

CHCANYS Public Narrative Guide

STORY OF SELF

GOAL: Share your Story of Self by reflecting on an experience and showing how your challenge, choice, and values shaped who you are.

ABOUT STORY OF SELF:

- A Story of Self is about what inspires you to be part of community health — as a provider, patient, advocate, or staff member.
- It's not a list of job titles or achievements. It's about one meaningful moment from your experience in the community health center world.
- Whether you're a provider, patient, advocate, or staff member, your story should center on a challenge you faced, the choice you made, and the outcome that followed.
- These stories can be emotional and that's OK. This is about sharing what's real, and what connects us in the mission of community health.

POINTERS:

- Don't worry about being perfect. Focus on telling your story and trying it out.
- Think about your origin moment - *what sparked your call to leadership.*
- Notice which parts of your story stand out and why they're important.
- Reflect on what might connect with others. Ask yourself "which moment might really resonate with someone listening?"

GUIDING QUESTIONS

- **THE CHALLENGE:** What challenges did you face? Can you show the moment instead of just telling it?
 - Think about how this challenge shaped you or led you toward your calling in the community health center movement.
 - **Ask yourself:** "How would I describe the challenge so someone else can really see it?"
- **THE CHOICE:** Was there a clear choice you made in response to each challenge?
 - Focus on the moment you decided what to do.
 - **Ask yourself:** "What decision did I make in that moment, and how did it make me feel?"
- **THE OUTCOME:** What was the specific outcome that resulted from each choice? What did that outcome teach you?
 - Think about the lesson or insight this experience gave you and how it connects to your work today.
 - **Ask yourself:** "How did this outcome help me grow, shape who I am, or lead me toward my calling?"
- **THE VALUES:** What values (e.g., access, community, collaboration, etc.) guided your choices, and where do they come from?
 - Reflect how these values connect to your purpose or calling in the community health center movement.
 - **Ask yourself:** "What matters most to me here, and how did this experience show that?"
- **DETAILS:** Are there moments in your story that had especially good details or images (e.g. sights, sounds, smells, or emotions)?
 - Think about how these details help others understand my experience and what it taught me.
 - **Ask yourself:** "What did I see, hear or feel in that moment?"

STORY OF US

GOAL: Share your Story of Us by reflecting on your community's experiences and the moments that show how you act together and live your values.

ABOUT STORY OF US:

- A Story of Us is about how your community health center staff, patients, partners, and the community has come together to act on shared values.
- It builds hope and reminds us what's possible when we act together.
- It includes a challenge your community faced, the choice to take action, and the outcome that brought people together.

POINTERS:

- Focus on the group's story, not just your own experience.
- Think about moments when your community came together to take action.
- Notice the challenge, the choice, and the outcome, and why those moments matter.
- Reflect on your unique community and what might inspire hope or connection for listeners.

GUIDING QUESTIONS

- **THE US:** Who is the "us" in the story? Do you feel part of the "us"?
 - Think about a moment when you saw your community live their values.
 - **Ask yourself:** "Who makes our community, and how do we work or stand together?"
- **THE CHALLENGE:** What challenges did we face together?
 - Notice small details that can help show the challenge - sights, sounds, or feelings.
 - **Ask yourself:** "What was difficult about this moment, and why did it matter to us?"
- **THE CHOICE:** What choice did we make together in response to the challenge?
 - Add details that bring the choice to life and help others understand what happened.
 - **Ask yourself:** "What decision did we make and how did it make us feel?"
- **THE OUTCOME:** What happened because of our choice? What did we learn?
 - Think about how this moment demonstrates the difference we can make for our community and those we serve by coming together.
 - **Ask yourself:** "How did this outcome shape us or connect to what we do now?"
- **THE VALUES:** What values guide us and where do they come from?
 - Reflect how your values connect to your mission or calling.
 - **Ask yourself:** "What matters most to us and how does this story show it?"

STORY OF NOW

GOAL: Share your Story of Now to connect the story to strategy - showing why action is needed and how we can act effectively.

ABOUT STORY OF NOW:

- A Story of Now shares an urgent challenge that health centers are facing, the action you're calling your community to take, and why it's so important to act now.
- Shows a challenging vision of what could happen if we do not act and a hopeful vision of what could happen if we do act.
- A Story of Now includes a call to your community to commit to the action you want them to take.

POINTERS:

- Think about what makes this challenge real and immediate.
- Focus on the "ask" you are making and make it clear.
- Make the promise of hope clear. What positive outcome could result if the community acts on your ask?

GUIDING QUESTIONS

- **THE NOW:** What is the specific challenge we face now? Did you paint a vivid and urgent picture of it?
 - Make sure the challenge is as specific as possible - this will help make your ask more clear.
 - **Ask yourself:** "What details can I share that show the challenge and the real urgency we are facing?"
- **THE CHALLENGE:** What urgent challenge are community health centers facing right now that is dire and what can we do about it?
 - The challenge must be so urgent as to be able to motivate others to join you in taking action.
 - **Ask yourself:** "Am I clearly conveying the urgency of the challenge? Does it bring people into the moment and help them feel that same urgency?"
- **THE ASK:** What action do you want your community to take and commit to following through on?
 - Be clear and specific about the action.
 - **Ask yourself:** "Is my ask clear and actionable? Will people understand what I'm asking them to do, when, and how?"
- **HOPE:** What is the vision that shows how we can move from challenge to change?
 - Show that there is a real and possible path forward when we act together.
 - **Ask yourself:** "Does my story show that action we take now, together, can lead to real results? Does it give people a sense of possibility and purpose?"

LINKED NARRATIVE

GOAL: Know how to tell your story again and again whenever it's needed to move yourself and others to action.

ABOUT LINKED NARRATIVE:

- A full linked narrative is a call to action grounded in the shared values of the community health center movement.
- The linked narrative weaves together the Story of Self, Story of Us, and Story of Now.
- Each component of the narrative needs a challenge, choice, and outcome that together inspire action.

POINTERS:

- Storytelling is a dynamic process. Each time you tell your story, you'll adapt it to the moment and your audience.
- As you develop one story, you may find yourself rethinking the others - because each story can shape or deepen the rest.
- If connecting your stories feels challenging, try starting with the Story of Now.
- The goal is to learn how to shape your narrative again and again to inspire yourself and others to take action.

GUIDING QUESTIONS

- **INTERWEAVING SELF, US, AND NOW:** Did the story of self and the story of us relate to the story of now? What is the common thread that ties them together?
 - To connect self, us, and now, find the link between why you are called to this mission, why our community is called to it, and what this mission calls on us to do now.
 - **Ask yourself:** "If the connection isn't clear, what thread could I use to link the Self, Us, and Now more strongly?"
- **THE VALUES:** Does the linked narrative show your values?
 - Your values should be evident in each story and connects the stories together.
 - **Ask yourself:** "Are my values clear and visible throughout my linked narrative?"
- **THE CHOICE:** Is there a clear choice you are asking people to make?
 - The challenge and choice should flow across Self, Us, and Now, so the ask in the Story of Now is clear and powerful.
 - **Ask yourself:** "Am I clearly showing what action I want people to take, when, and where, and does it tie together with the challenges and choices in the other stories?"
- **DETAILS:** Is the linked narrative real and engaging for the listener?
 - Show, don't just tell. Highlight the vivid details that bring it to life.
 - **Ask yourself:** "How can I let the listener step into this moment with me?"

