



Breaking Through the Noise: The Importance of Story Telling

Goals

- Increased confidence when asking consumers to share their stories
 - What's the Process?
 - Best practices for the Art of Story Collection
- Highlight your great work

Guiding Principle



The Power in a Story

- What resonates when you read this statement?

“57% of those who benefit from Healthy Michigan are working adults.”

- Who are they?
- What do you know about them?
- Would you be able to respond to a legislator’s request?
- Could you tell your funders about any of them?

The Power in a Story

Eyole's #GetCovered Story: Coverage, Not Just Prayer, Gives Me Peace of Mind

Posted December 18, 2014

By Eyole Mbongo, 31, San Antonio



A couple of years back, I stepped on a rusty nail and went to a clinic. The first thing I was asked: How are you planning to pay? The second: Do you have insurance? The third: What brings you here?

I always thought that sequence of questions was interesting – and not in a good way.

I'm a full-time grad student in public administration at the University of Texas at San Antonio and I work part-time in retail sales. But the paycheck from my part-time job doesn't cover the cost of health insurance.

Quick Role Play Example

Why Story Bank?



Ways to Highlight Stories

Social Media

Organizational Blogs

Outreach and enrollment events

Earned Media

Legislators

Press events



Understanding PII

- **Personally Identifiable Information-** refers to any information that can be used to identify an individual
- **Assisters can follow-up with individuals, but must get consent to do so**
- **Use separate form for storybanking than standard consent**



Question: Can assisters collect and retain consumer information when performing outreach and education activities (like at events)?

Answer: Yes, with consumer consent.

Question: Can assisters collect and share consumer stories when performing outreach and education activities, or “in-reach”?

Answer: Yes, with consumer consent.

Sample Assister Collection Form



Alaska Primary Care
ASSOCIATION

Media Release/Consent Form (Adults only)

Date: _____

Name (please print): _____

By signing below, I agree the Alaska Primary Care Association may use:

* photos, videos and sound recordings of me

* other: _____

As part of (name of project): _____

Location: _____ Date of project: _____

I understand that APCA may use the materials indicated above for its publications, Web sites, broadcasts or other uses needed for the project. APCA may give out only the information needed for this project. This form does not allow APCA to give out other information about me or my family for any other purpose. I understand that APCA's use of the materials indicated above may identify me as a client of APCA.

Restrictions:

I am placing no restrictions on the use of the materials.

These materials may be used only for the project listed above. APCA must ask me to use them for other purposes.

Other restrictions: _____

Time limits:

There is no time limit on when APCA may use the material.

APCA may not use these materials after _____

I understand that I will not be paid for this material.

Signature: _____ Date: _____

Witness signature: _____ Date: _____

Place where the original of this release will be kept: _____

Please return a copy or FAX to:

Alaska Primary Care Association, 903 W Northern Lights Blvd, Ste #200, Anchorage AK 99503
FAX 907-929-2734

After Consent to Share

What do you collect?

- Name
 - Contact Information – phone number and email if possible
 - Best time to follow up and contact this person
 - Key details about the story
-
- Details about who collected the story and where
 - Compile (along with completed consent form) in a secure location/database

Describing the importance of story banking to consumers

The Ugly, the Bad, and the Good

Write down:

- Your worst fear about being the story
- Your worst fear about collecting consumer stories
- 3 ways that story banking is valuable to your health center or program?

Story Gathering: Collection Phase



Before Making the Request

Be Sensitive/Empathy – these are extremely personal stories

Most consumers are not media experts – this is a big deal to them!

Consumers should see this as an opportunity to share, not an obligation

Common Concerns We All Share

Reluctant consumers

Individuals who feel like they don't have a story to tell

Individuals who don't have time to talk

Follow-Up After Consent

Dedicate space/time/staff to develop stories after collecting

- Determine who will follow up with consumers
- How follow up will take place
- When, in what timeframe
- How stories will be prioritized

Enter into secure database

- Keep personal information private
- Track contact attempts
- Do not force it!

Set schedule for following up with the person

- Develop stories in timely manner
- Research prior

Developing a Lead

- Fact-check and verify information
- Develop stories through more in-depth interviews with consumers.
- Gauge consumers' ability and willingness to speak with a reporter
 - For media: set up coaching time with the consumer to go over what an interview will be like

Your Story Bank “To Do” List

Begin with the end in mind

Designate a Story Bank Coordinator

Centralize your stories

Decide on storage solution

Exercise: Approaching a Consumer

Instructions: “Three No’s & 1 Yes!”

Everyone Pair Up:

- 1 minute to discuss what you did over the weekend
- Ask your partner if they would like to share their story
- You will make this request 4 times of the your partner, varying your Ask
- Practice: Improve the strength of your request each time, change your words around
- Switch places with your partner

Collection Cards

Did you or someone you know enroll in new health care coverage?

.....
Sharing your story helps show other people just like you the benefits of getting covered.

First Name: _____ Last Name: _____

Email: _____ Phone: _____

Zip Code: _____

Story Description: _____

You may also send us your story online
at mycoveragestory.org or call 800-593-5041.
WE MAY CONTACT YOU TO SEE HOW WE CAN SHARE YOUR STORY.

Examples from Michiganders



What's Happening?

Michigan has no shortage of powerful stories when it comes to how communities all around the state are strengthening local and regional economies through food and farming. As part of our ongoing federal policy advocacy work, the National Sustainable Agriculture Coalition is developing a collection of stories from farmers who are most affected – particularly in a highly influential agricultural state like Michigan.

Our goal is to collect and strategically share stories about the impact and importance of federal policies and programs. These stories will help reporters, editors, and others better cover these issues and will help ensure that farmers' voices are featured more prominently in the media, and heard by decision-makers.

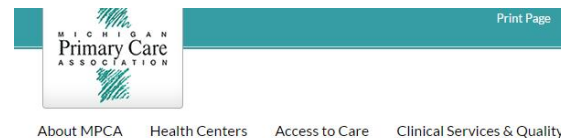
How Can I Help?

If you are interested in participating in our story banking project, we would like to set up a brief interview with you to gather some basic info about your farm



RECENT POSTS: MICHIGAN VOICES FOR GOOD FOOD POLICY

Legislator in the Lunchroom:
Congressman Dave Trott visits
Waterford School District Farm to
School Program



What Are Health Centers

Health Centers » What Are Health Centers

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Success Stories: Meet Joyce

February 4, 2015 By Enroll Michigan — Leave a Comment



Joyce came to me last year to look for insurance. She had tried on her own at first, and had struggled a bit to get through the application on her own. She was dealing with end of life care for her husband, and eventually the death of her husband. [Read more...]

Big Picture for Enrollment Assisters



Complete enrollment assistance, then tell a consumer how they can share their story

Make sure consumers know that sharing their story is voluntary

Provide consumers with tools to share their story while they are with you in person

Resources

- **Issue Brief: Using Volunteers in Navigator and Assister Programs: Doing More with Less**
- **Webinar October 1st: Preparing for Open Enrollment 2016: Making the Most of an Enrollment Appointment**
- **Infographic: Stop, Shop, and Enroll for Health Insurance**

Where do you find these resources and more?

<http://familiesusa.org/initiatives/enrollment-assister-resource-center>



Q&A

Thank you!

Email us at:

Assisters@FamiliesUSA.org

Or visit us at:

<http://familiesusa.org/initiatives/enrollment-assister-resource-center>

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