



**STATE PARTNERSHIPS**  
— IMPROVING —  
**NUTRITION & EQUITY**



**BUILDING**  
**resilient inclusive**  
**COMMUNITIES**

SPINE & BRIC Peer Exchange  
October 18, 2023 2:00-3:30 pm ET

[Register Here](#)

Topic: Using Storytelling as a Tool for Sustainability

Attendees: SPINE & BRIC States

#### Description

In public health, 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. Storytelling can be a useful tool to promote project sustainability because it can demonstrate project impact, communicate information about the project to appeal to new partners and funders, and share policy systems and environmental changes that were implemented due to the project. During the Peer Exchange, BRIC & SPINE states will hear the BRIC/SPINE stories of their peers and have the opportunity to offer feedback; they will also be able to ask communication experts questions about how they can best tell their BRIC/SPINE stories.

#### Participants will

- 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

Time	Agenda Item
2:00-2:06 pm	Welcome & Opening Activity
2:06-2:25 pm	State Case Study Presentations & Feedback
2:25-2:45 PM	Group Activity
2:45-2:55 pm	Large Group Debrief
2:55-3:00 pm	Q&A, Next Steps & Closing