

# County Health Rankings & Roadmaps and Human Impact Partners

## Narratives for Health

*August 2023*

### **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**

Our long term goal is to 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.

In the shorter term, our goal is to continue to 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 then supporting them as they have those conversations, disseminate the transformative narrative, and embed the transformative narrative in their work.

### **Project Outputs**

- An 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 are applying, adapting, and disseminating the joint transformative narrative in their work.
- A community of partners who are supporting one another in this work, have spaces in which to discuss narrative work, and are connected to experts in narrative strategy.
- A set of tools partners can use, including for example:
  - A jointly developed transformative health equity narrative;
  - Training materials and conversation guides;
  - Case examples of applications of the narrative;
  - Narrative power explainers (videos, etc.) to explain what we're doing.

### **Benefits to Partners**

Participation in the Health Equity Narrative Infrastructure Project could have 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 your ability to achieve your health equity goals;
- Co-creating a transformative narrative framework to guide your 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/or articulating a shared narrative analysis alongside fellow staff, members, and/or allies to support identifying strategic actions to advance health equity;
- Building relationships, joining others who are part of social movements for equity, and contributing to the broader infrastructure necessary to shift narratives, and change what is considered achievable for health equity.

### **Current Partners**

County Health Rankings & Roadmaps, Human Impact Partners, American Medical Association, Community Partnerships for Health Equity, Berkeley Media Studies Group, FrameWorks, Healthy Places by Design, National Association of County and City Health Officials, National Organization of State Offices of Rural Health, Narrative Initiative, NeighborWorks, Praxis Project, Population Health Improvement Partners, Public Health Awakened, Wisconsin Department of Health Services

### **Contact**

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