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|  <div style="margin-left: 20px;"> <p>Healthy Jeffco Alliance Culture of Connection Action Team October 26, 2021, 2:00 - 3:15 Zoom</p> </div> | Notes |
| <p>Meeting Objectives:</p> <ul style="list-style-type: none"> ● Further define our pilot project | |

Culture of Connection General purpose: We aim to create the conditions for everyone to be a part of and belong within our community.

We will foster a culture of connection in Jefferson County that nurtures safety, trust, belonging, collaboration, personal relationships, listening and empathy, by

- a. *celebrating existing successes,*
- b. *encouraging replication of their environmental, cultural, and physical conditions, and*
- c. *addressing gaps in current efforts.*

The connection of people who are most isolated, whether by geography or identity (including gender, sexuality, age, income, race, language and the like), is our priority.

Our first step for celebrating existing successes is to pilot a story-telling project.

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| Participants: Robyn Lupa, Kelly Kast, Kelsey Campbell, Reg Cox, Laurie Walowitz, Debby Bower | | |
| | Activity | Action |
| | <p>Welcome and updates</p> <ul style="list-style-type: none"> - Public Health working with Foothills Housing Authority around reconciliation, mediation, with respect to tobacco. Connection! - Mask mandates is really tough on client-facing staff. - Alliance – The Alliance is becoming Healthy Jeffco Alliance and our logo will be the star/heart. The C of C would like green to be its color. | |
| | <p>Recap our initiative.</p> <ol style="list-style-type: none"> a) Action Team Project: Tell stories of connection that explain positive experiences that makes the path toward thriving doable. These stories may be about experiences with organizational initiatives or informal experiences of connection. They must be first-person narratives, that is, stories told by the person experiencing connection, not the stories retold or witnessed by someone else. Included with storytelling is creating/point people to opportunities for connection. | - |

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| | <p>b) Pilot: Work with a small group of people, such as the Jeffco Prosperity Project and design a process to share stories of connection.</p> <ul style="list-style-type: none"> - Phase 1: help us build a template, edit the stories, Build a template, questions, length, What does connection mean, how do decide what gets published and what doesn't, Is editing okay? Is it okay to say what doesn't work (maybe not call-out, but call-in) <ul style="list-style-type: none"> - Mindful of tension between 2nd person and 1st person. - Audience: How do we approach communities with stigma – Unintended consequences. - Allow anonymous storytelling (pseudonyms)? - Elevate the things that made people feel like they were connected. Stick to this, not asking for the details, not the past anguish. Honor and respect dignity. Define “positive experience”. Keep it framed to connection. It can be a moment, an event, . what makes me feel a part of this community. Day altering or life altering. What are moments that made you feel connected. “Humans of New York” – Instagram. - Phase 2: How to store and how to share – what would it look and feel like. <ul style="list-style-type: none"> - Informed consent. - Process for youth. | |
| | <p>Meeting summary</p> <p>Reg and Robyn met prior to the Team’s meeting to further develop the pilot project.</p> <p>The group agreed to use the AA model as a starting place for crafting the questions for the story-telling pilot - What was it like, What happened? What is it now? What were the barriers and what did we learn?</p> <p>What elements should our stories contain?</p> <ul style="list-style-type: none"> • A compelling narrative that appeals to our <u>target audiences</u>. • Dignity. • Confidentiality (as appropriate). • Simplicity. • Provoke emotion. • Respect for the value of transitions to achieve a thriving and flourishing life (i.e. our stories will not necessarily exemplify the entire “Hero’s Journey,” but describe small wins of connection). • Strive to connect a person’s experience to systems and possibly elevate policy – moving us away from focusing only on immediate needs. | |

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- Add an “End of story”: Add a way to be engaged or to personally become connected, “for more info:”

Who is our target audience?

- Business community: inspire people to fund and/or see themselves as part of community efforts and building a culture of connection
- Civic-minded community: inspire people to support and become involved in the Jeffco community via volunteering or truly being there for each other.
- Jeffco residents: raise awareness of the diversity of the Jeffco community, opportunities (formal and informal) for connection, and the benefits/strength of connection.

What are objectives for telling stories?

- Inspire people to volunteer within the Jeffco community.
- Inspire people to fund community efforts.
- Build bridges between Jeffco community members.
- Increase knowledge of informal supports
- Increase understanding of the importance of and each of our roles in connection and belonging
- Inform changes to systems

Storytelling Candidates:

- [Jeffco Prosperity Partners](#)
- [Heading Home](#)
- [The Action Center](#)
- [Hard Times](#)
- [Title I Schools](#)

The group agreed to invite Jessica Hansen with Jeffco Prosperity Partners and specific leaders from the group to help shape the pilot.

References:

- [Building a Story Brand](#) (Donald Miller) – Reg, turns out I own this book and hadn't yet gotten to it 😊
- Lakewood Connects Story Brand Project Brand Script (see example [here](#)).
- [How to Tell Better Stories: 4 Simple Tips for Introverts](#)
- [How to Tell a Story Effectively](#)

To do:

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| | <ul style="list-style-type: none"> • Develop a succinct template to capture stories, including: <ul style="list-style-type: none"> • Permissions protocol (i.e. release forms) • Structure • Determine staffing for the project: <ul style="list-style-type: none"> • People who will conduct interviews and gather stories. • People who will write/edit the stories. • Devise a mechanism to adjust stories and/or create pathways for different audiences (business community, faith community, general public). • Determine how the stories will be shared. • Contact JPP, to see if Jessica and a couple leaders would be interested in being involve with designing this pilot. | |
| <p>Emerging Evaluation</p> | <ul style="list-style-type: none"> • By telling stories, what benefit do we hope to achieve after 1 or 2 years? What could be the benefit to people telling the stories? To the community? To organizations?. <ul style="list-style-type: none"> ○ Commonality. I envision this as a dialogue via a website and social opportunities (people responding to the stories of others, people connecting after reading one another's stories) – creating a web of connection. ○ Opportunity to intermix youth perspectives with others in the community, encouraging perspective-building for more accurate understanding of youth needs. ○ An opportunity for intervention for the person telling their stories by creating a sense of connection. ○ Nurturing new connections across topics, organizations, and people (responses, types of organizations,) stories are reaching new ears. ○ Qualitative data for action - Organizations will take stories and use them to shape communications and services. For example, the Library could discover multiple stories (and responses to them) and make the change happen. Or, members of the LGBTQ community are participating and expressing a lack of gathering space in Jeffco – how can we help? ○ Relieve stress on an overburden system. Relief from service providers as more informal supports are realized. People can plug them in further. ○ Increased participation and increased number of informal connection spaces and connection. ○ Increased knowledge - More people in Jeffco know how to connect to non-traditional support. (# participating in clubs, extracurricular) ○ Reducing stigma. • If we do this for a year, what would you expect to happen? What are the tangible outputs of what we are proposing, such as number of stories, types of stories, etc. <ul style="list-style-type: none"> ○ Learn: Who is telling stories? What are they about? Can we/should we tag them when they are posted online? | <p>-</p> |

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| | <ul style="list-style-type: none"> ○ Understand ways to categorize/organize stories. ○ An interactive website space ○ People would re-share the stories. | |
| | <p>Next meeting: A smaller group (whoever is in town 😊) will meet December 28, 2021 2:00 to 3:15 to further discuss the pilot project.</p> <p>Topic:</p> <ul style="list-style-type: none"> - Hold the 28th for template building in person. - Kelly will reach out to Jessica Hansen to see if she'd be interested in learning more about the Action Team and its proposed pilot. | |