



ACIMM 2018-2022 COMMITMENT:

*INVITING, ELEVATING, HONORING,
AND INTEGRATING STORIES, for greater impact.*



A story communicates fear, hope, and anxiety, and because we can feel it, we get the moral not just as a concept, but as a teaching of our hearts...

That's the power of story.

Marshall Ganz, Harvard Kennedy School

ACIMM HEARD AI/AN STORIES



Rhonda's Story





That's the power of story.

Marshall Ganz, Harvard Kennedy School



Change the Narrative

“DOMINANT” STORIES

Which **DOMINANT STORIES** and beliefs prevail in the community?

Who drives these **NARRATIVES**?

What is **MOST AT STAKE** *and for whom*?

“If you have prior knowledge saved in memory, the only thing that will compel you to change that existing belief is a replacement story that is more powerful, influential and effective than the original.”



Change the Narrative:
**STORYTELLING FOR
CHANGE**

How can **STORIES** inform, shape, and
shift **NEW NARRATIVES?**

WHY STORIES?



Contextualize Data



Humanize Numbers



Elevate + Honor Lived Experiences



Leverage Human Hardwiring

LEADING HEALTH–IMPACT STORYTELLING PRACTICES



- [Hear Her Campaign](#), CDC/NCCDPHP/DRH
- FIMR Strategic Storytelling Project, NCFRP/MPHI
- AIM CCI, [Maternal Monologues Tool Kit](#), NHSA
- [Hear Our Stories](#), UMass Amherst, Young Latina parenting

- Digital Storytelling:
 - [StoryCenter](#)
 - [National Indian Council on Aging](#)
 - [SAMHSA Tribal Technical Assistance](#)

MORE HEALTH – IMPACT *STORYTELLING*

- NPR/ProPublica “[Lost Mothers: Maternal Mortality in the U.S.](#)” series. Nina Marin, Renee Montagne, 2017
- [*Shalon Irving’s Story.*](#)
 - Dr. Shalon M. Irving, PhD, MPH, MS, CHES, CDC/EIS
- ***Kira Dixon Johnson’s Story.*** (Calvin Johnson’s quest)
 - Kira Johnson Act. HR 1212. This bill establishes grants to improve maternal health outcomes for racial and ethnic minority groups and other underserved populations. respectful maternity care compliance programs in specified health care facilities.
- *Health Affairs* **Narrative Matters** ([Jan 2022, stillbirth story](#))

STORYTELLING PRACTICES

For Racial and Birth Equity

Podcasts/Performance

- [Birthright](#). Kimberly Seals Allers: *'...unapologetic celebration of Black joy'*
- [Birth Stories in Color](#). *'Storytelling to equip parents for navigating their birth journey...'*
- [Making Cake](#). Dasha Kelly Hamilton, WI Poet Laureate, *'community conversations on culture, class, race, and cake'*

- ✓ Grounded in **science, knowledge and experience**
- ✓ **Intentional and purposeful**
- ✓ **Ethical and contextual**
- ✓ **Power tools for change**



***STRATEGIC* Storytelling**



‘Storifying’ **Making Amends:**
ACIMM’s Storytelling Strategies



ACIMM's STORY STRATEGIES

in shaping *Making Amends*, 2022

- **Data alone are insufficient to make the case.**
- **Lived experience** expressed through stories are as important (if not more) than quantifiable (objective) data.
- **Stories can help us frame the Narrative**, into which our recommendations are embedded.
- **'Storifying'** this report makes it personal, interesting, compelling, and universal.

Storifying ACIMM's *Making Amends*:

- Expands meaningful participation and shared ownership
- Generates community buy-in and enhances community power
- Catalyzes new partnerships through the realization of shared experiences, and
- Augments understanding that these recommendations can and will affect real people



ACIMM's COMMITMENT:

**THIS REPORT WILL BE USED A POWER TOOL
FOR IMPROVING THE HEALTH AND SAFETY OF
AI/AN WOMEN, INFANTS AND FAMILIES.**





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