



County Health
Rankings & Roadmaps

Webinar

Storytelling as a tool to
increase voter participation

September 17, 2024

countyhealthrankings.org



University of Wisconsin
Population Health Institute
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH

Support
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County Health
Rankings & Roadmaps

We value



University of Wisconsin
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SCHOOL OF MEDICINE AND PUBLIC HEALTH

Collaboration

Innovation


Integrity

Courage

Inclusion

Excellence

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 County Health
Rankings & Roadmaps

Join the conversation

Welcome to Q&A

Questions you ask will show up here. Only host and panelists will be able to see all questions.

Where can I find strategies to address children in poverty?

☐ Send anonymously

Who can see your questions?

Webinar Chat

Me to Everyone

JL Hi Everyone, I'm James, from Madison, WI.

Zoomhost CHRR to Everyone


Hello James and welcome to today's webinar.


Who can see your messages?

To: Everyone

Your text can be seen by panelists and other attendees

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 County Health
Rankings & Roadmaps



Guidelines

- 1 Share**
successes and lessons learned
- 2 Offer**
resources
- 3 Build**
knowledge
- 4 Listen**
for multiple perspectives

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County Health
Rankings & Roadmaps

**People and
places thrive
when everyone
can participate**



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NATIONAL VOTER REGISTRATION DAY

**SEPT
17**



**20
24**

Learn more: NationalVoterRegistrationDay.org

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County Health
Rankings & Roadmaps

Elections have
consequences
(and **voters**
shape them)

@NatlVoterRegDay

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County Health
Rankings & Roadmaps

Story-based strategy

- Leverages narrative power
- Places stories at the center of social change

[Center for Story-Based Strategy](#)



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County Health
Rankings & Roadmaps

Welcome



Dr. Gnora Mahs
Partnerships director
Healthy Democracy Healthy
People



Anicia Santos
Solutions architect
Resolve to Save Lives

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County Health
Rankings & Roadmaps



Discussion group

When: Following the webinar


What: Share ideas, ask questions

How: Zoom


Why: Deepen learning



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County Health
Rankings & Roadmaps



HEALTHY
PLACES
BY DESIGN

WEBINAR RESOURCE GUIDE

Community-driven strategies to address
persistent poverty in rural areas

June 18, 2024

CHRR Tools and Resources

- Explore our website:
 - [What Works for Health](#): Searchable database of evidence-informed strategies, policies, programs and systems changes.
 - [Webinars](#): Live, monthly presentations showcasing equity-centered approaches and examples with a post-webinar discussion group. Available on demand.
 - ["In Solidarity" Podcast](#): Conversations with some of our nation's brightest minds connecting power, place and health.
- Stay in touch:
 - [Subscribe to our newsletter](#)
 - [Subscribe to our podcast, In Solidarity](#)
 - [Follow us on Twitter \(X\)](#)
 - [Like us on Facebook](#)
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Guest Resources

Emily Burleson, senior manager of advocacy and research, Partners for Rural Transformation
[Partners for Rural Transformation](#) works across geographies and cultures to influence policy and lead individual and community solutions to poverty.

[DreamBuild](#) is a solution to the sometimes-overwhelming process of building and financing a safe, affordable and quality-built home.

Lise Regehr, president and CEO, Thrive Allen County
[Thrive Allen County](#) provides a model for rural revitalization to harness the strengths of local residents in building healthier, more vibrant communities.

Highlighted Guidance

Check out the first webinar in this series, [Identifying the forces behind persistent poverty](#). Poverty researcher H. Luke Shaeffer shares strategies rooted in community expertise and cultural traditions to improve wealth and engagement in rural areas.


Learn more about the evidence behind [Community Development Financial Institutions](#).

Explore measures of poverty in your community:


- [Children in Poverty](#)
- [Income Inequality](#)
- [Living Wage](#)

Learn more from Partners for Rural Transformation:

- [Stories of rural America](#)
- [How community development financial institutions drive economic opportunity](#)



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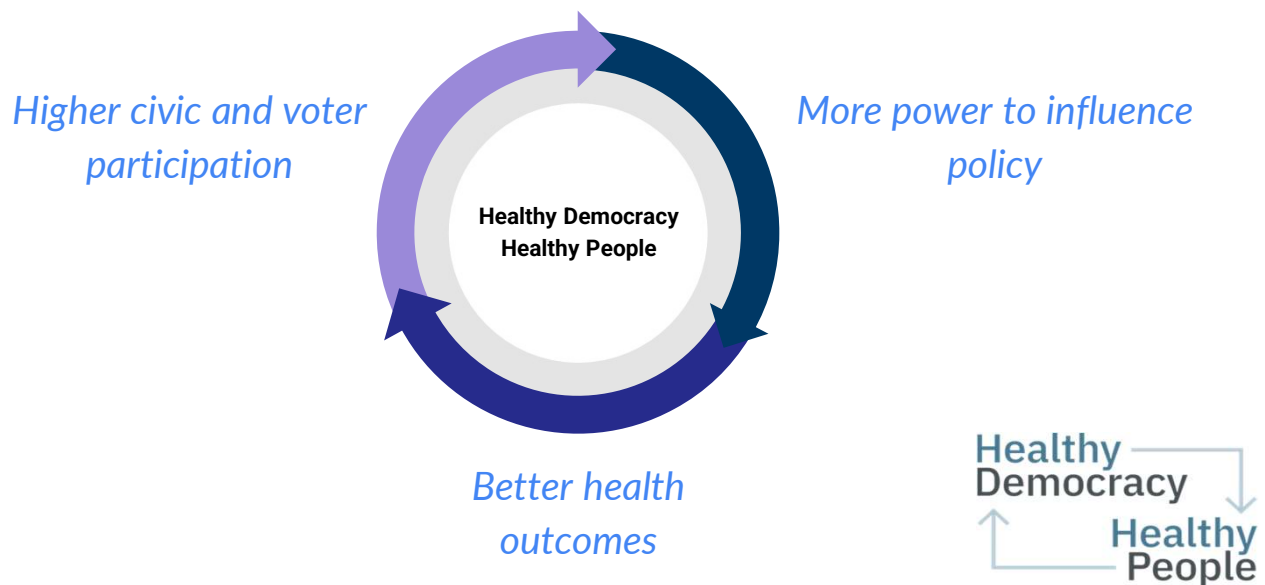
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Resource guide

Coming to your inbox soon

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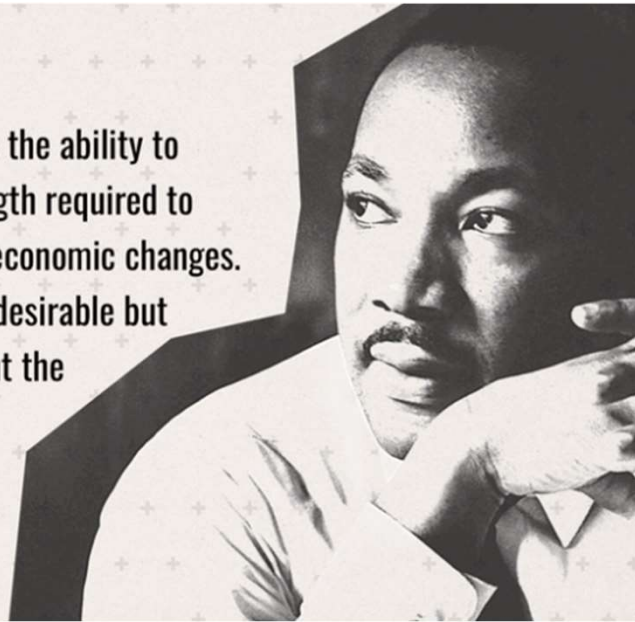
Health and democracy are Interdependent



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“Power, properly understood, is the ability to achieve purpose. It is the strength required to bring about social, political or economic changes. In this sense power is not only desirable but necessary in order to implement the demands of love and justice.”

Reverend Dr. Martin Luther King Jr.

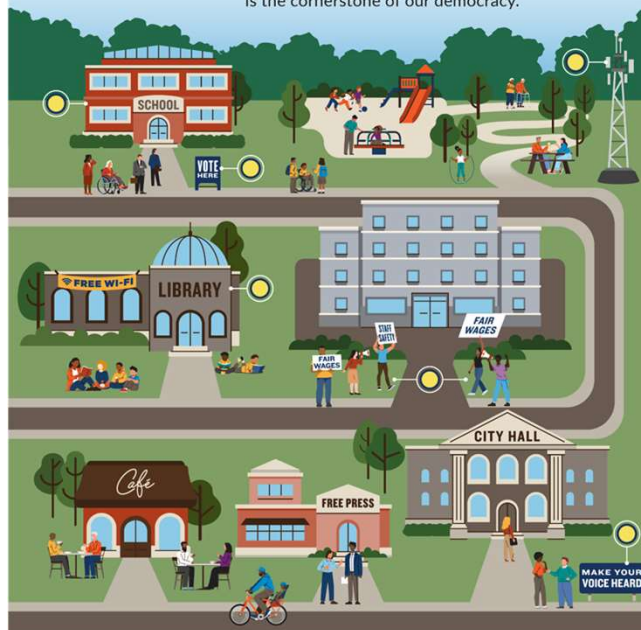


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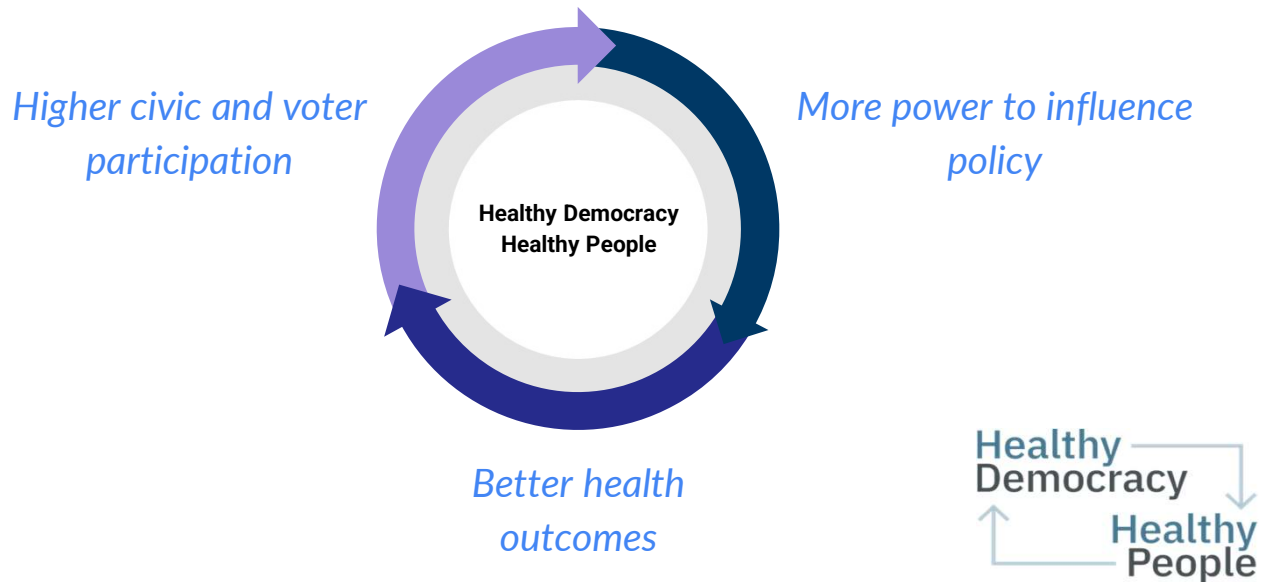
People and places thrive when everyone can participate

Civic health starts with our local communities and is the cornerstone of our democracy.



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Health and democracy are Interdependent



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History: Expansion of electoral power improves health

Expansion of Voting Access	Health Improvement
Women's Suffrage	Child mortality rates declined
Civil Rights Movement	More inclusive policies in education, housing, economic opportunity, and health care including Medicare and Medicaid
Voting Rights Act of 1965	Reductions in Black infant deaths in Southern counties subject to preclearance

All steps forward were contested “continuous struggle for power...”

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Additional research: Consistent association between civic/voter participation and health

- States where it is easier to vote are more likely to have:
 - **better rates of state-level self-reported health** across time (1996-2020); Schraufnagle, 2023
 - **lower uninsured rates**; Pabayo et al., 2021
 - counties had **lower pre-vaccine COVID case and mortality rates**; Pabayo et al., 2022
- Civic engagement (voting, volunteering, and activism) among adolescents and young adults is **positively associated with better future income, education levels and mental health compared to non-voters**; Ballard et al., 2019

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Thrive through Civic Health: *We Will Vote*



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Why organize the health sector?

- Largest workforce and accounts for at least 22 million workers which represents about 14% of all workers in the United States.
 - In 2020 a third of U.S. eligible voters did not cast a ballot and more than half of eligible voters did not vote in 2022.
- Healthcare workers including physicians, nurses, physician assistants, and dentists are *12-23% less likely to vote than the general population.*

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How can we take action?

Thrive Through Civic Health: We Will Vote

- A **strategic call to action** for the health and nonprofit workforce and members to promote voter participation with colleagues, organizations, and the communities we serve.
- Working together to build our **power and collective influence**.
- **Advance health equity by expanding the public understanding** of the critical relationship between voter participation and health.
- **Build support for policies** that assure an inclusive representative democracy.

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Thrive Through Civic Health: *We Will Vote* *Organizational Commitment*



As a leading health organization, we commit to strengthening our democracy by encouraging nonpartisan voter participation across our memberships, employees, and affiliates.

Your Organization's Name Here



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3 Resources for Health Professionals to Take Action

1

[Pledge to
Vote](#)

2

[Voter Education
Hub](#)

3

[Storytelling
Toolkit](#)

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Starting Line: Pledge to vote!

Thrive Through Civic Health: *We Will Vote* *Pledge to Vote*



The health of my community hinges on the health of our democracy and that robust civic participation is required to advance health and racial equity. I understand that the first step starts with me. I join with my colleagues and institutions across the health sector. I will:

- ☐ Vote in upcoming elections.
- ☐ Encourage friends, family, and/or colleagues to vote in upcoming elections.
- ☐ Work with my professional organizations and/or workplace to promote the Thrive Through Civic Health: We Will Vote initiative this year.
- ☐ Support elections through volunteer roles in my local community.

I will vote because I care about:



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Thrive Through Civic Health:

We Will Vote

Make sure you are ready to vote this year!



Voting matters for the health and wellbeing of our communities. Make sure you're ready to cast your ballot!



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We Will Vote Storytelling Toolkit

First: Reflect

- Includes questions that
 - Connect personal experiences to the importance of voting.
 - Guide you from reflection to a personalized script.



Introduction and Call To Action

You can help make sure the health sector shows up and votes for health this year. Voting is a public health issue because it helps shape the conditions in which everyone can thrive. All of the conditions for health are represented in the candidates and the issues "down ballot" (e.g., affordable housing, education, climate, jobs) and everyone who goes to the polls impacts public health when they cast their vote.

Share Your Story, Advance Health Equity

Personal stories are a powerful way to create change and support health sector voter participation, and we're inviting you to share your voting story! [Public Health Awakened](#) and [Public Health Awakened](#) are participating in the [Thrive Through Civic Health: We Will Vote](#) initiative by recording and sharing stories about why democracy matters to you and the health of your community. We're organizing public health professionals to take action collectively, alongside the entire health sector to promote voter participation with your colleagues, organizations and communities. This is an opportunity for you to share the hopes you have for our shared future and how you are taking a step towards that future by voting.

Overall, the goal with this story sharing is to showcase to the broader health sector that:

- Health and democracy are an every ballot.
- Health professionals are committed to voting in all elections.
- Voting is an important tool to address long-standing health inequities that persist in your community.
- Your colleagues, coworkers and communities should commit to voting this year.
- YOUR story matters!

The video of your story will be used by the Public Health Awakened Election Workgroup in a narrative initiative showcasing (via social media and emails) geared toward public health professionals, the critical role democracy has in advancing health equity. Your story may also be featured in national communications from the [Thrive Through Civic Health: We Will Vote](#) initiative. We encourage you to share your story across your personal networks and organizations to inspire more people to take action and commit to voting this year.

Thank you for sharing your story and inspiring others in the health sector. We look forward to seeing your unique perspectives come to life.

Submit your video [here](#).

¹ "Down Ballot" refers to candidates or issues that appear in a lower position on the ballot, typically state and local races and issues.



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We Will Vote Storytelling Toolkit

Then: Write your story

- Includes
 - Template scripts that you can personalize to make crafting your story easier.
 - Different approaches you may take in crafting your story:
 1. General public health perspective
 2. Speaking from your values
 3. Moving from apathy to action
 4. Supporting a local ballot initiative

3. Moving from Reflection to Script

Now that you've had a chance to reflect on your experiences and values, it's time to craft your story. We suggest including these three elements that make it impactful for narrative change:

1. **Personal Experience:** Share your personal connection to voting and public health.
2. **Values:** Highlight the values that drive your commitment to voting.
3. **Call to Action:** Encourage others to see the importance of voting in creating a healthier and more just society.

Approaches to telling your story

While there's flexibility in how you tell your story, we've provided the following three approaches and template scripts to help guide you. Feel free to adapt them to fit your unique perspective and voice. Clicking on a blue link will send you straight to the template for the approach you choose.

1. [Template script for the public health professional approach](#)
Share how your role and experiences in public health inform your views on the importance of voting. Connect your professional insights to the impact of voting on community health and policies.
2. [Template script and reflection questions to speak from your values](#)
Reflect on the values that drive your commitment to voting, such as collective care, empowerment, belonging, and social justice. Explain why these values are important and how voting helps to uphold them.
3. [Template script in support of a state or local ballot initiative](#)
If there's a specific ballot measure or initiative that resonates with you, use your story to highlight its importance. Discuss how voting for this measure aligns with public health goals and benefits the community.
4. [Template script to move from apathy to action](#)
Acknowledge the tension of feeling powerless in the face of societal malaise, while emphasizing the importance of committing to vote as a means of empowerment and change.

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We Will Vote Storytelling Toolkit

Finally: Share your story

4. Ready? Set? Record!

Now that you've got your script and practiced, let's make sure your video shines:

1. **Choose a Great Location:** Pick a spot with good lighting and minimal background noise.
2. **Clear Visibility:** Ensure your face and body are clearly visible with no obstructions.
 - Watch this 3-minute video with expert tips on creating impactful user generated content on how to achieve the best quality video.
 - How to get UGC right: (3 minutes)
3. **Record a vertical selfie video:** Record in vertical orientation for the best framing. Hold your phone steady and at eye level.



Congratulations on recording your video!

Submit your video [here](#) to inspire health professionals and organizations to promote civic and voter participation.

Thank you for sharing your personal story with the [Thrive Through Civic Health: We Will Vote Team](#). By submitting your story, you agree to have any and all aspects of your submission shared publicly by the Public Health Awakened Election Workgroup and Thrive Through Civic Health: We Will Vote coalition.

Need more Support?

- Reach out to [Gloria Mahls, @goram@thaus](#) to schedule a 15-minute call to answer any questions or concerns you may have. Our team is here to help!
- Consider using [ChatGPT](#) with a prompt,
 - e.g., "I want to create a 45 second script that includes reference to a ballot measure. include reference to public health is on the ballot, supporting reproductive rights and reproductive justice for all Coloradans. Include a statement with the value of voting as an act of collective care. Use this template to help shape the script:
 - [Opening Greeting], I'm [Your Name], and I'm here to talk about [Key Value/Question].



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How do stories make a difference?

Strategy
Analysis



How



Story
Motivation

Why

ACTION!

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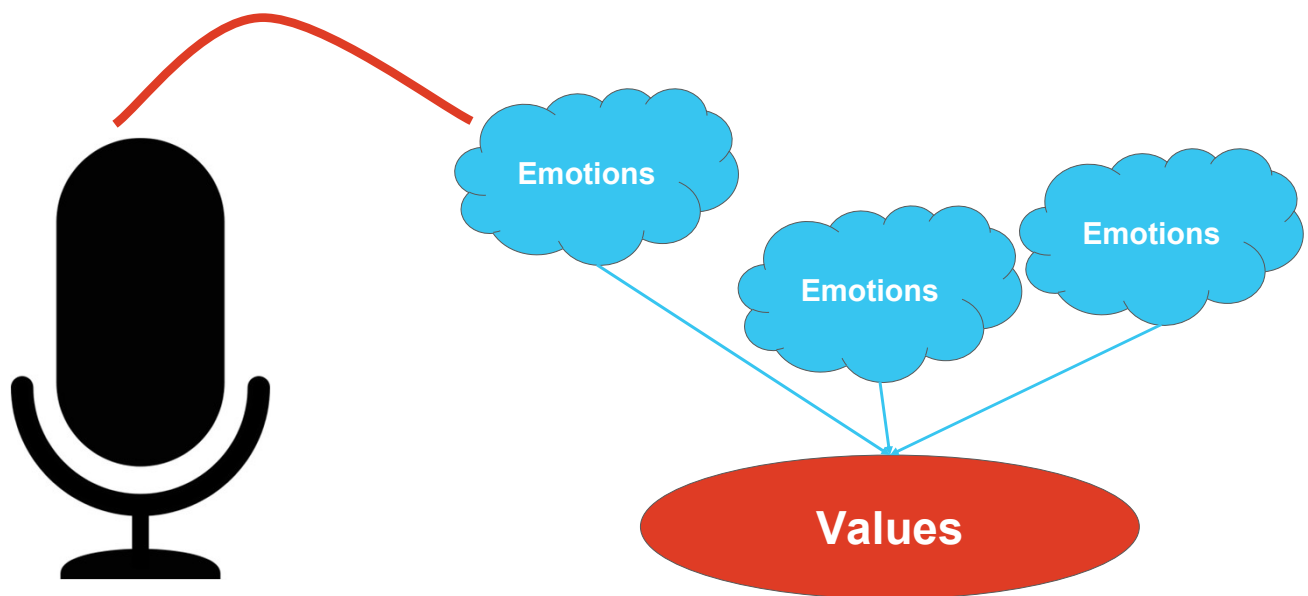
Stories show others how we were drawn to the Movement and motivated to take action!

For example: Edie and Thea told their personal love story to inspire others to stand up for LGBTQ issues

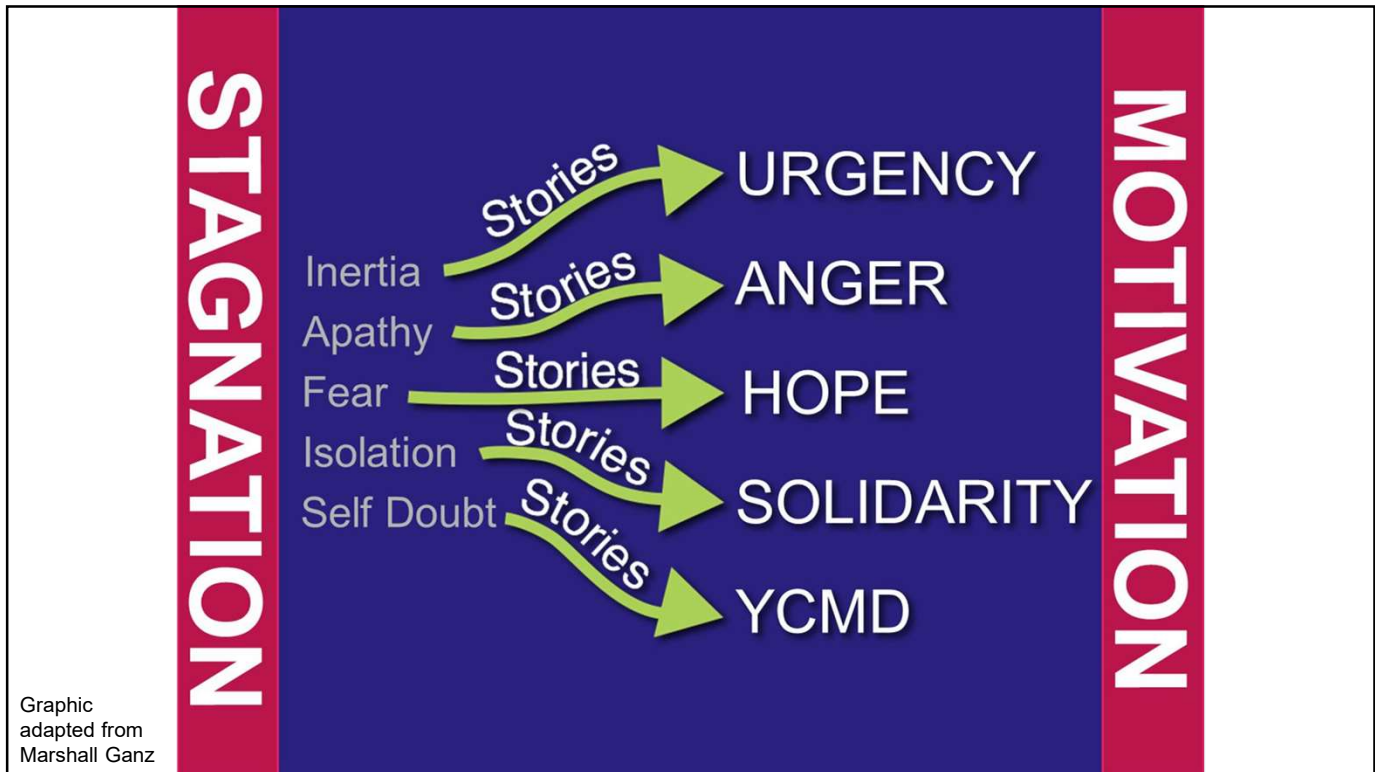


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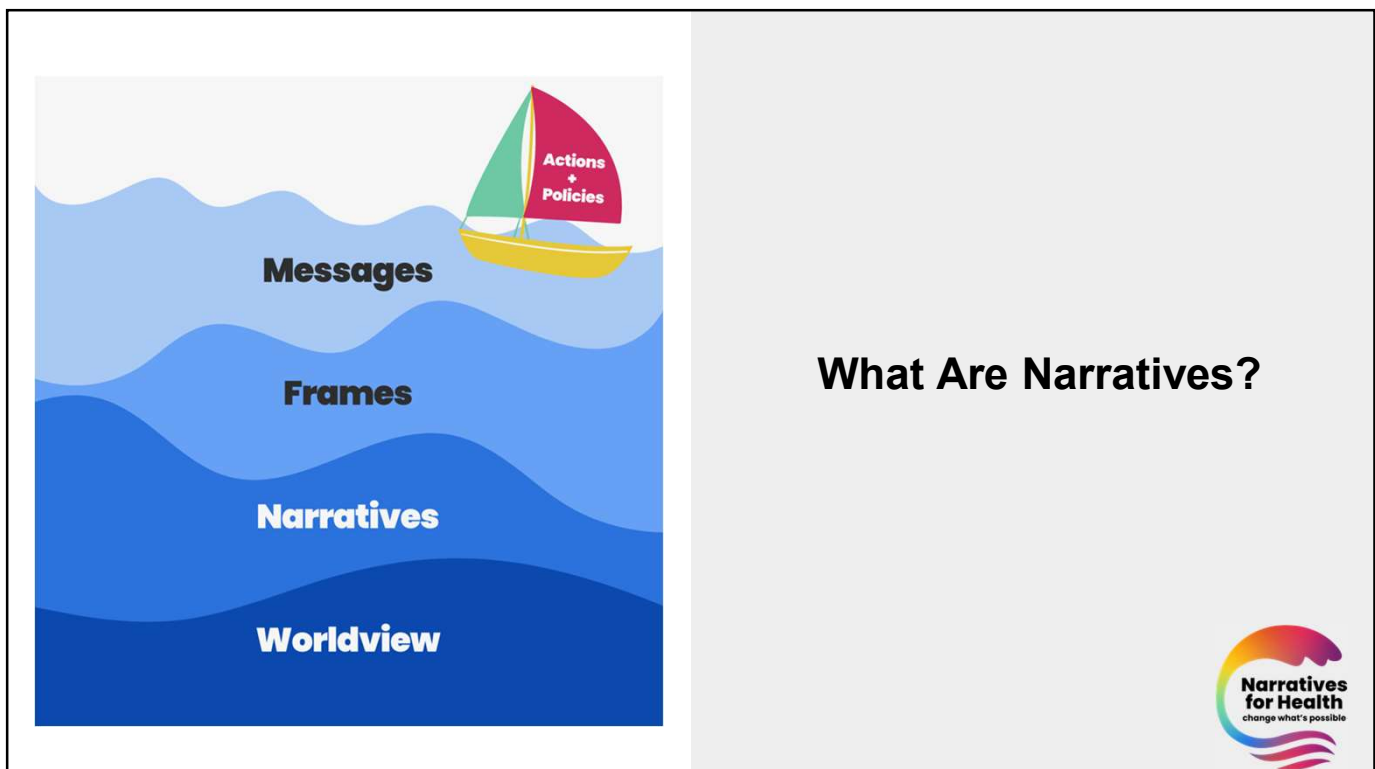
Stories help us feel the emotions that remind us of our values



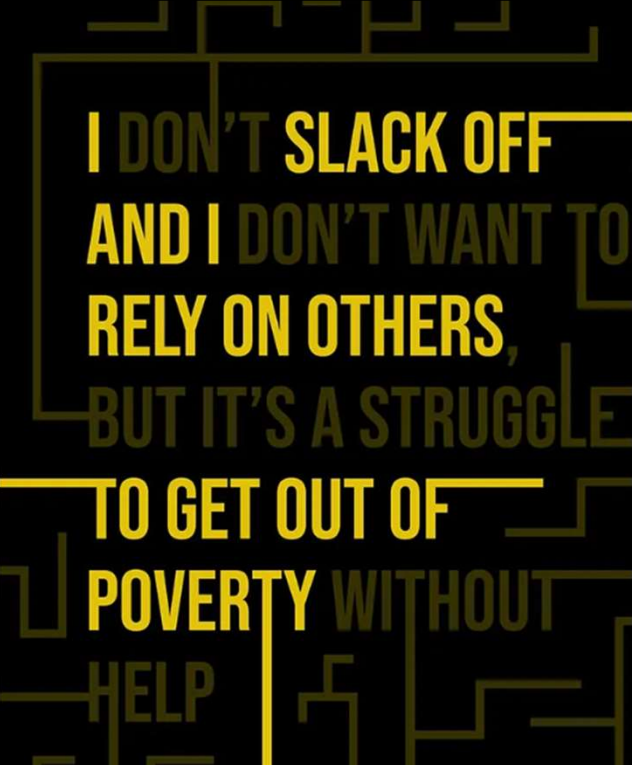
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Dominant narrative


Myth of individual responsibility

Sharing Stories that challenge the status quo

↓

Alternative narrative

We determine the conditions for our communities to thrive



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How can stories challenge dominant narratives about voting?

Stories offer alternative narratives that challenge dominant narratives

Dominant Narrative	Alternative Narratives	What story can you tell?
Voting is an individual, private act (individualism)	Voting is important for the health of my community	Sharing a personal story about a time where health was clearly on the ballot
Everyone has equal access to the ballot (individual responsibility)	Every eligible voter should be able to cast their ballot	Share a story about a time you struggled to vote
Voting doesn't matter and doesn't create change (lack of agency, hopelessness)	Our votes matter	Share a story about local health funding ballot measures
Elections are fraudulent and voting processes need more security (anti-government)	We're healthier when everyone is included	Share a story about community change through voting

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What's your story? Healthy People Healthy Democracy wants to hear it!

Thrive Through Civic Health: We Will Vote-- Public Health Awakened Storytelling Collection Form

Personal stories are a powerful way to create change and support health sector voter participation. Thank you for being willing to share your story with us! This form is meant to be a place to submit your storytelling video files to share with Public Health Awakened and the [Thrive Through Civic Health: We Will Vote](#) initiative partners. Need further guidance before you submit your story? Checkout the Storytelling Toolkit for template scripts, prompting questions, and instructions. If you have questions feel free to email Gloria (gora@hdp.us) at Healthy Democracy Healthy People

theycallmemylinh@gmail.com [Switch account](#)

The name and photo associated with your Google account will be recorded when you upload files and submit this form. Your email is not part of your response.

* Indicates required question

First Name *

Your answer

Last Name *

Your answer

Email Address *

Your answer

Phone Number *

Your answer

"As a public health professional..."

"As a public health nurse..."

"As a community health worker ..."

[Share your story](#) with the
Thrive Through Civic Health: We Will Vote Initiative
by
October 7

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Storytelling Video Example



Thrive Through Civic Health:
We Will Vote

**"I'm committed to
voting because public
health is on the
ballot!"**

Anicia Santos

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No camera share

1. Why did you participate in the storytelling campaign?
- ~~1. At this point we will watch your story clip.~~
1. How did telling your story make you feel? Affect your mental health?
2. How do you plan to share your story?

Tell It

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**What Works
for Health**

countyhealthrankings.org/whatworks

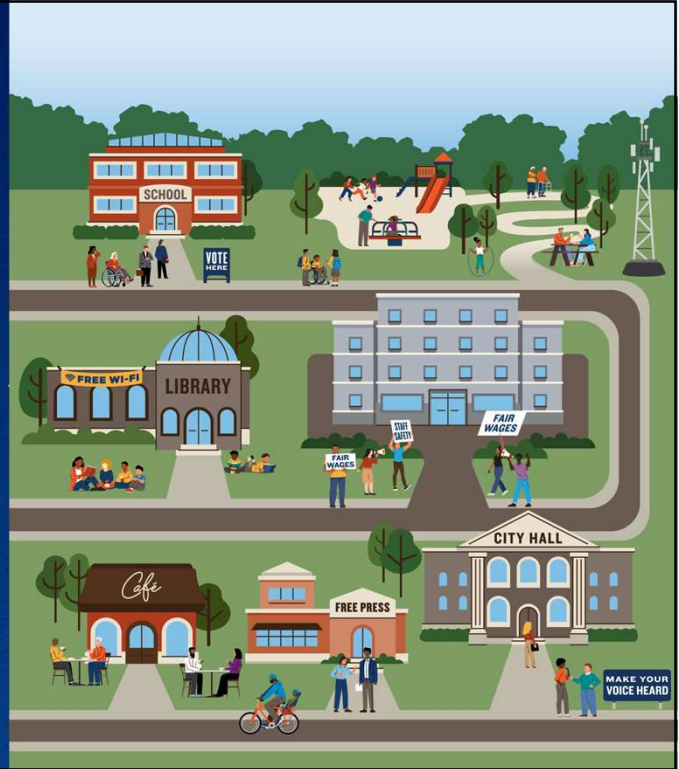
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County Health
Rankings & Roadmaps

Voter participation strategies

- ✓ Voter registration initiatives
- ✓ Voter turnout initiatives



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Questions?



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County Health
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**Click on
survey in
the chat**



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Upcoming webinar:

October 15, 2024

Using CHR&R's new
tools to understand
health and equity in
your community



Dr. Christine Muganda
Data and Analytics
Team Lead
CHR&R



Angela Acker
Narrative Infrastructure
Team Lead
CHR&R



Wyatt Beckman
Senior analyst
Kansas Health Institute

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Discussion group

When: Following the webinar

What: Share ideas, ask questions

How: Zoom

Why: Deepen learning



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Linkedin.com/company/county-health-rankings-roadmaps

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