

A pair of brown-rimmed glasses with thin temples is resting on an open book. The book is lying flat on a blue, textured surface, possibly a tablecloth or a piece of fabric. The lighting is soft, creating a gentle shadow of the glasses on the book's pages. The overall mood is calm and intellectual.

**INNU GRANTEE  
“TELLING YOUR STORY”  
CONFERENCE**


August 4, 2022

Barbara J Mayfield, MS, RDN, LD, FAND

A pair of brown-rimmed glasses and an open book are resting on a blue, textured surface. The glasses are positioned in the center, with the book open to the right. The background is a soft-focus blue fabric.

**“INNOVATION IS TO  
IMAGINE THE FUTURE  
AND FILL IN THE GAPS.”**

Brian Halligan

A pair of round, tortoiseshell-rimmed glasses with thin temples is resting on an open book. The book is lying flat on a blue, textured surface, possibly a bedsheet or a tablecloth. The lighting is soft and directional, coming from the upper left, which casts a gentle shadow of the glasses onto the book and the surface below. The pages of the book are slightly blurred, suggesting a shallow depth of field. The overall mood is quiet and contemplative.

WHY TELL OUR STORIES?

## **WHAT YOU HOPE TO GAIN:**

- #1 – Learn from others, insights from others, brainstorm with other grantees, sharing with others, knowledge of other innovative programs.**
- #2 – Skills in telling our story, learn how to present an appealing case/a compelling narrative with less data, concisely and consistently, learn best practices**

## **OUR MISSION TODAY...**

**INNU Grantees will be equipped to tell more compelling stories that gain support, funding, and participation, and drive positive outcomes.**

# WHERE DO WE START?



# IS IT EFFECTIVE?

- Why do you exist – what is your purpose?
- Who do you serve and how do you help them?
- What sets you apart?
- What is your measure of achieving success?

# IS IT EFFECTIVE?

- Is it concise?
- Is it clear?
- Is it compelling?





*Let's try out those mission statements!*

**WHAT IS YOUR “BRAND” OR IMAGE?**



# WHO ARE YOUR AUDIENCES?



# HOW DO YOU IDENTIFY THEIR NEEDS?



# HOW WELL DO YOU KNOW YOUR AUDIENCE?



# CREATING YOUR STORY PLAN...

**Project Title:** \_\_\_\_\_ **Story Planning Worksheet**

GOALS	OUTCOMES	AUDIENCES	MESSAGES	STORYTELLING TOOLS	BUDGET	EVALUATION
Goals (Broad)	Desired Outcomes or Objectives	Who specifically do you want to reach?	What message(s) will you use to reach your target audience(s)? Is it relevant to them?	What channels will reach your target audience? What is your schedule for sharing?	What will the cost of these messages be?	How will you measure the results?

# **IDENTIFY GOALS/OUTCOMES/OBJECTIVES:**

**Goals:** Broad statement(s) of what the project was created to accomplish.

## **Outcomes/Objectives:**

Benefits or changes that individuals or communities experience during or after participating in programs.

# DON'T CONFUSE OUTCOMES WITH OUTPUTS

## Outcome or output?

- 32 volunteers called seniors each week
- 90% of seniors participating in the program described feeling less lonely after weekly calls
- \$10,000 worth of groceries were delivered
- 100% of seniors participating in the program reported having adequate food and never going without



# OUTCOMES RELATE TO CHANGES IN...

Awareness

Short-term

Knowledge

Short-term

Skills

Short-term

Behavior

Medium-term

Policies

Medium-term

Conditions – social, economic, etc.

Long-term

**PICK ONE OUTCOME**



**PICK TWO AUDIENCES**



**HOW WELL DO YOU KNOW THESE AUDIENCES?**



**TIME FOR A BREAK!**



# CLEARING UP YOUR MUDDIEST POINTS



**IT'S TIME TO CRAFT OUR STORIES**



# WHAT MAKES A GOOD STORY?



# STORIES ARE ABOUT PEOPLE





# STORIES ARE ABOUT STRUGGLE



**STORIES ARE ABOUT TAKING ACTION TO  
ACHIEVE SUCCESS**



**YOUR TURN...**



# PUT THE PIECES TOGETHER...

## The StoryBrand Framework

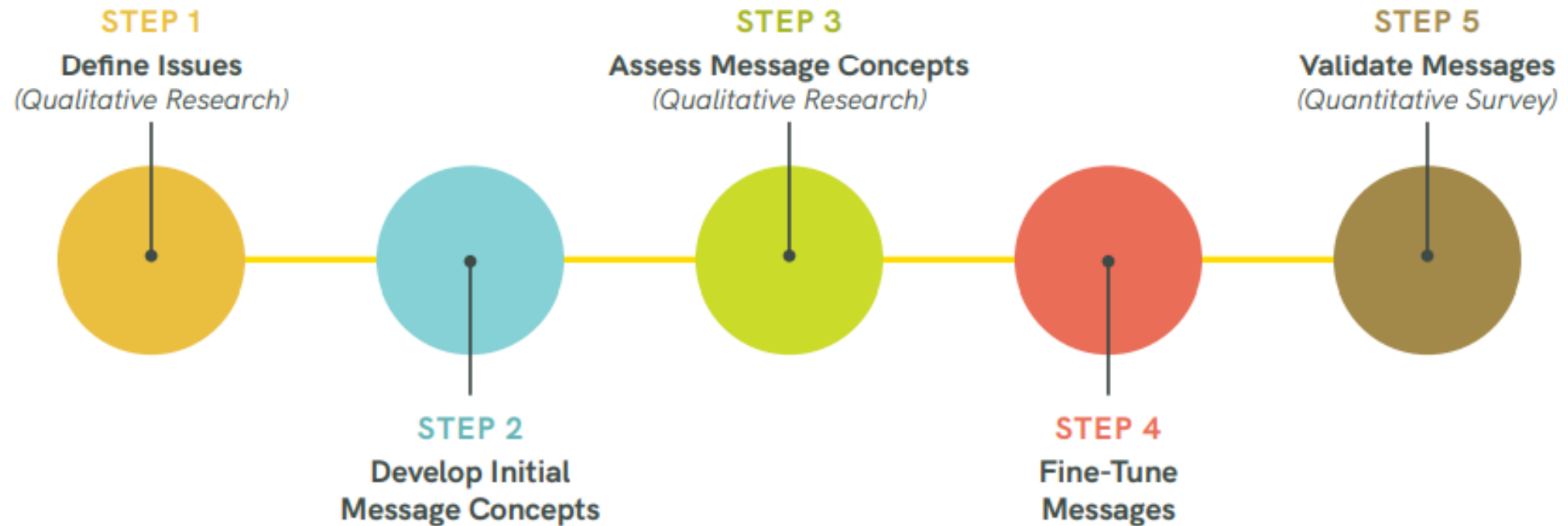


# DETERMINE YOUR STORY'S KEY MESSAGES



# DETERMINE YOUR STORY'S KEY MESSAGES

FIGURE 10.1 International Food Information Council marketing model (message development model)



# WHAT ARE YOUR STORYTELLING TOOLS?



# WHAT ARE YOUR STORYTELLING TOOLS?



## FRESH CONVERSATIONS

Iowa Department of Public Health

Volume 9, Issue 6



**Cooking for  
1 or 2**



**Page 2**  
Learn how to cut your  
favorite recipe in half!



**Page 3**  
How to properly freeze,  
thaw and cook your food!

**Tired of eating alone? Many areas have congregate meals available for older adults!  
Check with your local area agency on aging for the closest meals available to you.**





**The Diner**  
Promising Practices from the Network  
July 20, 2020

The Diner is a casual dining experience with a mission to nourish seniors through food and socialization. Located in Vancouver, Washington, The Diner is one of several [social enterprise](#) activities of Meals on Wheels People, Inc. a non-profit senior nutrition program funded through the Older Americans Act (OAA) and community support. The Diner acts as a local service provider and supports the mission of Meals on Wheels People through delicious restaurant meals for eligible Vancouver adults ages 60 and older. The program also provides additional revenue from private pay diners who are not eligible for OAA but enjoy the tasty food.

Opened by Meals on Wheels People in February 2019, The Diner offers classic breakfast and lunch options in an atmosphere accented with “retro nostalgia”. The Diner encourages intergenerational social interaction by welcoming a diverse crowd of people – individuals, families, business professionals and older adults alike. The concept is simple but meaningful: the profits from The Diner help offset the cost of providing nutritious meals to Vancouver’s 60-and-over population.

The Diner serves delicious meals to their general public patrons as well as a menu consistent with the nutrition and contribution requirements of the OAA for adults age 60 and beyond. The OAA menu choices at The Diner follow the standard fare but are modified by a Registered Dietitian to meet one-third to one-half of the older adult’s daily nutrition requirement. Senior diners are encouraged to contribute voluntarily and confidentially whatever amount they choose. No one is denied service (at The Diner, congregate sites or home-delivered meals) if they cannot or choose not to contribute.

Other social enterprise activities of Meals on Wheels People include a commercial foodservice kitchen for business and community catering. Also, the kitchen operates the Meals 4 Kids program in the Portland metropolitan area, which is funded through a Portland City levy and delivers nutritious meals, milk, bread and fresh fruit directly to the homes of families in need.

Additional questions? Please contact Julie Piper Finley, Director of Marketing & Communications at The Diner. She can be reached at 503.953.8136 (p) or 503.318.1362 (c) or [julie.piperfinley@mowp.org](mailto:julie.piperfinley@mowp.org).

# Celebrating the Senior Nutrition Program



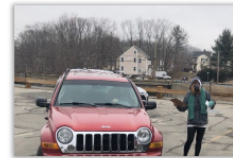
## Activity Highlight “St. Patrick’s Day Curbside Grab & Go” Submitted by Sullivan Senior Center (Connecticut)



A year ago, the Sullivan Senior Center in Torrington, CT officially closed its congregate meal program due to the pandemic. It was then that they headed to the Curbside Grab-and-Go model, and for the past year have looked forward to St. Patrick’s Day 2021, hoping to be back inside together.

Although saddened to be outside and distanced yet again, they know the most important part is continuing to serve high-quality meals safely, which they did – in festive style!

During the curbside event, the Senior Center’s team of 10 played Irish music for people waiting in line to receive their traditional corned beef and cabbage dinners.

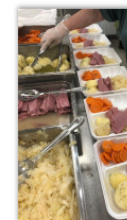


The event served **255 seniors at the curb** and **485 home-delivered dinners**.



In addition to what the Center calls the “never-say-no” effort of staff and outside-the-box thinking, they say the event’s success is due to strong partnership and communication. A local adult living facility made a special dessert, and a local nonprofit made individual St. Patrick’s Day cards for the seniors. Using donated funds, the Center was also able to produce favors for each attendee to discover when they got home.

The Sullivan Senior Center is proud of the community effort – and the connections and smiles that resulted from this event. The team encourages all programs to use local partnerships and creativity to take meals to the next level.



# Congregate Meal Programs a value proposition

## Congregate meal programs

Serve adults 60+ (and in some cases, caregivers, spouses, and/or younger people with disabilities)

Provide meals in senior centers, schools, churches, farmers markets, and other community settings

Offer healthy meals, social engagement, access to community resources, volunteer roles

Population of Americans 60+  
**2016: 69 Million**  
Projected 2020: 77 Million  
Projected 2040: 102 Million



Demand on the health care system will grow with the population

Nutrition/malnutrition have a tremendous impact on overall health and health care utilization

## How the health care system benefits

### Participants vs non-participants



## How meal program participants benefit

### Higher quality diet

A healthy diet is essential to overall wellness

1 out of 2 older adults is at risk or is malnourished



80% of participants say a congregate meal program improved their health

### Greater food security

Access to food is a social determinant of health

4.9 million seniors do not have reliable access to enough affordable, nutritious food



54% of participants say a congregate meal supplies 50% or more of total food for the day

### Increased socialization

Staying connected is an important part of healthy aging

Social isolation is linked to higher blood pressure, earlier onset of dementia, and other serious illnesses

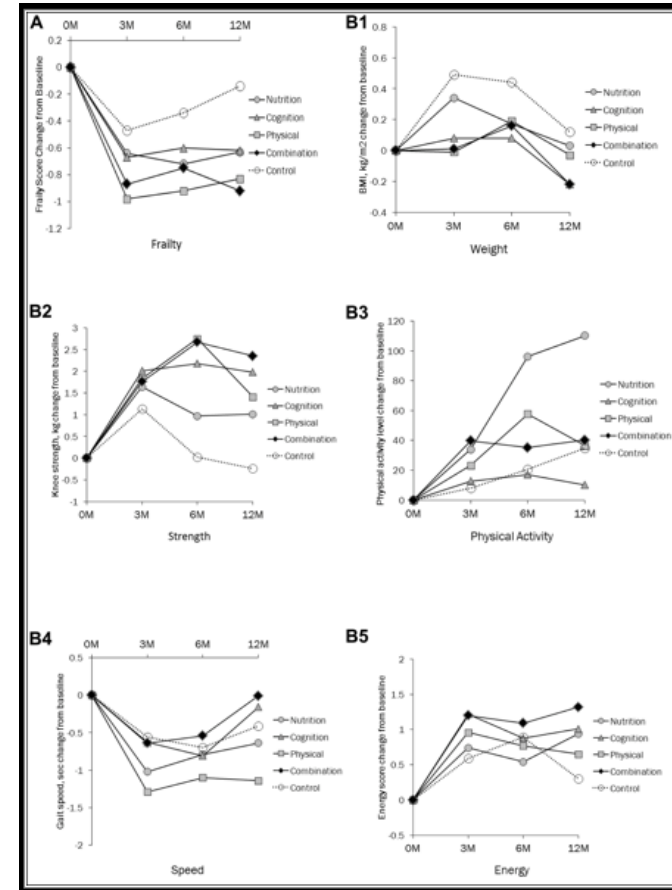


54% of participants say their social opportunities have increased because of a meal program

# WORDS TELL STORIES

- Concise
- Clear
- Compelling

# VISUAL DEPICTIONS ILLUSTRATE STORIES



# VISUAL DEPICTIONS ILLUSTRATE STORIES

## Purpose:

Who?

What?

Where?

When?

How?

## Type of visual:

Portrait

Diagram or image

Map

Timeline

Flowchart

## **3-2-1 REFLECTION**

- Write down 3 ideas you've learned in this workshop:
- Write down 2 things you plan to do because of what you've learned:
- Write down 1 opinion you have about what has been covered:

**TIME FOR A BREAK!**



# SHARING OUR REFLECTIONS



# ILLUSTRATING NUMBERS EFFECTIVELY:

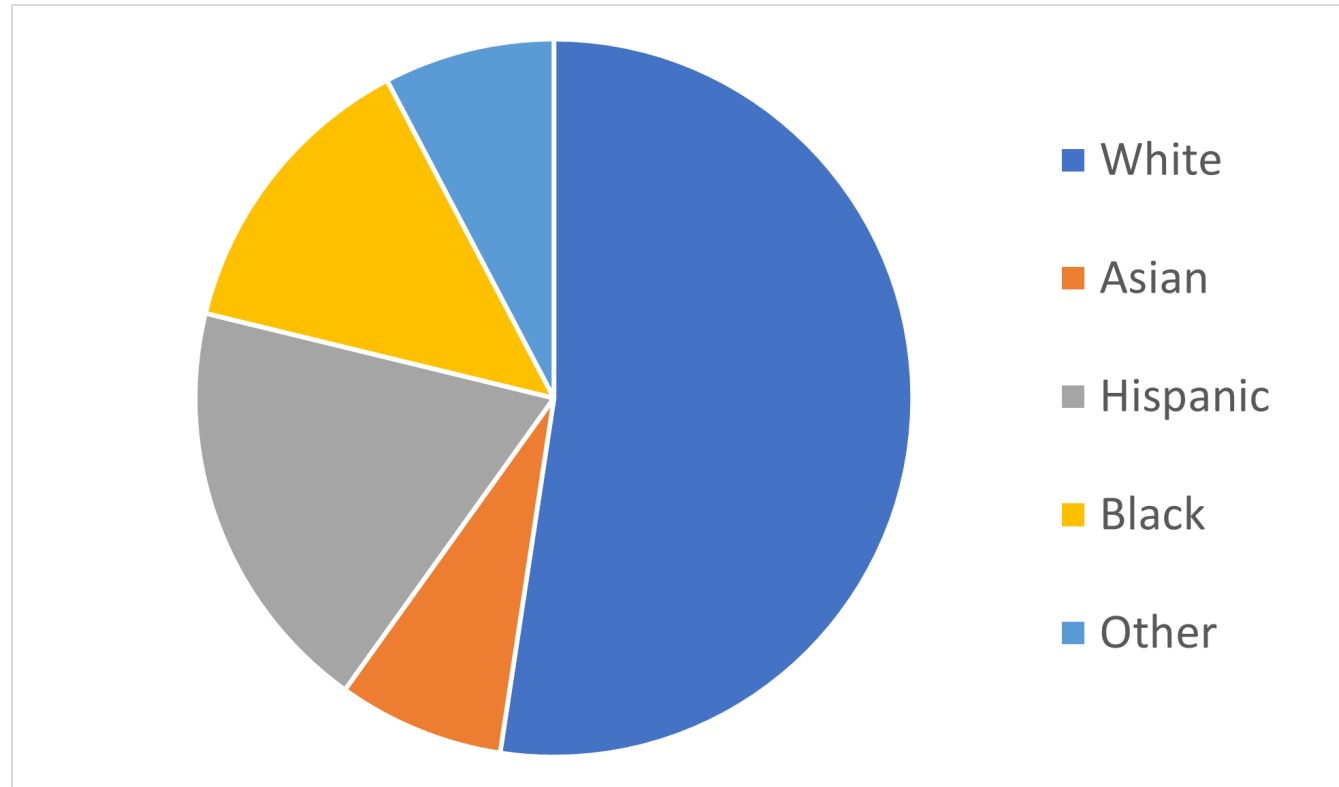




## **ILLUSTRATING NUMBERS EFFECTIVELY:**

1. Know your audience. Use words they understand and relatable examples.
2. Make your illustration memorable – possibly surprising and/or personal.
3. Simplify as appropriate. Round. Avoid fractions & decimals.
4. Paint a picture using words or pictures/graphics.

# ILLUSTRATING NUMBERS EFFECTIVELY:

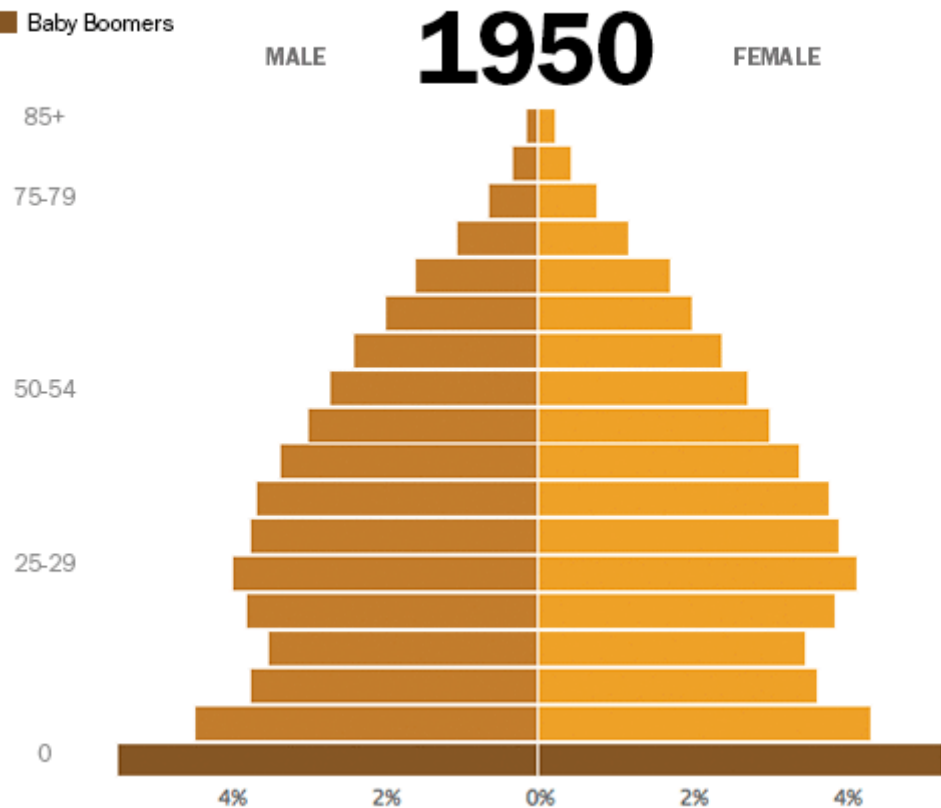


# ILLUSTRATING NUMBERS EFFECTIVELY:

NEXT AMERICA

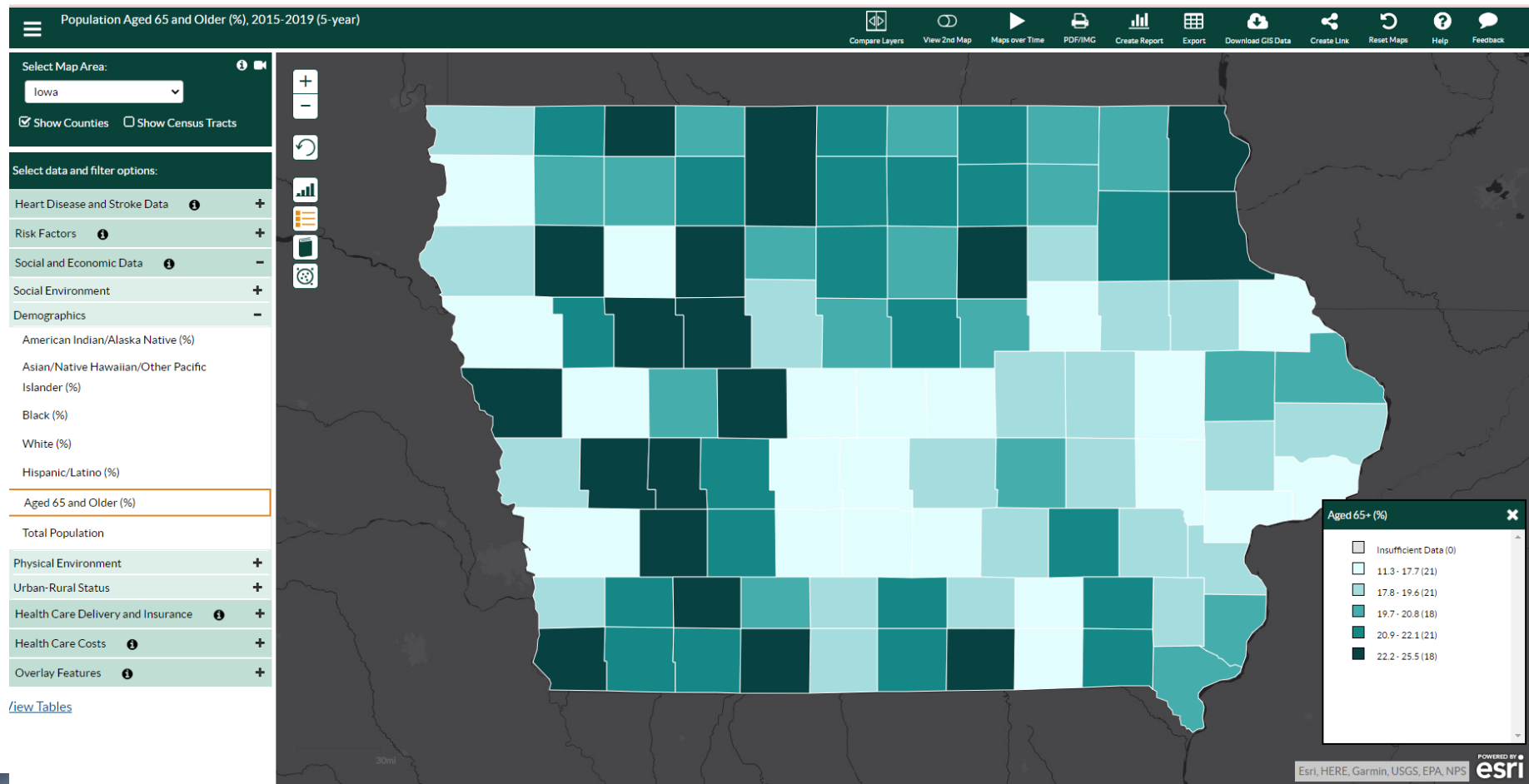
Percent of U.S. Population by Age Group, 1950-2060

Baby Boomers

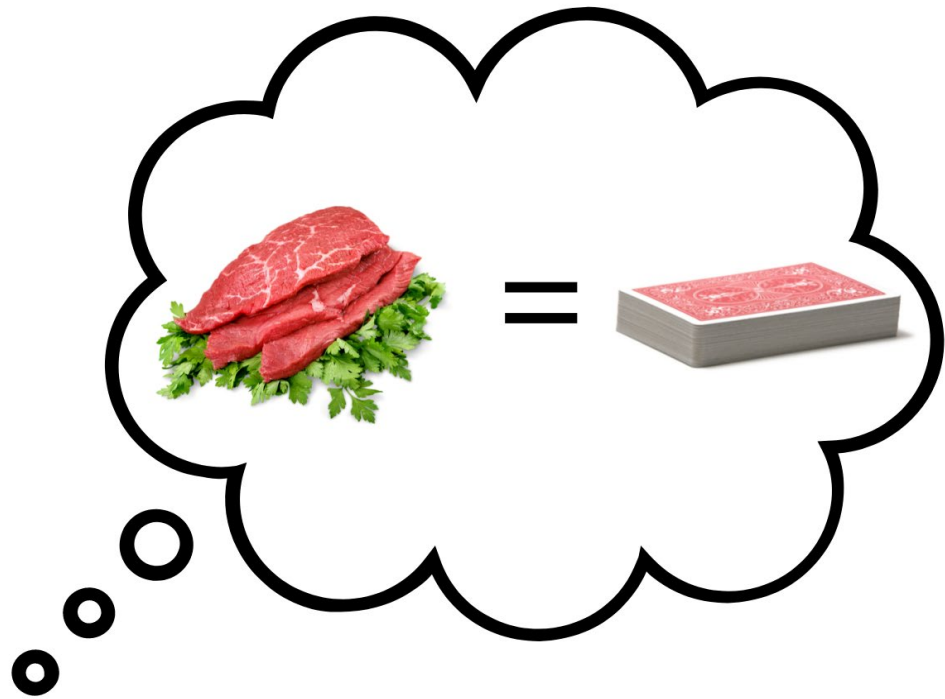


PEW RESEARCH CENTER

# ILLUSTRATING NUMBERS EFFECTIVELY:



# ILLUSTRATING NUMBERS EFFECTIVELY:



**YOUR TURN...**



**Think – Pair – Share**

# TIME AND MONEY

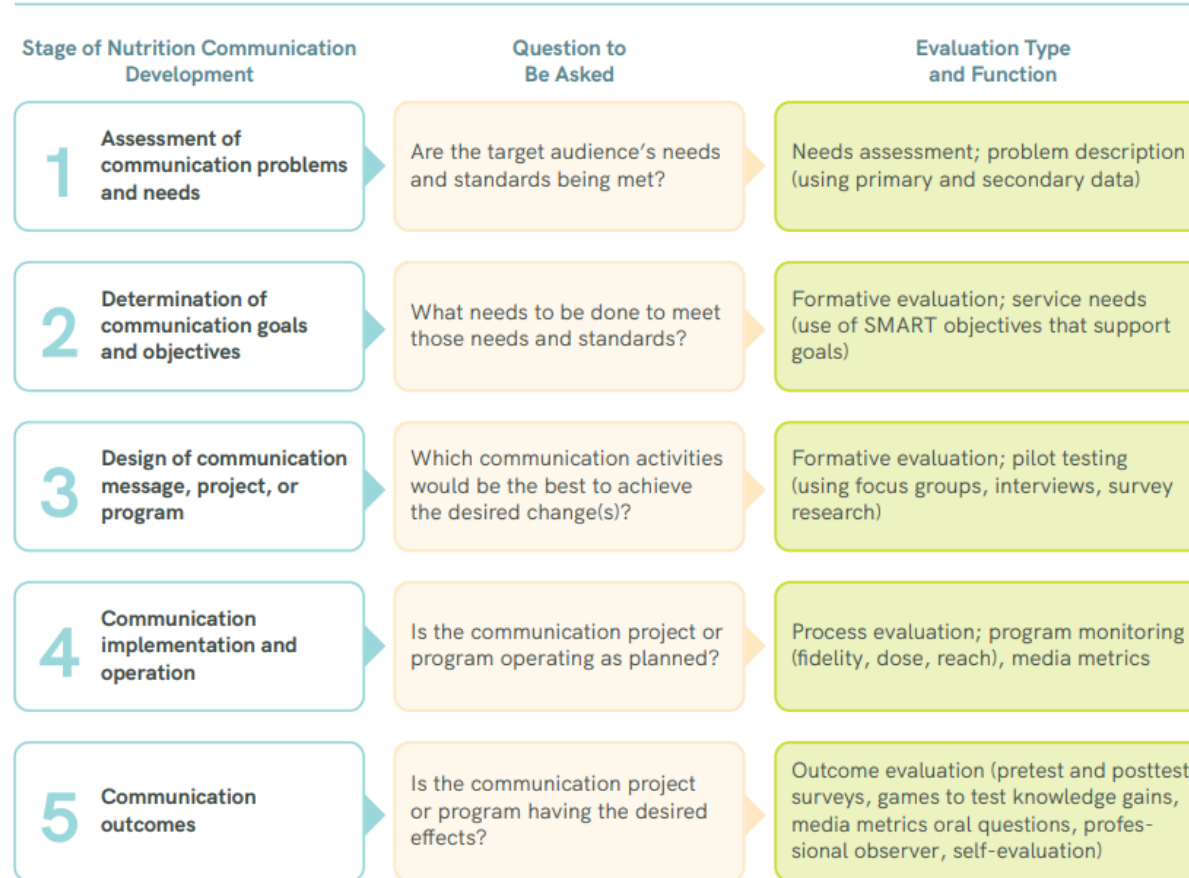


# EVALUATION





**FIGURE 38.3** Five stages of nutrition communication development and related evaluation types and functions



SMART goals are smart, measurable, achievable, relevant, and time bound. See pages 241 and 242 for more information.

Adapted from Rossi P, Lipsey M, Freeman H. *Evaluation: A Systematic Approach*. 7th ed. Sage Publications; 2004.<sup>6</sup>

## **5 TIPS FOR EFFECTIVE EVALUATIONS:**

Tip #1: Evaluation is essential

Tip #2: Inform creation with evaluation

Tip #3: Assess fidelity, dose, and reach

Tip #4: Think qualitative and quantitative

Tip #5: Determine outcomes and future directions

# PRESENTING EFFECTIVELY:



# EMPOWER OTHERS TO SHARE YOUR STORY:



# GOAL SETTING AND SHARING:



# UNANSWERED QUESTIONS



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**“YOU HAVE EVERY REASON IN  
THE WORLD TO ACHIEVE YOUR  
GRANDEST DREAMS.  
IMAGINATION PLUS INNOVATION  
EQUALS REALIZATION.”**

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Denis Waitley



# COMPLETE THE WORKSHOP EVALUATION



## CONNECT WITH BARB:

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