



WEBINAR RESOURCE GUIDE

Building power through narrative

February 18, 2025

CHR&R Tools and Resources

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Guest Resources

Jannah Bierens, founder, PHREEDOM LLC

The [groundwater approach](#) and metaphor from the Racial Equity Institute is based on three observations: 1) racial inequity looks the same across systems, 2) socio-economic difference does not explain the racial inequity; and 3) inequities are caused by systems.

The [2021 Public Health Workforce Interests and Needs Survey](#) was conducted by the de Beaumont Foundation and the Association of State and Territorial Health Officials and is the only nationally representative survey of state and local government public health employees in the U.S.

The [FSG Water of Systems Change](#) was designed to help organizations understand how systems change can increase success by focusing on the least explicit but most powerful conditions for change and their roles in advancing equity.

The [Social Ecological Model of Racism and Anti-Racism](#) promotes an understanding of the multifaceted, overlapping and interactive factors that contribute to and maintain racial inequities, as well as strategies to eliminate racism, address its multiple impacts and achieve a more just society.

Guidance

Learn more about the [Narratives for Health](#) initiative, co-led by CHR&R and Human Impact Partners, which is shifting from dominant narratives that have impeded progress and toward inclusive worldviews that support health and racial justice.

- Understand how [narratives are a form of power](#)
- Explore key [narrative concepts and definitions](#)
- Be inspired by practical [examples for applying transformative narratives](#)
- Access issue-specific narratives that champion civic health and socially connected communities on pages 14, 19 and 23 of the [Narratives for Health Guide](#)
- Get involved in a [train-the-facilitator](#) series by [signing up](#) for the next opportunity.
- Contact narrativesforhealth@chrr.wisc.edu



Discussion Group Resources

Books that help build knowledge about narratives:

- [“Merge Left: Fusing Race and Class, Winning Elections, and Saving America”](#) by Ian Haney López
- [“The Power of Bridging”](#) by John A. Powell

Organizations that work on narratives and provide resources:

- [Frameworks Institute](#) studies narratives about social issues and works to build more effective narratives that improve systems.
- [The National Association of County Health Officials](#) offers a Roots of Health Inequity Course Series.
- [A Picture’s Worth](#) is a training and service-providing non-profit organization that champions narrative change to bridge divides.
- [Public Health Communications Collaborative](#) creates relevant and practical communications tools including those that incorporate narratives.
- [Roots of Health Inequity](#) offers a course on building narrative power.

Other resources include:

- [“Befriending Radical Disagreement”](#) is an On Being podcast about the relationship that developed between two people with seemingly opposing viewpoints.

Healthy Places by Design (HPbD)

[Healthy Places by Design](#) facilitated the post-webinar discussion group. Its [Community Action Model](#) was developed with insights from more than a dozen years supporting successful community health initiatives and a deep understanding of the community change process.

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