

Bringing Community Leaders Aboard:
Telling Your Community's SHIPing
Success Story

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What's going on?

- Who is here?
- Session goals.
- Roadmap:
 - Discussion: Why focus on stories?
 - The stories we sometimes tell, but don't help
 - Basic components, building your community's SHIPping success story
 - Elevator success story.



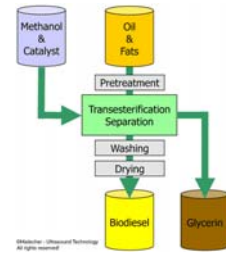
Why focus on 'stories?'



- Our basic understanding is the story
- Stories are short-hand and fill gaps
- Stories have a 'narrative rationale'
- We choose from a number of stories that might help explain
- Stories are:
 - Incomplete but organized
 - Draw attention to particular realities (story elements)
 - Archetypal

Stories that don't help

- Media's tendency to individualize stories
- Process stories
- Social engineering
- Big government



Building a SHIPping success story

- Framing health as a **community challenge**
- Identify **sympathetic victims**
- Identify **villains** and **culprits**
- What can/is being **done** to combat the health problems of obesity & smoking?
- Who are the **heroes** and **heroines**?



Our community health issue? (exposition)

- What are the state and country's biggest health and/or health care challenge?
- How do those challenges effect 'us'?
- Localize global problems to home



Who is the victim? (challenge)

- Who in our community falls victim? How?
- How are they 'identifiable.'
- Strategic demographics.
- How do they fit both global and community narratives?



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Chronicle / Chris Hardy

Who's responsible? (challenge)

- But don't 'they' have a choice?
- Surely we're not at fault . . . right?
- Someone else perhaps?
- All of the above?



Responsibility

Solving community issues (climax and resolution)

- How SHIPping efforts are helping our victim and others address community health barriers?
- How has it helped them address this issue and others? (Before & After)
- How has the SHIPping effort helped the victim help themselves and be more self-sufficient?



Who are the heroes and heroines

- Successful healthier more self-sufficient individuals making healthier choices.
- Community partners/ participants – addressing global issues at home.
- SHIP?



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Share Your SHIP Success Story

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