Once upon a time….
Why Stories
Pitt County Community Garden

- Started in 2011
- Over 300 children participated in 2013
- Yields at least 0.6 lbs of vegetables per square foot per season
- Children take course in cooking, gardening and nutrition

The Rib Garden
What Stories Do
Stories Make Sense
'Being a nurse means a caring hand and an encouraging smile'

Deb Louden
Australia
Stories Make Sense
This Is Some Important Point

✓ One amazing fact that you didn’t realize
✓ Another amazing fact that maybe you knew
✓ A third fact that you might have know, but didn’t realize was relevant
✓ And, of course, a fourth fact that needs to be stated because you can’t just say it and expect them to remember
✓ And a fifth point, just for luck
✓ Oh, and did I mention point #6 too?
✓ And there’s an important conclusion too
Stories Bring Us Together
James Calder likes a status.

Papa Roux

So while I’m outside putting down massive quantities of ice melt, a young kid walked through the parking lot headed west. He asked me how far it was to 10th and Sherman.

I told him it was quite a way away. At least 6 or 7 miles. I suggested that he would be far better off on the bus then on foot, especially in all this ice and slush. He thanked me and continued.

Tell us your story:* 

We were driving. We asked him about his journey.

Jhaquiel was waking from 42nd and Post to an interview at 10th and Sherman. For a potential (but not guaranteed) minimum-wage job. In this weather. Walking, because he couldn't afford the bus. He had actually planned his time well and the interview was still 2 hours away.

We drove him to 10th and Sherman. He was extremely thankful and said so. I got his telephone number and told him to keep his interview, but I would see if there was a way to hire him, so his daily trek to work would be 3 miles instead of 10. I also asked him if he had a place to stay. He couldn't legally stay here...
How Stories Work

- Standard data (powerpoint slides) registers in the brain’s language processing areas

- Evocative language and narrative form activates and connects other parts of the brain that we use to experience events

- Some stories can synchronize the neural waves between the teller and audience
Stories Demonstrate Impact

Camp means there is a place where I can be myself and not worry about being judged.
Stories Create an Emotional Connection
Stories Build Credibility
Stories Helped Me
Stories Make Things Right
Success

Collaboration

Cooperation

Communication
Ventilator-Associated Pneumonia (VAP):
Cost Analysis of using silver-coated endotracheal tubes to reduce incidence of VAP

Rose S. Macalister, RN, BSN

ABSTRACT

The incidence of ventilator-associated pneumonia (VAP) is a significant cause of hospital-acquired infection and costs up to $25 billion per year in the United States. This study aimed to evaluate the cost-effectiveness of using silver-coated endotracheal tubes in reducing VAP incidence in a hospital setting.

PURPOSE/BACKGROUND

VAP is a leading cause of hospital-acquired infections, leading to increased costs and mortality. Silver-coated endotracheal tubes have been shown to reduce the incidence of VAP.

METHODS

A prospective study was conducted in a tertiary care hospital with 1000 beds. The study group included patients aged 18 years or older who required mechanical ventilation for 48 hours or more. The control group received standard care. Costs were calculated using the Healthcare Cost and Utilization Project (HCUP) database.

RESULTS

The study showed a significant reduction in VAP incidence in the intervention group. The average cost savings for each patient was $1305.72, with a total cost savings of $123,664.40 for the intervention group compared to the control group.

CONCLUSIONS

Using silver-coated endotracheal tubes can significantly reduce VAP incidence and save costs. This strategy should be considered in hospital settings to improve patient outcomes and reduce healthcare costs.

REFERENCES

Change Minds, Hearts and the World
Dear Michelle Obama,

Hi, our name are Tamara Lewis and Danielle Conway. We are 11 and 10 yrs old. We are both in the 5th grade class at Cuba Elementary School. We wanted to write you a letter letting you know about the town which we live in. It is called Cuba, New Mexico. It is a very small town. But we have so many people living here, all race. We are Native American Indian (Navajo). Being a Navajo, we have obesity and high blood pressure, diabetes. So, we are trying not to go down that road like our family did. We think it’s because there is not much to do in this small town, until we got the bike trail and community garden and yoga that Dr. Richard Kosell and Dr. Suzanne Norman and Anne Schultz and Jill Mumford also Starr Smoker had started. It gave us young people
Rufina Cowboy realized how big a role it played in her weight when her daughters Tamara Lewis, 12, and Lisa Cowboy, 11, persuaded her to go on a diet after participating in a program in their hometown, Cuba, N.M. The program, aimed at teaching children about healthy eating, is underwritten by the Robert Wood Johnson Foundation.
May 9, 2011

Darrelicia Cowboy
Tamara Lewis
Post Office Box 418
Cuba, New Mexico 87013

Dear Darrelicia and Tamara:

Thank you for writing. Your letter was so thoughtful, and I love to hear about your views and ideas.

Here at the White House we started a program called Let's Move! to keep our Nation's children healthy. We want to keep gym classes in schools, serve healthier meals to students, better inform parents about nutrition, and make sure that all communities have access to healthy, fresh, and affordable food.

Each of us has a role to play in making sure kids across our country get healthy, and you can make a difference for yourself, your family, and your community. Your generation is full of creativity, energy, and great ideas. So encourage your family to cook dinner together, turn off the TV and play games, and take walks or bike rides. Try organizing a school garden or sports team. Or you can visit www.LetsMove.gov to learn more and get involved.

Thank you again for your letter. Keep up the good work and remember that with the right attitude, you can do anything. So get ready, get excited, and get moving!

Sincerely,

Michelle Obama
1. Tell a story
   *(light bulb moment, hardest day, most proud moment)*

2. Listen

3. Share
Stories as Currency
What Kind of Stories Can We Tell?
Types of Stories

• Nature of Our Challenge
KNGF Guide Dogs
Types of Stories

• Nature of Our Challenge

• How We Got Started
Our story started on the campus of UCLA. Our founder, Lindsey Pluimer, was a star basketball player at UCLA and studied communications. While she was a student-athlete at UCLA, there were many protests on campus regarding the genocide in Darfur at the time. Lindsey studied the lack of media in Darfur in one of her classes and once wrote a very meaningful paper regarding the subject matter. In her conclusion paragraph, she committed to one day going to Africa and volunteering in order to help those in need.
Types of Stories

• Nature of Our Challenge
• How We Got Started
• Performance
Center for Employment Opportunity (CEO)
Types of Stories

• Nature of Our Challenge
• How We Got Started
• Performance

• Where We’re Going
Martin Luther King’s Speech
Imagine A World Without Hate
Types of Stories

- Nature of Our Challenge
- How We Got Started
- Performance
- Where We’re Going

- Emblematic Success
Girls Who Code

Hear what a few of our Alumna have to say:

> Joelle  Girls Who Code, ‘13 IAC Alum

Joelle grew up in Queens, New York, with a strong interest in both the arts and STEM subjects. She came to Girls Who Code without any experience in coding, but now credits the Summer Immersion Program for her success in the field. Joelle is currently a first-year computer science major and theater minor at Brandeis, where she is a prestigious Science.

“There are so few women — and even fewer women of my background — in engineering. Meeting developers of color was empowering, and you need empowerment moments to get you through the long, hard process of becoming a computer scientist.”

— Joelle Robinson, Brandeis Now
Types of Stories

• Nature of Our Challenge
• How We Got Started
• Performance
• Where We’re Going
• Emblematic Success

• Striving to Improve
Types of Stories

- Nature of Our Challenge
- How We Got Started
- Performance
- Where We’re Going
- Emblematic Success
- Striving to Improve

- Why We Do
- What We Do
The Storyteller’s Toolbox
Character

- One main character
- Real person
- Name
Conflict
Plot
Plot: Beginning > Middle > End
Resolution
Resolution: The Moment of Truth
Show, Don’t Tell
One Central Point
Can you tell your story in one sentence?
Have a Call to Action
Beware of the Black Box
**Story Structure**

- **Beginning**
  
  “Once upon a time”

- **Conflict**
  
  What happened?

- **Resolution**
  
  The moment of truth

- **Central Lesson**
  
  So what?
Personal Story

• Personal change

• Individual challenges

• Success against the odds
Shared Stories

• Inspiration

• Community overcomes barriers

• Your organization/partnership
Collective Action
Storycatching Tips

1. Where is your story located?

2. Who are the main people involved? Is it a single person or a group of people?

3. What is your main character(s) up against? What is the conflict?

4. How did the character(s) overcome the conflict? What services or interventions were provided by you to help them overcome the conflict?

5. What is the lesson of the story and why does it matter?
Storytelling Tips

1. Start with a compelling beginning.
2. Avoid the following opening line AT ALL COSTS: “This is a story about __________.”
3. Make sure you know what your story is about! *There is always meaning to a story that transcends the action.* If there isn’t, then it is simply not a story—it is an anecdote.
4. Don’t ramble. No stand-up comedy! Save the therapy for therapy.
5. Kill ‘em with the last line!
Storytelling Summary

• Show don’t tell
• Stay away from abstract language/jargon
• Test it with coworkers and friends
• Get photos
• Make sure it is a story everyone can tell
• Give it meaning
• Keep the contact
• Do you have permission?
Sharing Your Stories

- Blogs
- Flickr/Instagram
- Newsletters
- Twitter
- Facebook
- Meetings with policymakers
- Editorial board meetings
- Reporters
- Partnership meetings
- Annual report
- Presentations
City of Rancho Cucamonga, California creates Healthy RC

Posted by Dennis Michael, Mayor of Rancho Cucamonga, CA on March 15, 2011

Our City of Rancho Cucamonga, California is located in the largest county in the contiguous United States and the third most obese. The county has the highest death rate from heart disease and the ninth highest death rate from diabetes. The county, moreover, has the state’s worst access to healthy food with six times as many unhealthy food retail outlets as healthy ones. Two out of every three residents are considered obese or overweight and three out of every four school children do not meet fitness standards.

Continue reading story ▶
Building a Storytelling Culture
Ask for Stories
Tell Stories
Teach Stories
Storytelling Culture

- Organization story
- Staff meetings
- Trainings (internal/external)
- New employees
- Birthday/holiday celebrations
- Presentations
- Board meetings
Storytelling Journey

• Make sense of complexity

• Shape public understanding

• Share your passion

• Empower team

• Motivate change
'I celebrate myself, 
And what I assume, you shall assume, 
For every atom belonging to me as good belongs to you.'
Thank you