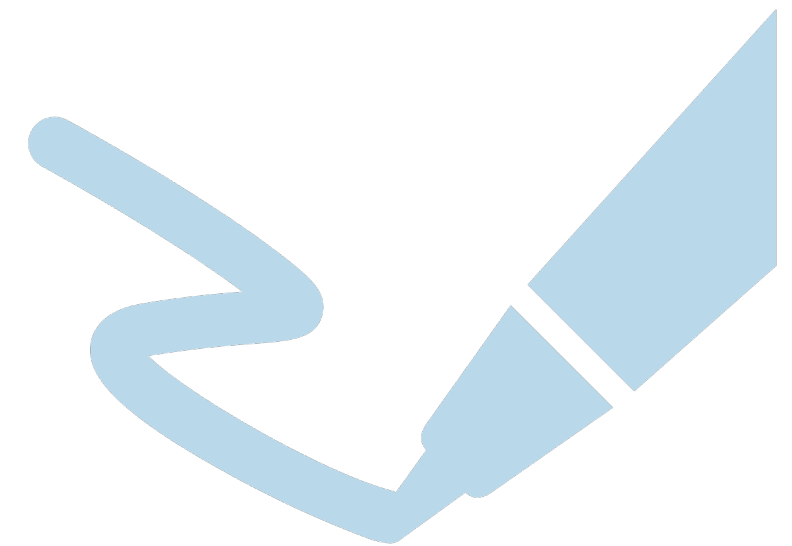
- Positive experiences
- Organizational and/or partner achievements
- Promising practices
- Infrastructure development
- Lessons learned



Planning Your Story

The key steps to ensure you have gathered the best information for telling your community's story are:

- Define your **target audience** (e.g., public health leaders or decision makers, health care providers).
- Define your **purpose** (e.g., recruiting new participants or partners, securing funding).
- Develop a **written plan** for collecting information.
- Assign **staff responsible** for collecting, organizing, and analyzing and writing the stories.
- Use an **organizational** tool to pull together the information you will need to write the stories.





Different Types Of Stories: Elevator Story

- A 10-second snapshot of your recent progress or achievements.
- Highlight a specific event or achievement that has occurred no more than 2–3 months ago
- Describe the reach of your effort
- Close with a promise that you will deliver more information (e.g., one pager)



Different Types Of Stories: Spotlight

- One to two paragraphs long
- Create a title that grabs the attention of the reader, identifies the issue, and includes the name of your organization
- Define the public health issue addressed by your work
- Highlight a recent success your org has achieved and explain the impact.





Different Types Of Stories: One Pager

One-page document that identifies the issues addressed by your work and presents a brief explanation of the work, and gives your readers a call to action.



Iowa State Profile

State Partnerships Improving Nutrition & Equity

Overview

State Partnerships Improving Nutrition & Equity (SPINE) is a program of the [National Association of Chronic Disease Directors](#) (NACDD) [Center for Advancing Healthy Communities](#). In collaboration with the Centers for Disease Control and Prevention's (CDC) Division of Nutrition, Physical Activity, and Obesity (DNPAO), NACDD is providing funding to nine DNPAO Ambassador states to address food and nutrition security through equitable and sustainable actions that tackle economic and social conditions limiting food and nutrition security across the lifespan. State Health Departments receiving funding are Iowa, Kansas, Maryland, Michigan, Nevada, New Hampshire, New Jersey, Oklahoma, and Oregon. Five states – Iowa, Michigan, Nevada, New Hampshire, and Oklahoma – received additional funding to augment existing efforts in their states to improve initiation, exclusivity, and duration of breastfeeding/chestfeeding.

SPINE states are developing meaningful partnerships or enhancing existing partnerships to support the implementation of a SPINE State Action Plan (SAP) that serves as a strategic roadmap for carrying out equitable food and nutrition security activities throughout their state. The initial project period was January 1, 2022 – December 31, 2022; an additional year of funding was awarded in 2022, expanding the project period to December 31, 2023.

Learn more about the [SPINE program](#).

Activities

Overarching

- Complete a targeted assessment with Iowa state-level public health and healthcare professionals to gain a better understanding of strengths, weaknesses, opportunities, and threats to supporting equitable food and nutrition security throughout the Iowa food system.
- Complete a nationwide environmental scan of USDA State Nutrition Action Councils, food plans, and food policy councils to identify best practices in addressing food insecurity through policy, systems and environmental (PSE) change projects.

Food and Nutrition Security

- Draft a pledge that helps strengthen the partnership between Iowa Department of Health and Human Services and the Iowa Food System Coalition to work towards SPINE goals and objectives.
- Distribute an electronic survey to organizations/networks that are implementing PSE-aligned food and nutrition security strategies in Iowa, such as the Iowa Healthiest State Initiative and Iowa Public Health Association, to learn more about the food and nutrition security activities underway.

Breastfeeding/Chestfeeding

- Build an Iowa-specific database to house resources for all Iowans seeking breastfeeding related information, education, and support.

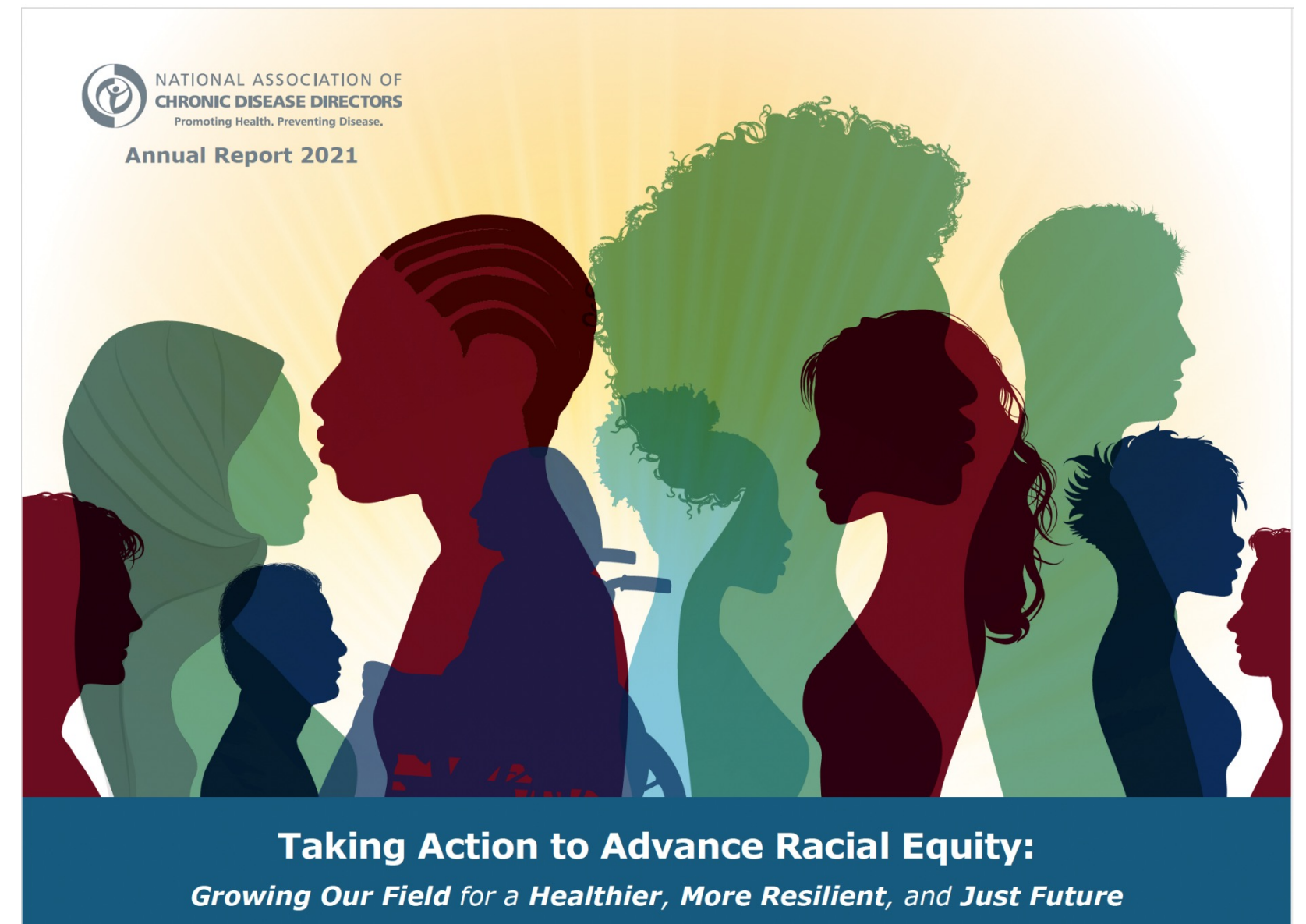


Different Types Of Stories: Annual Report

Expansion of the one pager and a more comprehensive description of your work.

Audience includes:

- Funding agencies
- Thought leaders
- Decision makers





Tips For Telling Your Story For Sustainability

- **Focus on:**
 - The **spotlight** and/or **one pager**
- **To:**
 - Show impact or novel process-leading to policy systems/environmental change
 - Build relationships
 - Pass historical community information to new members and other interested parties
 - Enlist support or raising funds
- **Through:**
 - Website, emails, newsletters, social media, networking meetings, grant applications

CENTER FOR ADVANCING **HEALTHY COMMUNITIES** NATIONAL ASSOCIATION OF **CHRONIC DISEASE DIRECTORS** Promoting Health. Preventing Disease. August 2023

Health Impact Statement

Scaling the National Diabetes Prevention Program in Underserved Areas



Problem

According to the Centers for Disease Control and Prevention (CDC) Disability and Health Data Systems, National Center on Birth Defects and Developmental Disabilities (2021)[1], **61 million adults, or 1 in 4, live with a disability**. People with disabilities (PWD) are two to three times more likely to have heart disease, stroke, diabetes, or cancer. Sixty percent of adults with a disability get no aerobic activity; additionally, According to 2020 data, **about 1 in 6 people with disabilities (16.2%) in the United States have been diagnosed with diabetes**[2] compared to 1 in 14 people without disabilities (7.5%). Differences are also observed across various states, race/ethnicity, and age groups. The National Association of Chronic Disease Directors (NACDD) is leveraging partnerships at the national, state, and local level across five states - **Alaska (AK), Florida (FL), Iowa (IA), New York (NY), and Pennsylvania (PA)** - to reach PWD with an inclusive, evidence-based intervention, the National Diabetes Prevention Program (National DPP) Lifestyle Change Program (LCP).

Intervention

Beginning in 2017, as part of the CDC's DP17-1705 cooperative agreement, Scaling the National Diabetes Prevention Program in Underserved Areas, NACDD designed an inclusive approach to delivering the National DPP LCP to better reach PWD (visual, hearing, mobility, and mild cognitive disability). NACDD provided five state-level partners (AK, FL, IA, NY, and PA) and 24 delivery organizations across the five states with **funding, training and technical assistance, support, and resources to increase access to and participation in the National DPP LCP among PWD**. Other national partners providing support included InquisitHealth, Virgin Pulse, and Hope 80/20.

NACDD partnered with Lakeshore Foundation on several key activities. Specifically, NACDD utilized Prevent T2 for All, an adaptation of Prevent T2 (a National DPP LCP curriculum administered by the CDC's Division of Diabetes Translation), to **improve program inclusivity** and subsequently partnered with ProVention Health Foundation to **train lifestyle coaches** on the curriculum. Together with Lakeshore Foundation, NACDD also developed an online skills training for lifestyle coaches on inclusion strategies, ensured that **specific questions regarding disability status and need for accommodations** were included in the program's registration process, and developed a Call to Action Toolkit to support partner engagement. To complement these efforts, NACDD created Push for Your Health, a suite of inclusive marketing materials.

Health Impact

In partnership with the CDC, NACDD participated in the 1705 National Evaluation Framework, which included multiple components: Diabetes Prevention Recognition Program (DPRP) Reporting per individual, Performance Measures, Recipient- and Site-Level Annual Surveys, Case Studies, and Focus Groups. As a result of the DPRP reporting, NACDD has the ability to report quantitative changes in health outcomes for PWD such as weight loss. Specifically, of the **185 participants who self-reported having a visual disability, physical disability, or both, weight loss ranged from 4.99% to 7.94%** (5-7% weight loss is a program goal).

[1] <https://www.cdc.gov/ncbddd/disabilityandhealth/features/disability-and-diabetes-prevention.html#:~:text=What%20Can%20People%20with%20Disabilities%20risk%20for%20type%202%20diabetes>

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State Sharing: Oklahoma & Texas





Large Group Discussion





What's Going to Happen

- States will be asked to share ideas for their BRIC/SPINE story and receive feedback from our communications expert
- States can ask questions to our communications expert about how to best share their story
- States offer feedback or suggestions to other states as well





Pause and Reflect

One thing you heard today that will be useful in telling your BRIC or SPINE Story?





Q&A





Closing & Next Steps





Announcements/Reminders: SPINE

Training & T/TA

- **October 18-25:** 1:1 Support Calls. Please refer to the calendar invite for your state's date/time and Zoom meeting details.
- **October 18:** SPINE Infant & Toddler Nutrition Campaign application due at 11:59 PM ET. [Apply here.](#)
- **October 19:** NACDD's Learning & Discussion Series on the White House National Strategy on Hunger, Nutrition & Health. [Register now.](#)
- **November 8:** SPINE Listening Session. [Register now.](#)
- **November 21:** **SPINE Update Call @ 3PM ET**

Upcoming Deadlines/Reminders

- **October 31.** Quarter 3 Invoices are due to Crystal E. Doxie

Visit the [SPINE Internal Hub](#) for additional announcements, reminders, and webinar replays!





Announcements/Reminders: BRIC

Training & T/TA

- **November 29:** BRIC Webinar, Topic: TBD, 2:00-3:15 pm ET

Upcoming Deadlines/Reminders

- **October 31.** Quarter 3 Invoices are due to Crystal E. Doxie
- **November 14:** BRIC All States Quarterly Call @ 2pm

Visit the [BRIC Internal Webpage](#) funding opportunities reminders, and webinar replays!





Thank you!

