

Roadmaps to Health

Action Awards Convening

Building Networks, Advancing Community Health Improvement

March 3, 2016

Story Catching and Storytelling for Impact: Activity

In 6 groups (5-7 people per group), use the next 30 minutes to develop a story in short form. Be sure to have a compelling headline or hook! Decide what medium to use to deliver your story (newspaper or print piece, television or video format, or via a social media platform). Use the narrative structure and tips below as a reference.

Narrative Structure:



Tips for Plot-Building:

- Keep the plot vivid and simple
- Build suspense
- "Show," don't "tell"
- Repeat memorable phrases
- Connect clearly to your message
- If relevant, "Cast" your audience
- Finally...Be yourself! Be authentic and share your optimism and hope