Culture of Connection
Storytelling Pilot Project Charter
Version Date: In development

Problem and Scope

Problem or Issue:	Isolation and lack of meaningful connection negatively impacts health - both mental and physical. Jefferson County has worked to create a network of structured professional services to address the mental and physical health needs of its residents. However, these systems are overburdened with need, are not always able to be culturally competent or relevant, and are not designed to be a sustainable long term source of individual connection in a community. We know meaningful community-based connection is happening in Jefferson County. We want to help our residents find, create and benefit from community connection.
Desired Outcomes:	The Culture of Connection Action Team within the Healthy Jeffco Alliance aims to create the conditions for everyone to be a part of and belong within Jefferson County communities. We hope that this project will help to facilitate that goal by bringing to light stories of connection in Jefferson County for community members to witness and relate to. It will also help the community celebrate existing successes, encourage replication of the environmental, cultural, and physical conditions that facilitated those successes, and learn about gaps in current efforts. Short term, we aspire to the following. ● Understand ways Jeffco residents find connection. ● Learn about types of stories, dissemination opportunities, processes and procedures that are needed to design a larger storytelling initiative. ● Inspire hope within people that they can find belonging ● Increase participation in connection activities - either by leading connection or participating. ● Provide options for people to find belonging in new places ● Change attitudes about people from different communities ● Build empathy, particularly among those with social capital, which can be a first step for people to reconnect with a community they have decided not to like, trust or care about anymore.

	● Create a sense of connection for the person telling their story. Longer term, we hope the storytelling project will achieve the following goals. ● Help Jeffco residents feel more connected to communities. ● Help organizations, affiliations, and neighborhoods create more connection opportunities. ● Provide an opportunity for perspective-building across generations, topics, organizations and people. ● Provide organizations with qualitative information about people's' experiences with connection opportunities. ● Relieve stress on overburdened professional mental and physical health services by highlighting more informal support systems and their availability. ● Increase knowledge of supports in Jefferson County.
Solution:	Our solution is to pilot a storytelling project to assess if sharing uplifting stories of successful connection using community-based sources of support can help Jeffco residents feel more connected to their community. We will work with a small group of people to design a process to share and celebrate stories of connection which we will use to create an on-going program of storytelling.

Scope:	As a pilot, this project has a limited scope. By December 31, 2022, we aim to publish a minimum of 5 stories and share the stories with the broader community, evaluate the pilot, and create recommendations for a future project.
	
	Storytellers will meet the following criteria.
	    o Be residents of Jefferson County
	    o Have a compelling story about finding belonging and overcoming isolation and feelings of disconnection and loneliness. This is one story that a person wants to share with others. It is one part of a person's journey, not the entirety of the journey.
	    o Represent ethnically, racially, gender, sexually, geographic, linguistically, ability, and economically diverse perspectives
	
	The stories will be written in a way that many different people can see themselves reflected in the stories and as part of providing or experiencing community.

Project Sponsor:	The Culture of Connection Action Team of the Healthy Jeffco Alliance
Motivation Statement:	This project will foster a culture of connection in Jefferson County that nurtures safety, trust, belonging, collaboration, personal relationships, listening and empathy, by elevating stories and sharing resources and lived experiences.

Project Overview

Output, Product or Service:	This project will produce: - a minimum of 5 stories, either in written or video format, that will be available for use and dissemination to the public; - the dissemination of stories; - a template/guide for collecting stories; - a consent for story-tellers; - a recommended data governance procedure for storing and destroying stories; - a process for determining what stories to share; - a recommendation for expansion of the pilot.
Customers:	We hope this project will impact health equity by bringing awareness to connection supports available throughout Jefferson County that can be accessed by all residents. Customers include: ● Residents of Jefferson County who could either benefit from connection or be a part of connection opportunities. ● Traditionally marginalized groups, such as people of color, individuals living in poverty, those without higher education, those who use drugs, elderly individuals, and mothers and children.
Key Stakeholders	Key stakeholders in this project include: ● Members of the Culture of Connection Action Team ● The Healthy Jeffco Alliance ● Businesses, organization, clubs, neighborhoods and the like whose connection opportunities are showcased through people's stories. ● Interviewees who contribute stories to the project and who participate in the design of the project including planning for how to disseminate and how to use their stories to foster the community of connection. ● The Jeffco Prosperity Project ● Health care providers within Jefferson County
Activities or Milestones:	*Phase 1: Creation of Storytelling guides and templates* *Sept 2021 - May 2022*

Activity	Lead	Due date
Create shared understanding such as a pre-kick off		**4/30/2022**
Grow action team to include community members.		**4/30/2022**
Create a standard work document (who's doing what (divide and conquer, clarify roles and expertise).		**4/30/2022**
Create and finalize a story template.		**5/31/2022**

Create a basic storytelling guide including resources and training for action team members and storytellers based on research/lit review/expert guidance.	**5/31/2022**
Create at least 2 specific on-line surveys to solicit feedback about the pilot process from 1) the storyteller, 2) the community, 3) action team members and 4) dissemination partners.	**5/31/2022**
Training for action team and/or other participants, as determined during the development of the guide and through conversations with technical experts. [of note - need to better understanding roles for this project]	**6/30/2022**
Establish criteria and process for how to select stories, priority stories by TBD, but concurrent with other tasks.	**6/30/2022**
Determine process and create invitation for recruiting storytellers.	**6/30/2022**

Phase 2: Recruitment of storytellers and adaption of guides and templates
July 2022 - August 2022

Activity	Due date
Solicit storytellers by [application of sending people to a workshop on storytelling – scholarship]	**7/15/2022**
Create consent form	**7/31/2022**
Recruit at least 5 storytellers	**7/31/2022**
Adapt template, guide, survey and general dissemination plans based on feedback from storytellers	**8/30/2022**
Agree on a "call to action" for each of the stories, such as going to a website, sharing a story, etc.	**8/30/2022**
Identify at least 5 platforms/avenues that will be used as channels for disseminating stories. This includes organizations and events.	**8/30/2022**

Phase 3: Story development and dissemination
September 2022 - November 2022

Activity	Due Date
Storytellers participate in workshop	**9/31/2022**

With dissemination partners, create a story dissemination plan, inclusive of evaluation metrics.	**9/31/2022**
Finish production of at least 2 stories.	**10/31/2022**
Finalize production of all stories (5 to 10).	**11/15/2022**
Disseminate all stories	**11/30/2022**

Phase 4: Evaluate the pilot and celebrate
December 2022 - January 2023

Activities	Due Date
Storytellers, story distributors, project participants and Alliance partners participate in an on-line survey.	*12/15/2022*
Hold at least 2, 1-hour meetings with the specific purpose of reviewing weaknesses, opportunities, benefits and dangers of the pilot project and the storytelling process/experience.	*12/31/2023*
Synthesize evaluation findings	*12/31/2023*
Share evaluation findings with the project team (action team members, storytellers and story distributors) and develop recommendations.	*1/15/2023*
Prepare a final report of project findings and recommendation for dissemination with project team and the Alliance.	*1/31/2023*
Celebrate completion of the pilot through an event	*1/31/2023*

UP NEXT:
Create a project plan for future work based on recommendations from the pilot project.

Purpose Statement:	The purpose of the Culture of Connection storytelling project is to bring stories of connection successes within Jefferson county to the broader Jefferson county public to increase awareness of formal and informal connection supports available to residents and establish storytelling as a community practice in Jefferson County.
Measurable Goals:	By 12/31/2022 ● Complete a pilot of storytelling with at least 5 stories that are disseminated through at least 5 organizational/media outlets; and ● Provide recommendations for the design of an on-going storytelling initiative. By 12/31/2022,

	- Describe at least 5 ways people find connection/feel connected in Jefferson County. - At least 125 people respond to the call to action referred to in the stories (5 stories x 5 dissemination avenues x 5 respondents each)
Evaluation and Improvement Plan:	Evaluation will include feedback from project participants - story tellers, action team members, dissemination partners, and Alliance partners. The Storyteller: - On-line survey to review storytelling process - In person discussion? Culture of Connection Team members - Following the pilot, strength/weaknesses/benefits/dangers analysis with project participants, including action team members, disseminating organizations and storytellers The Story/Organization: - Collect specific metrics on the number of positive/negative comments on each story on each channel posted - Capture and chart the number of views/impressions of each video/written story - Solicit feedback from alliance members via a redcap survey - Include in this subgroup targeted feedback from content experts - Solicit feedback from the general public on opinions regarding the story via Redcap form

Est. Start Date	**September 2021**		**Est. Completion Date**	**January 2023**

Project Resources

Project Budget:	To be defined. Funds for this project will come from the Healthy Jeffco Alliance and partner organizations. Budget categories may include the following. ● payment to storytellers ● payment to community member participants in Action Team ● storytelling technology (editing software) ● funds to host an event ● Videography/photography
Project Benefits:	We hope that this storytelling project will address the culture of disconnection within Jefferson county by achieving the following goals: ● Provide experience and information about a community-wide storytelling initiative in order to create recommendations to expand this effort. ● Provide an opportunity to intermix intergenerational perspectives with others in the community, encouraging perspective-building for more accurate understanding of youth needs. ● Provide an opportunity for connection for the person telling their stories. ● Nurture new connections across topics, organizations, and people (responses, types of organizations) stories are reaching new ears. ● Provide qualitative data about connection that can be used by other organizations and other platforms ● Increase knowledge of non-traditional connection supports in Jefferson County.
Project Manager:	. *TBD*
Project Team:	

Name	Affiliation	Project Role	Assets

Other Participants:

Name/category	Role
Storytellers (TBD)	
Storytelling experts such as: ● Jeffco Prosperity Partners ● Perinatal mental health (Mamas Voices) https://www.mommasvoices.org/ ● https://www.storycenter.org/ (Rachel has some contacts with this group) ● CU professor [ask Rachel for name]	
Video editor [does Reg have a contact?]	
Videographer	
Story disseminators such as ● Jeffco Public Libraries? ● Jeffco Public Health? ● Power of Partnership? ● Healthy Jeffco Alliance? ● The Action Center?	

Other resources beyond staff:

- Time
- video recording software
- video editing software? - we video?
- Space allotted for storytelling training and/or zoom capacity
- lend-out technology? for individuals who do not have access to the internet
- space to host final gathering

Source of Resources:

Resources Statement:

Planning Considerations

Assumptions and Constraints:	*Assumptions are factors that are considered to be true without any proof or demonstration. Considerations are scope, time, budget, or quality factors that generally restrict or limit the project.*
	
	Assumptions:
	● Community members will be
	    ○ interested and personally invested in telling their stories
	    ○ Feel comfortable appearing on video publicly available to communities
	● Alliance team members have the time available to dedicate to this project and process
	● Covid numbers will continue to improve and allow for in person meetings
	● We will be able to find someone in the community available to help with video editing / with sufficient video editing skills to facilitate recording
	● Organizations will want to disseminate stories through their networks.
	
	Constraints:
	● Leadership changes at the health department may shift priority areas
	● Budgetary constraints - Alliance and other partners may not have full funding to support the project
	● Ability of the health department to engage the community - public perception of the health department

Risks, Issues and Uncertainties:	*These are factors that could impact a successful project. Risks and issues are usually things that are out of your control. Risks are things that could happen, issues are things that are known to exist. Acknowledging uncertainties can help the project participants move past them.* ● covid transmission as a possibility during in-person meetings ● community members are interested in sharing their stories and then retract their data
Biases and Preferences:	*Everyone has biases and preferences, including all project participants. Acknowledging known biases and preferences and their potential impact on this project/program increases transparency and accountability. Biases and preferences are factors that may, intentionally or unintentionally, influence the process and outcome of the project or program. This section should be completed after completing the Project Participant Checklist in the Appendix of this template.* ● This team has a preference for this project to succeed in producing videos that can be used as marketing tools for future endeavors ● This team has a preference for the videos/stories recorded and represented to be diverse and representative of the jefferson county community as a whole ● This team has a preference for the project to be completed on time and in an efficient manner

Appendix: Guidance for Motivation and Resource Statements

The motivation and resources statement are indented to increase transparency and authenticity. These are newer concepts to our charter and were developed based off the [We All Count Data Equity Framework](). If this is the first time you are developing a motivation and resource statement, we strongly encourage you to reach out to the Epidemiology and Planning team for assistance.

Motivation Statement

The motivation statement will explicitly describe why the project is being conducted, making both primary and secondary goals fully transparent. This will include an explanation of both restrictions and rewards of the project.

Start developing the motivation statement by identifying the restrictions and rewards or the project/program. Restrictions should be a description of the challenges and practical realities of the project, particularly with respect to: time, money, resources, expertise, laws and standards, and any other additional restricting circumstances. Rewards of the project described in the motivation statement could include the goals, benefits, and/or the avoided consequences. Ideally rewards will be included for the project organization, team, and the individuals on the project team.

These components of the motivation statement can come together in to a comprehensive, yet concise paragraph, that can be included in project documents and final products. This statement is intended to be shared to increase transparency and authenticity. The following template is intended to be a guide and should be adjusted to fit the needs of your project or program.

> *We are doing this project/program because (external or primary motivation) for (stakeholders) by (name of organization). We aim to accomplish this project/program in (amount of time) with a budget of (budget amount). We will be working within the bounds of current (restriction), (restriction), and (restriction). This project/program will benefit (organization) by (reward), our funders by (rewards) and (other stakeholder) by (reward). This project will benefit the (team) by (reward) and (individuals) by (reward).*

If that template does not feel appropriate for your project/program then you could list out the restrictions and rewards.

- *Restrictions:*
    - *Time:*
    - *Money:*
    - *Resources:*
    - *Expertise:*
    - *Laws and Standards:*
    - *Additional Circumstances:*
- *Rewards:*
    - *Organizational:*
    - *Team:*
    - *Individual:*

Resources Statement

The resource statement outlines the interaction and relationship of resources, influence and ownership of the project's final products. This will bring together the source of the resources and highlight how those resources will be deployed to achieve the project.

If the project has a budget, consider using this template.

Our project is being funded by (source of funding), with a budget amount of dollar amount). We will be using these funds to (high level overview of actions) in order to accomplish the project. Decisions pertinent to this project will be made by (decision maker/s) with input from (stakeholders with influence). The final product(s) will be owned by (organization) and distributed to (stakeholders).

If the project has a budget, consider using this template.

Our project is being accomplished by (staff time in FTE). These positions are funded by (source/s of funding). We will be using these funds to (high level overview of actions) in order to accomplish the project. Decisions pertinent to this project will be made by (decision maker/s) with input from (stakeholders with influence). The final product(s) will be owned by (organization) and distributed to (stakeholders).

Appendix: Project Participant Checklist

Each project participant (sponsor, project manager, project team member, change manager, change team member, etc.) should complete this checklist before agreeing to fulfil their role.

Can you participate in this project?
- Do you understand your role in the project?
- Do you have the resources (including time) to fulfill your role?
- Do you have support (supervisor, team) to fulfill your role?
- Do you have the expertise to fulfill your role?

Should you participate in this project?
- Do you have the interest to fulfill your role?
- Does participating in this project create a conflict of interest?
- What effect will your life experiences have on this project?
- Do you have any preferences or biases about the outcome of this project? What effect will your preferences or biases have on this project?
- Given your reflection on the previous questions, are you the right person for this role?