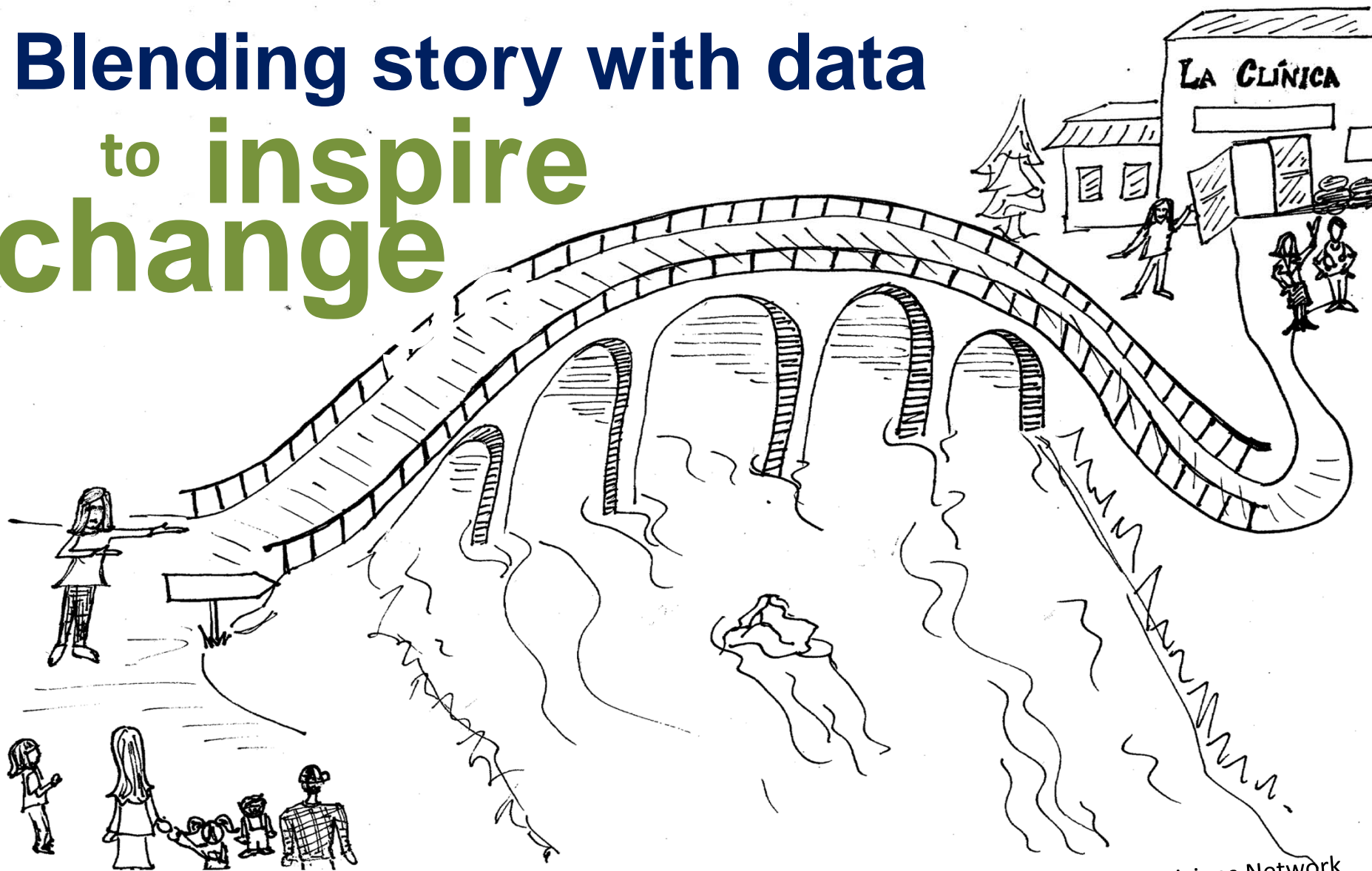


# Blending story with data to inspire change



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**Loose Change  
Story Recipe  
Card**



**Intended Audience:** *current and future health care professionals*

**Objective:** *To raise awareness about the nonmedical social needs of people living with limited financial resources and increase empathy and hospitality in clinical practice*

**Data Points:**

- Percentage of people living in poverty (national and state)
- Minimum wage stats compared to federal poverty level
- Statistics about people refusing care due to lack of financial means

**Personal Story:**

- Capturing the diverse faces of poverty.
- Gathering true life stories from patient and case managers
- Learning from the experience of health care professionals and front line staff

## *Loose Change* Story Recipe Card



### **Blended Ingredients:**

**Hook:** “Welcome” vs. being labelled “poor”

### **Head & Heart:**

- Joanne’s story of working class
  - single parenting, Medicaid bias, asthma data
- Bev’s story of situational poverty
  - stigma of poverty, food insecurity
- Rich’s story of generational poverty
  - mental health issues, communication style
- Jennifer’s story of compassion fatigue
  - unhealthy stress on front line staff
- Narrator: the observing voice
  - health and poverty data, “every person” for the audience

**Leave Behind:** Call to Action: “Welcome”(Hospitality)

## Key Ingredients to Creating a Compelling Story



**1a. Identify your intended audience**

**1b. Know your objective**

**2. Gather and glean data**

**3. Capture personal stories**

**4. Blend Ingredients**

- **The Hook** (grab their attention)
- **The Head & Heart** (evidence-based data & emotion)
- **The Leave Behind** (what do you want them to remember?)

## Let's Experiment!

No data without story. No story without data.

Folders: Excerpts from a research article or presentation on these topics

- Vaccine Safety - excerpts from published research;
- Naloxone - abstract from qualitative research
- Palliative Care - excerpts from presentation supportive palliative care

Choose topic that best resonates with you at this moment.. Each folder has three copies so more than one person can choose the topic.

Your own project data or review some information in the folder and start gleaning your data points (10 minutes max) – jot on recipe card.



# Thank You!



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No Story without Data  
**Recipe Card**

**Intended Audience:  
Objective:**

**Data Points:**

- 1.
- 2.
- 3.
- 4.

**Personal Story (heard or own):**



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No Data without Story  
No Story without Data  
**Recipe Card**



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No Story without Data

Recipe Card

## Blended Story Ingredients:

The Hook (grab their attention):

The Head & Heart (evidence-based data and emotion combined):

The Leave Behind (what do you want them to remember?):



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No Story without Data

Recipe Card