Telling Stories that Matter

Connecting with Funders and Stakeholders through Indigenous Storytelling Methods

Jennifer Wolf (Ponca/Ojibwe/Santee), MPH,
Native American Strategic Planning and Communications

Tanaya Winder (Duckwater Shoshone/Pyramid Lake Paiute/Southern Ute), MFA
Poet, Motivational Speaker

Savannah Smith (Navajo), MPH
American Indian Public Health

PROJECT MOSAIC
CREATING CONNECTIONS
Indigenous people as storytellers

- Oral tradition, Natives are highly creative, but also...
- Data driven scientific people
- Inter-connected “Who are your relatives”
- Build community, take care of people
- Reflect our cultural values, impart lessons for younger generations and help with their understanding of spiritual and natural worlds
- Personalize impact, shows the WHY
- Opportunity to leverage cultural strengths
- Establish new norms of behavior, consistent with our culture, adaptability
- What does society have to gain from embracing our view of the world
Storytelling to Funders: Crafting your Story Strategy

- Define your desired impact/outcomes
- Tie to your mission and vision
- Theory of Change
- Return on Investment
- Reflecting your Organizational Values
Element of Stakeholder Communication Strategies

- **Coordinated**: Systematic flow of information
- **Criteria**: Established goals to vet what is shared, eliminate redundancy
- **Consistent**: Messaging between stakeholders, frequency of dissemination, role congruence
- **Credible**: Build trust, reduce fear
- **Culturally Competent**: Emphasizing cultural strengths, resilience, protecting our elders (being a good relative), HUMOR
- **Confidential**: Privacy
- **Community Collaboration**: System for feedback, set an expectation of responsiveness
Empowering Messaging

- Increasing Visibility
- Avoiding Victimization
- Encouraging, positive
- Success stories and role modeling
- Demonstrate desired impact

From Wellbriety Response to COVID Facebook group

The Seven Grandfather teachings

- Humility – Dhaadendizwinn
- Bravery – Aakwa'ode'ewin
- Honesty – Gwekwaadzwin
- Wisdom – Nibwakaawin
- Truth – Dëbweewin
- Respect – Mnaadendimowin
- Love – Zaagidewin

Humility – I am humble and an equal, I don’t know if I have COVID, as we know people can spread the disease even without symptoms.

Bravery – I am strong, I will practice physical distance, handwashing and wearing a mask because I have the courage to face my fears.

Honesty – being truthful and true to yourself, the reality is COVID is real and I don’t want to add to the spread of the virus.

Wisdom – I have the knowledge to keep my community and family safe, therefore I will practice physical distance, handwashing and wearing a mask because I know it works.

Truth – We must understand, speak and feel the truth, it gives us the ability to act without regret, therefore I act true to myself by practicing physical distance, handwashing and wearing a mask.

Respect – I respect the balance and needs of others, I don’t want to get someone else sick with COVID, therefore I practice physical distance, handwashing and wearing a mask.

Love – I love all of creation, I love my family, and my friends, I want nothing but kindness and peace for all things around me, therefore I practice physical distance, handwashing and wearing a mask out of love.
Homework Discussion

- Respondents: Tribe, Tribal College
- Messaging: Teams and Individuals
- Desired outcomes: Healthy Behaviors, Reduce Fear
- Audience: Community members and students, all ages
  - Variety of platforms, consider survey
- Information Flow Strategy:
  - Survey
  - Committee gather from variety of resources, messaging with leadership approval

Telling Stories that Matter

INDIGENOUS FUTURES SURVEY

PROJECT MOSAIC
CREATING CONNECTIONS
Homework Discussion

What are your current or desired information distribution methods?

- **Currently Using**
- **Desired (We want to use this method)**

<table>
<thead>
<tr>
<th></th>
<th>Currently Using</th>
<th>Desired</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email/Newsletter</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Website</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Social Media</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>SMS Texting</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Shared Calendar</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

SMS: Twilio
EZTexting
Textline
SlooceTech

DEMONSTRATE TEAM UP
Homework Discussion

- What is working or not?
  - Analyzing Reach

- What is needed?
  - Staff, time
  - Expertise
Telling Stories that Matter

Increase Organic Distribution
Your videos get shown organically to more people when they're at least 3 minutes long.

Performance for Your Post
Top Location: Montana
Aug 6 - Aug 10
278 Minutes Viewed

<table>
<thead>
<tr>
<th>Location</th>
<th>Percent of Minutes Viewed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montana</td>
<td>40.7%</td>
</tr>
<tr>
<td>California</td>
<td>9.28%</td>
</tr>
<tr>
<td>Washington</td>
<td>7.24%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>5.35%</td>
</tr>
<tr>
<td>Oregon</td>
<td>4.40%</td>
</tr>
<tr>
<td>New Mexico</td>
<td>3.58%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>2.4%</td>
</tr>
<tr>
<td>Arizona</td>
<td>2.18%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>3.14%</td>
</tr>
</tbody>
</table>

Project Mosaic LLC...
A collection of some of our favorite Native American health campaign graphics. Thank you to the artists and the organizations that provided sponsorship for these inspiring works.

Highlighted Shares

<table>
<thead>
<tr>
<th>Page</th>
<th>Share Date</th>
<th>Video Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cowitz Tribal Health and Human Serv...</td>
<td>08/06/2020</td>
<td>21</td>
</tr>
<tr>
<td>Blackfeet Tribal EMS</td>
<td>08/06/2020</td>
<td>2</td>
</tr>
</tbody>
</table>

Create Post With Video
Boost Post

<tips>
<where>
<$ to customize>
Telling Stories that Matter: The Tale of Three Posts

What is your desired outcome?
- Profile visits?
- Shares?
- Follows?
- Website visits?

#NativeHumor
Telling Stories that Matter: The Tale of Three Posts

Tools
- Tagging Organizations
- Tagging Influencers
- Hashtags
- YOUR STORIES

Tools:
- Tagging Organizations
- Tagging Influencers
- Hashtags
- YOUR STORIES
Homework Discussion

- Vetting criteria:
  - Approved by institutional review board
  - Information shared by trusted sources such as tribal health administration, tribal government leadership, CDC, state health and education departments, and Johns Hopkins Center for American Indian Health

- Key messages:
  - Safety precautions that the organization is taking
  - Safety precautions that community members can take
  - Regular updates on social media
Homework Discussion

- Frequency of messages: social media- 1-2 times a week, emails/newspaper/newsletters once a month
- Communication partners: Tribal news source, council, health program, leadership and emergency management program
- Termination criteria: determined by funding, COVID-19 vaccine distribution
Heartwork: Crafting Impactful Stories

Elements of Great Advocacy Story-Telling

- Bring it Full Circle
- “The Opening”
- “Paint the Picture”
- “The Struggle”
- “The Blessings from the Lessons”
- “We got this!”
- “Coming Full Circle”

Bring it Full Circle: Begin with the End in Mind

What is your ask?
What is your Goal?
What is your intent?
“The Opening” - Set the Stage and Establish the Stakes

- Establish context for what you’re about to describe.
- Begin the story, thinking about the first sentence.
“Paint the Picture” - Embrace Your Inner Storyteller

- What did you see, hear, touch, taste, smell?
- Make it real. Be practical, specific, and graphic - don’t hold anything back.
- Ex. “I could (hear/feel/touch)…”
“The Struggle” - Describe the Fight

- Identify the conflict.
- Struggles are mental, philosophical, emotional, physical, personal/internal
- Turn weakness into strength.
- Ex. “We didn’t know it would be this hard. We were up against...”
“The Blessing from the Lesson” - Surprise your Audience

- Don’t give away everything up front or until it has the most impact.
- Try to balance the past and the present. How what you learned can impact what happens now or in the future.
- Ex. “And we learned that....”
“We got this!” - Introduce the Potential of Success & Joy

- Success - we win, our hero wins, etc.
- Comfort/Joy - our audience participates
- Ex. “Because of that we....”
“Coming Full Circle” - Finish with a Hook

- Have your ending sentence memorized and be ready to use it.