

Storytelling for Impact

Crafting Success Stories as a CHW

an interactive workshop!

VICEVERSA redefining impact
COMMUNITY one story at a time

Alicia Rose, Founder

Today's Agenda & Expectations

11:35am	Welcome and Introduction
11:38am	Defining Impact Stories
12:43am	Intent vs. Impact in Storytelling
11:50am	Identifying Core Elements (Interactive)
12:00pm	Focusing on Milestones (Interactive)
12:07pm	Tracking Emotions and Responses (Interactive)
12:12pm	Expanding Stories (Interactive)
12:20pm	Tools for Tracking Stories
12:25pm	Practical Applications of Story Tracking
12:30pm	Wrap-Up and Q&A

- #1 Interactive Workshop: You'll work on your own stories throughout.
- #2 Participation Encouraged: Feel free to share ideas and ask questions.
- #3 Flexible Time Use: Use the interactive parts to start your story.
- #4 End with Q&A: We'll save time for your questions and reflections.

Defining Impact Stories

What is an impact story?

- A brief narrative showing how CHWs made an impact by helping a client or family.
- Stories can highlight challenges, interventions, and positive outcomes.

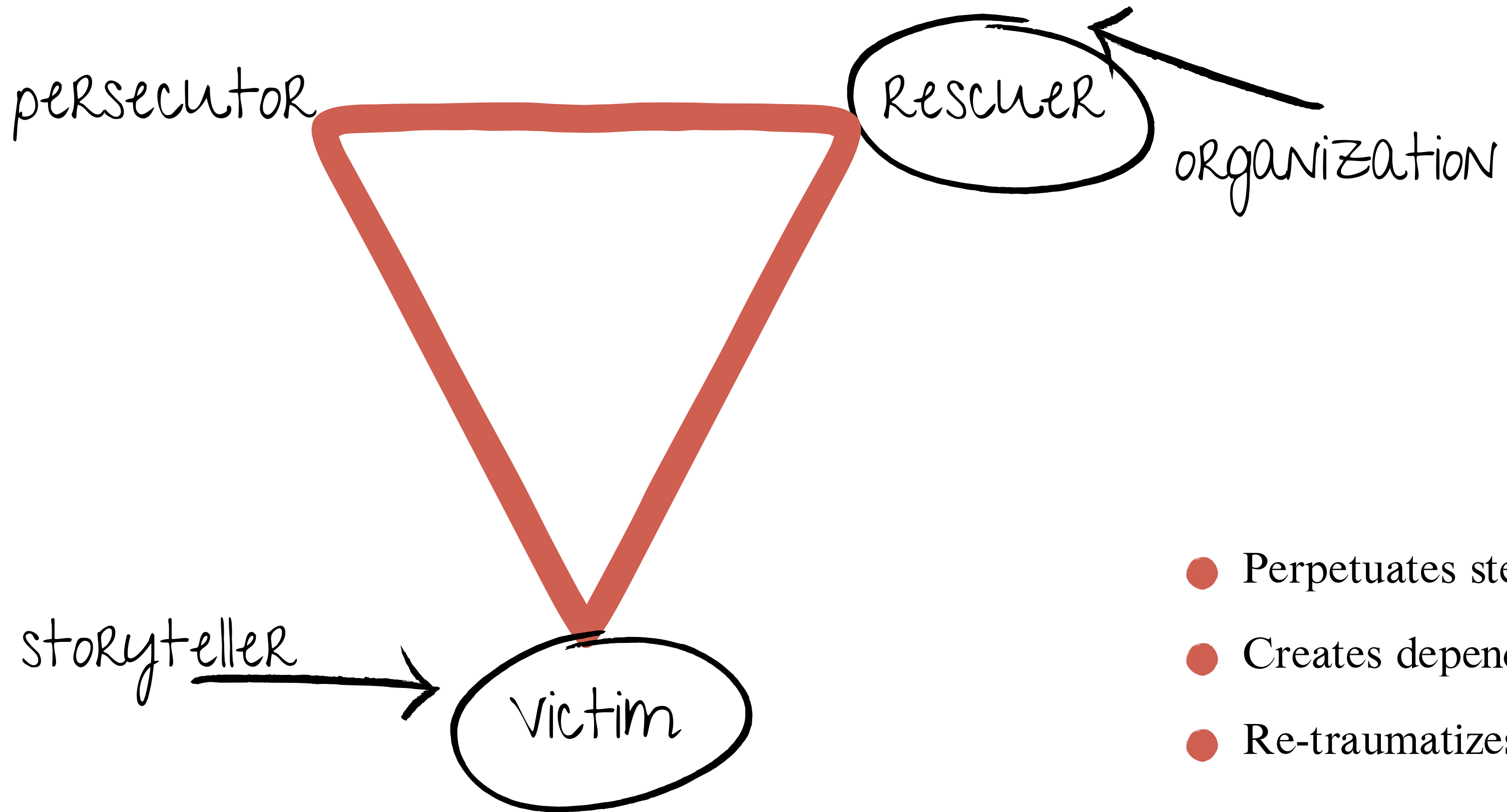
Why impact stories matter:

- They demonstrate the value of your work.
- Useful in newsletters, reviews, and sharing with stakeholders.

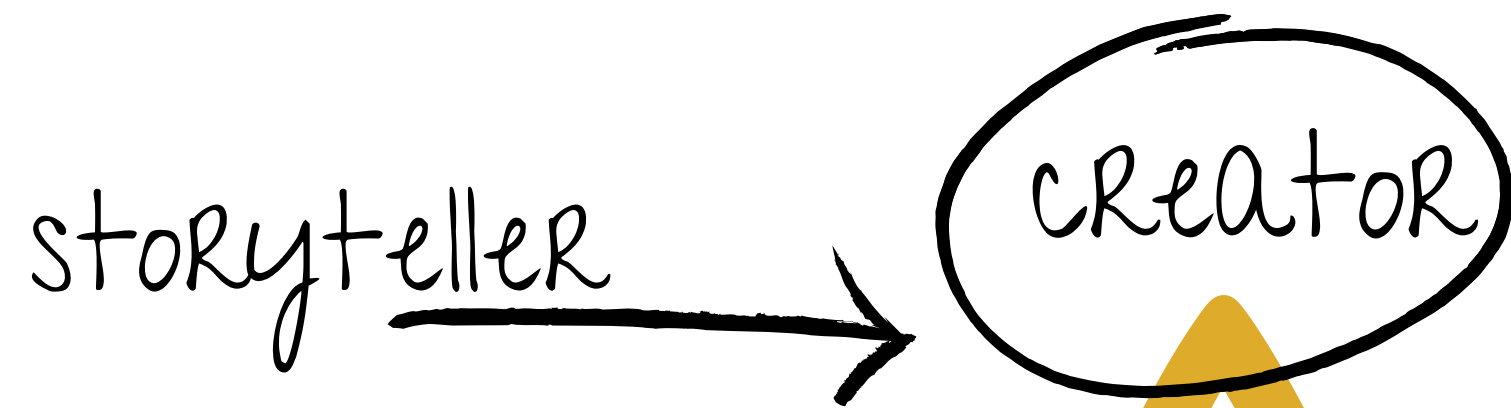
Intent vs. Impact in Storytelling

Intent: (positive goals)

- Raise awareness.
- Empower clients.
- Drive change.

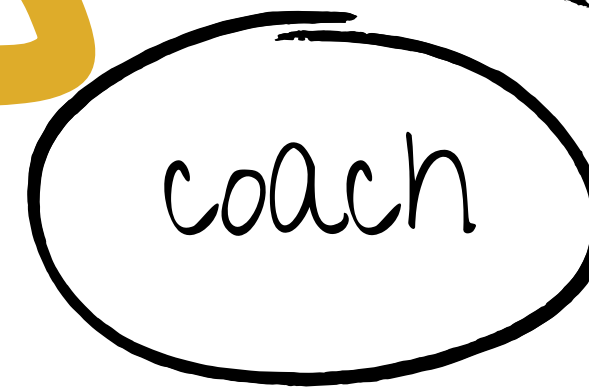
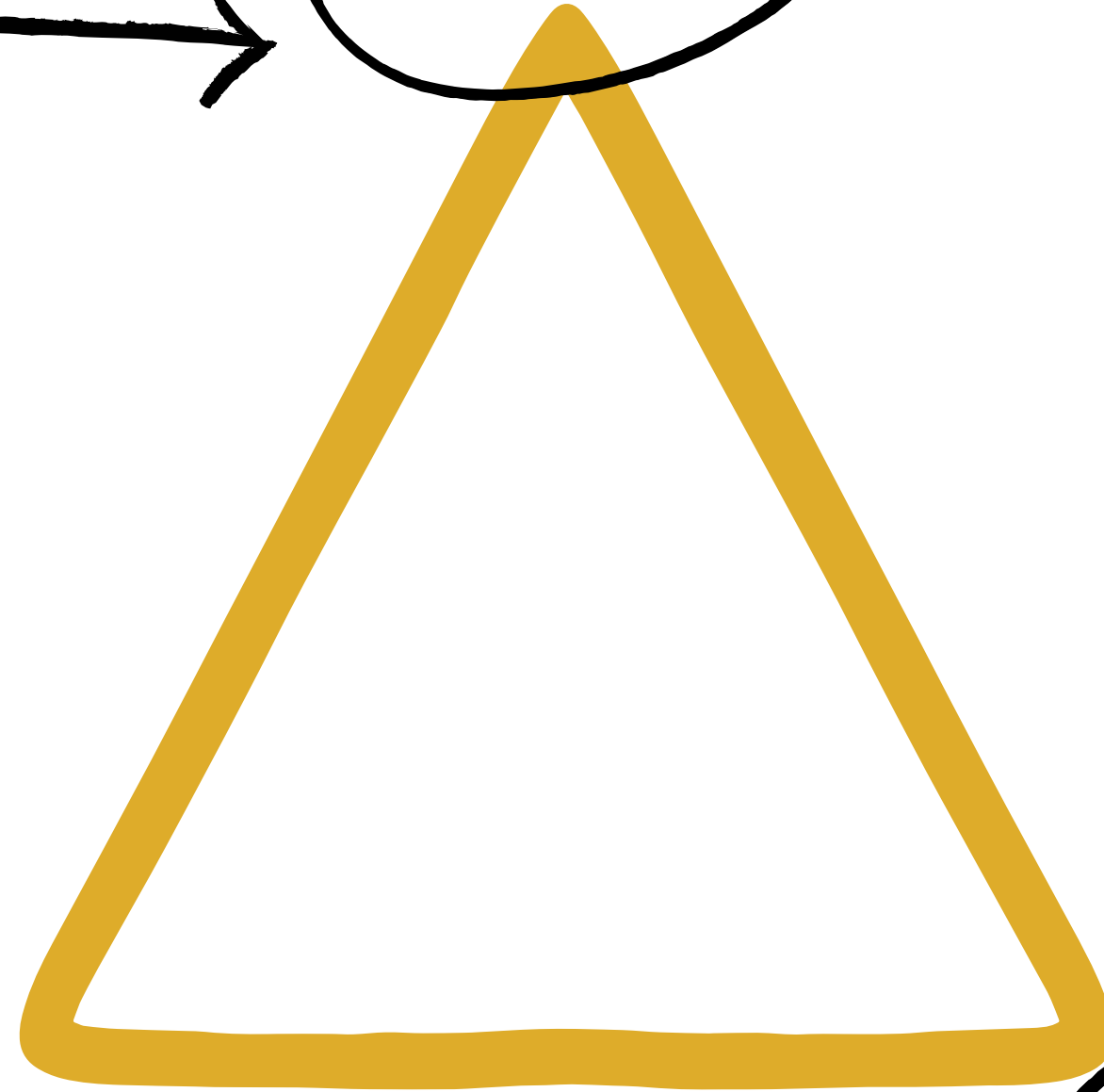


- Perpetuates stereotypes
- Creates dependency
- Re-traumatizes



- Respects boundaries
- Portrays strengths
- Maintains dignity

challenger



Identifying Core Elements

interactive!

Core Elements of a Story:

- Who: Key people involved (clients, family, etc.).
- What: Main challenge or event.
- Where: Location of the story.
- When: Timeline of events.
- Why: Importance or significance of the situation.

Case Example: The Martin Family

your turn!
about 5 min

Core Elements of a Story:

- Who: The Martin family (parents: John and Sarah, child: James, age 7).
- What: James struggles with ADHD, leading to behavioral issues in school.
- Where: Near East Side- Columbus, OH
- When: Began working with the family in April 2024.
- Why: Family sought help after James' repeated suspensions from school, affecting his academic progress.

Focus on Milestones

interactive!

Key Milestones in a Story:

- Initial Challenge: What was the client struggling with?
- Turning Point: What action or intervention changed things?
- Outcome: What positive result came from the intervention?

Case Example: The Martin Family

your turn!
about 4 min

Key Milestones in a Story:

- Initial Challenge: James had trouble focusing, leading to disruptive behavior and multiple suspensions from school.
- Turning Point: Introduced behavioral therapy and worked with the school to implement an IEP (Individualized Education Plan) to support James.
- Outcome: James showed significant improvement in his behavior and focus, and his school suspensions reduced by 75%.

Track Emotions and Responses

interactive!

Tracking Emotions:

- Emotions make stories more relatable and human.
- Capture how the client, family, or CHW felt at key moments.

Case Example: The Martin Family

your turn!
about 3 min

Tracking Emotions:

- Parents expressed frustration with the lack of support from the school before interventions.
- James began feeling more confident and less frustrated after the IEP was put in place.

Don't forget quotes and Testimonials!

"We were at our wit's end, but now James is doing so much better in school. The IEP has been a game-changer." – Sarah Martin (mother)

Document Positive Changes

interactive!

Track positive outcomes or measurable improvements:

- Focus on the main changes or outcomes that resulted from your work.
- Track measurable improvements (like health improvements, behavior changes, etc.).
- Use real data when possible, but personal stories and observations are valuable too.

Case Example: The Martin Family

your turn!
about 2 min

Track positive outcomes or measurable improvements:

- School suspensions dropped by 75%.
- Improved classroom behavior and academic progress.
- James is now attending school consistently and thriving academically.

Crafting the Narrative

interactive!

Now it's time to fill in the details:

- Start: Introduce the client and their initial situation.
- Middle: Describe the intervention or what you did to help.
- End: Highlight the positive changes and the client's strengths.

Case Example: The Martin Family

If you have time...

- Start: James Martin, a 7-year-old boy, struggled with ADHD, leading to frequent disruptions in class and multiple suspensions from school. His parents, John and Sarah, were frustrated with the lack of support from the school system and felt helpless as James' behavior continued to worsen.
- Middle: After connecting with a community health worker (CHW), the family was guided through a series of interventions. Behavioral therapy was introduced, and the CHW worked closely with the school to create an Individualized Education Plan (IEP). This plan provided James with targeted support and accommodations, helping him better manage his ADHD in the classroom.
- End: Within a few months, the results were clear: James' behavior in school significantly improved, and suspensions decreased by 75%. His focus in class increased, and both his teachers and parents reported noticeable progress. The Martin family now feels empowered, with a renewed sense of hope for James' academic future.

Quote from Mrs. Martin:

"We were at our wit's end, but with the help of our CHW and the IEP, James is doing so much better in school."

Tools for Tracking Stories

● Single Document for Multiple Stories:

- Track several stories in one document.
- Easy to scan and update multiple cases at once.
- Use the provided template to start.

● Folder System ("Wins!" Folder):

- Create a folder to store individual documents for each client.
- Each client's story is in its own document for focused updates.
- Use the same template for each file to stay consistent.

Story Tracking: Multiple Clients

Use this template to track key details for multiple stories in one document. Each section represents a different client or case. Remember to update information after key events or milestones.

Client 1

Core Elements
Who:
What:
Where:
When:
Why:

Key Milestones
1. Initial challenge:
2. Turning point or action:
3. Outcome:

Emotions and Responses
Key emotions at different stages:

Quotes and Testimonials
Key quotes from clients or stakeholders:

Outcomes or Changes
Final outcomes or improvements:

Client 2

Core Elements
Who:

Client 3

Core Elements
Who:
What:
Where:
When:
Why:

Key Milestones
1. Initial challenge:
2. Turning point or action:
3. Outcome:

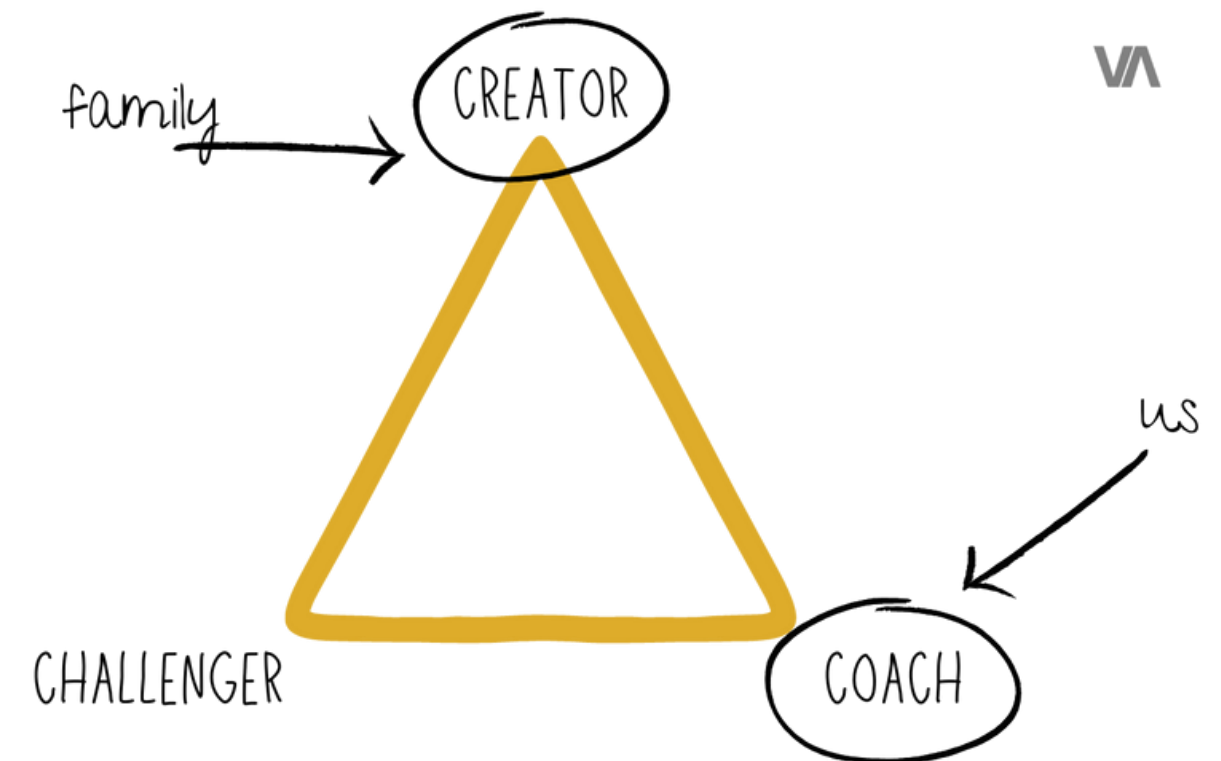
Sharing the Story

- Format:

What's the best way to share this story (written report, video, presentation)?

- Audience:

Who should hear this story? What key points should you emphasize?



Manager Requesting a Story for a Newsletter

"Turning it Around: The Martin Family's Success"

James Martin, a 7-year-old with ADHD, struggled with behavioral issues that led to frequent suspensions from school. His parents, John and Sarah, felt lost and overwhelmed by the lack of support. After connecting with their CHW, the family was introduced to behavioral therapy and an Individualized Education Plan (IEP). This intervention reduced James' school suspensions by 75%, and his focus and behavior significantly improved. The Martin family is now thriving, with James making consistent progress in school.

Mrs. Martin shares: "We were at our wit's end, but now James is doing so much better in school. The IEP has been a game-changer."

CHW Showcasing a Personal Win During Review

Yearly Review Example:

During the past year, I worked closely with the Martin Family, whose son James was struggling with severe behavioral issues in school due to ADHD. After several consultations, I facilitated the implementation of an Individualized Education Plan (IEP) and behavioral therapy for James. As a result, his suspensions dropped by 75%, and his focus in class has improved. The family has expressed immense gratitude, and I believe this is a strong example of how consistent case management and personalized intervention can lead to tangible improvements in the lives of clients.

Sharing a Impact with a Partner Organization

Partnership Collaboration Example:

Working with the Martin Family was a true collaboration between our organization and the local school district. James Martin, a 7-year-old with ADHD, faced frequent suspensions and behavioral issues. Through our partnership, we connected the family to resources, including behavioral therapy and an IEP at school. This joint effort led to a 75% reduction in suspensions and noticeable improvement in James' behavior and academic progress. This case highlights how a coordinated approach can significantly improve outcomes for children facing challenges like ADHD.

Please follow this QR code for a poll:



Thank you so much for choosing this workshop!

Please confirm your attendance for CE!

**2E Creating Back-Pocket Impact Stories:
Empowering Community Health Workers**

https://ohio.qualtrics.com/jfe/form/SV_ahMlo3TKuDUM5GC

