The Power of Stories:
From Personal Narratives to Community Action

Building Capacity for Healthy Communities
April 9, 2010

Mark Dessauer
Active Living By Design
Listen
Watch
Read
Post
Tell
Believe
I was policy change.
What does your partnership do?
Why?
Information ≠ Action
“If people only knew **BLANK**, they would **BLANK**”
Purpose
Why evaluate? Who wants to know?

Evaluation Questions
What specific questions do you want to answer?

Methods
How should you collect and analyze information?

Resources
What money, people, and data can you get?
### Butler Bulldogs

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<th>3GM-A</th>
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- Shooting percentages: 34.5% 33.3% 72.2%
- Team Rebs: 3
- Total TO: 8

### Duke Blue Devils

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- Shooting percentages: 44.2% 29.4% 62.5%
- Team Rebs: 1
- Total TO: 12
Story Formula

The Frame

Importance

Power

\[ Q - \text{Score} = \sqrt{\frac{\sum_{k=1}^{m} \left( \sum_{i=1}^{n_k} \sum_{j=i+1}^{n_k} (x_{ki} - x_{kj})^2 \right)}{\sum_{k=1}^{m} n_k \times (n_k - 1)^2 / 2}} } \]
Personal Narrative
Problem \hspace{1cm} \text{Frame}
Poverty
Health
Obesity

Individual Responsibility

Toxic Environment
Healthy Lifestyle

Individual Motivation

Healthy Community
Shared Story
Remembering
Making Sense
Creating Meaning
Establish Identity
Justification
Collective Action
Transportation

Empathy

Persuasion

Motive

Action
Story Tips

• Show don’t tell
• Stay away from abstract language
• Test it with coworkers and friends
• Get photos
• Make sure it is a story everyone can tell
• Give it meaning
Putting it all together

Communicating Your Impact
Two Key Things

- Your Impact
- Your Audience*

Purpose
Who wants to know?
Now Tell Your Story

- Your Impact
- Audience’s Concerns
- Your Experience

=
Tools to Tell Your Story

- Quotes
- Web 2.0
- Media Coverage
- Story
- Photos
- PPT
- Maps
- Impact Data
- Advocacy
- Video
From DC Ward 7 & 8

Ms. Sylvia a 45 year old single mother living in Barry Farms, Southeast DC, who is concerned about Aeisha, her 10 year old daughter who weighs 130 pounds, and cries when her mother will not give her $2 dollars to purchase fries and burger afterschool from the McDonalds that she can see out of her classroom window at school everyday...those golden arches!
Map 1. Full Service Grocers in the District of Columbia

WHAT ARE 'HEALTHY' FOODS?
- High in nutrients
- Low in fat
- Lower sodium
- High in fiber
- High in vitamins & minerals

WHY SHOULD I CARE ABOUT 'HEALTHY' FOODS?
- Healthy foods can help you stay healthy and happy. They can also help you lose weight.
- A balanced diet with healthy foods can help reduce your risk of chronic diseases.
- Increasing your intake of healthy foods can improve your overall health.

HEALTHY FOOD AVAILABILITY
- Local produce
- Organic produce
- Fresh fruits and vegetables
- Low-fat dairy products
- Lean meats
- Whole grains

MAPING THE FOOD ENVIRONMENT
- Do you think the grocery stores offer healthy, good quality, affordable foods?
- Can you access a variety of healthy food options in your neighborhood?

WHAT CAN I DO NOW?
- Support local farmers and producers.
- Choose healthy food options when you shop.
- Eat a balanced diet with a variety of healthy foods.

MAP OF NORTH END NEIGHBORHOOD STORES
- Address: 123 Main St, Springfield, MA
- Contact: 555-1234

FOOD OPTIONS AVAILABLE AT NORTH END NEIGHBORHOOD STORES?
- Getty Mart & Gas
- Old San Juan Bakery
- Priscilla's Bakery
- Medina's
- Bethania Market
- González Market at Brightwood Clinic
- Pepe's Mini Market
- El Foggan Market

FOOD VENDORS
- Getty Mart & Gas
- Old San Juan Bakery
- Priscilla's Bakery
- Medina's
- Bethania Market
- González Market at Brightwood Clinic
- Pepe's Mini Market
- El Foggan Market

AVAILABILITY QUALITY & PRICE OF HEALTHY FOOD OPTIONS
- Healthy
- Less Healthy
- Least Healthy

MASSACHUSETTS INSTITUTE OF TECHNOLOGY SPRINGFIELD PRACTICUM FALL 2005
North End Neighborhood, Springfield, MA
VIEW OF A HEALTHY COMMUNITY

Maps
All Media Outlets cover Chicken Crossing Street

More than 50 community stewards, family members, media observers, children from Hamilton International Middle School 7th graders, and the crew of Fire Engine #9 turned May-Douglas being hit in a high-speed arterial.
Somerville schoolchildren gained less weight than children in two nearby communities used as a control group, according to a report published today in the medical journal Obesity.

“Youth participation tripled in soccer because of the field”
Advocacy
Assessing the Challenge
The “Recreation Commission” changed its name to “Recreation and Fitness Commission” which means that instead of focusing solely on recreation activities, there's a much greater focus on all ages, and activities are expanded to accomplish much more, e.g. routine physical activity with the new trail. Bylaws, policies and procedures from here on out will include health, fitness and active living objectives.

- Ann Taylor, Faison Recreation Commission
“The self-assessment tool was easy to use and was excellent for summarizing and a complement to the more extensive health assessment we do every four years. After completing it, glaring deficiency in programs and strategies to reach employees as well as the middle-aged community were revealed.”

~Partnership for the Future of Bryson City/Swain County
Hiya soosie. Keep on blogging on werefedup and invite others!
6:27 PM Oct 28th from Twitterific

Does restaurant menu labeling work to fight obesity?
6:21 PM Oct 28th from Twitterific

5:01 PM Oct 28th from twitterfeed

hey all, do us a favor and create a profile on www.werefedup.com. Its the only way to keep this site going.
10:58 AM Oct 28th from web

@srobinson84 hey Stacy. Thanks for sharing the South LA info. I will look into it.
10:54 AM Oct 28th from web

@MorganSpurlock WereFedUp.com is a new online social network created by teens to fight obesity www.werefedup.com
10:53 AM Oct 28th from web

Obesity reaches 'terrifying' level around the world: http://idler.com/d318nVo/t
11:44 AM Oct 27th from Digg

Do We Eat Through Our Feelings?
/d318nVj/t
Choose Tool & Tell Story

- Quotes
- Web 2.0
- Media Coverage
- Story
- Photos
- PPT
- Maps
- Impact Data
- Advocacy
- Video
Assignment

Personal Narrative + Shared Story = Community Action

Building Capacity for Healthy Missouri
Thank you

Catch some stories and write history

Mark Dessauer:  
mark_dessauer@unc.edu  
919-843-3077