



YOLANDA  
LIMAN | Drawing  
Change

# Narratives for Health Project Overview

# Project Overview

## Vision

We can collectively imagine and build transformative narratives that provide the foundation for an equitable world.

By shifting dominant narratives that support the status quo and creating and promoting transformative narratives, we can nurture a set of values rooted in equity, justice, care, and sustainability, and open up more possibilities for structural changes that will lead to a world where everyone can thrive.

## Goals

### Long Term

Build a broad infrastructure for health equity advocates who have been politicized (meaning that people's consciousness has been raised about societal problems and shared grievances, who is responsible for them, and who has the power to confront them), share an analysis of the root causes of inequity, are aligned around a set of values and beliefs, are prepared to advance a collective vision of the world we want, and are actively doing so. These advocates share an understanding of narrative as a form of power, the dominant narratives we're up against, the role narrative plays in advancing structural change and equity, and their institution's role in narrative change.

### Short Term

Bring additional partners into the project by having them go through structured narrative conversations with us, training them to facilitate these conversations with their allies (staff, members, boards, partners, etc.), and supporting them as they have those conversations, disseminate the transformative narrative, and embed the transformative narrative in their work.

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## Project Outputs

**Infrastructure** for core partner organizations and their narrative cohorts who have built and are exercising their narrative capacity; they understand the importance of narrative power, are politicized, and apply, adapt, and disseminate the joint transformative narrative in their work.

**A community** of partners who support one another in this work, have space together to discuss narrative work, and are connected to experts in narrative strategy.

**A set of tools** partners can use, including:

- A jointly developed transformative health equity narrative
- Training materials and conversation guides
- Case examples of applications of the narrative
- Narrative power explainers

## Benefits to Partners

Participation in Narratives for Health has several key benefits that will vary from individual to individual and institution to institution. These include:

- Gaining a **deeper understanding** of narrative power and how narratives influence the ability to achieve health equity goals
- **Co-creating a transformative narrative** framework to guide health equity work, including communications, campaigns, programs, and strategy
- **Raising consciousness** among staff, members, and/or allies about inequities and shared grievances, who is responsible for them, and who has the power to confront them
- **Developing and articulating a shared narrative** analysis alongside fellow staff, members, and allies to support identifying strategic actions to advance health equity
- **Building relationships**, connecting folks involved in social movements for equity, and contributing to the broader infrastructure necessary to shift narratives, changing what is considered achievable for health equity

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## Partners

We appreciate the generosity and partnership of the following organizations in making the development of this resource possible.

American Medical Association

Berkeley Media Studies Group

Community Partnerships for Health Equity

County Health Rankings & Roadmaps

Dave Mann (Grassroots Power Project)

FrameWorks

Healthy Democracy, Healthy People

Healthy Places by Design

Human Impact Partners

Minnesota Department of Health

Narrative Initiative

National Association of County and City Health Officials

National Organization of State Offices of Rural Health

NeighborWorks

Othering & Belonging Institute

Population Health Improvement Partners

Public Health Awakened

Praxis Project

Wisconsin Department of Health Services

## Contact

For more information on the train-the-facilitator series, email the co-leads of the project.

**Community Health Rankings & Roadmaps:**

[narrativesforhealth@chrr.wisc.edu](mailto:narrativesforhealth@chrr.wisc.edu)

**Human Impact Partners:** [info@humanimpact.org](mailto:info@humanimpact.org)

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