

Creating a culture of storytelling

November 2, 2023



CITY OF BLOOMINGTON PUBLIC HEALTH DIVISION
SERVING BLOOMINGTON, EDINA AND RICHFIELD



Objectives

- Understand the importance of stories in our work.
- Identify the essential elements of a good story.
- Learn how to maximize stories for multiple uses.

“To involve people at
the deepest level, you
need stories.”

— Harvard Business Review





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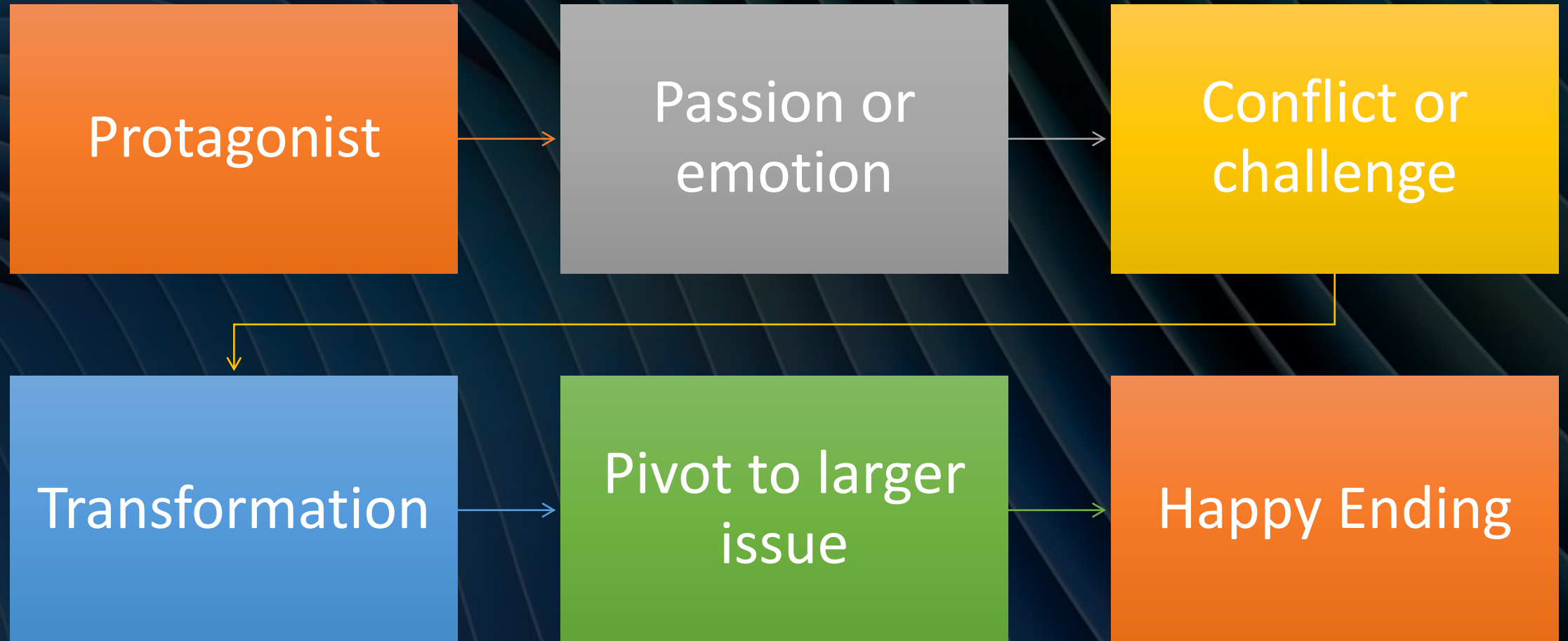
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Stories' effects on our brains

- Several areas of the brain activate when someone is listening to a story
 - Prefrontal cortex
 - Amygdala
- Dopamine, Oxytocin and Endorphins



What makes a good story?





Annual report story

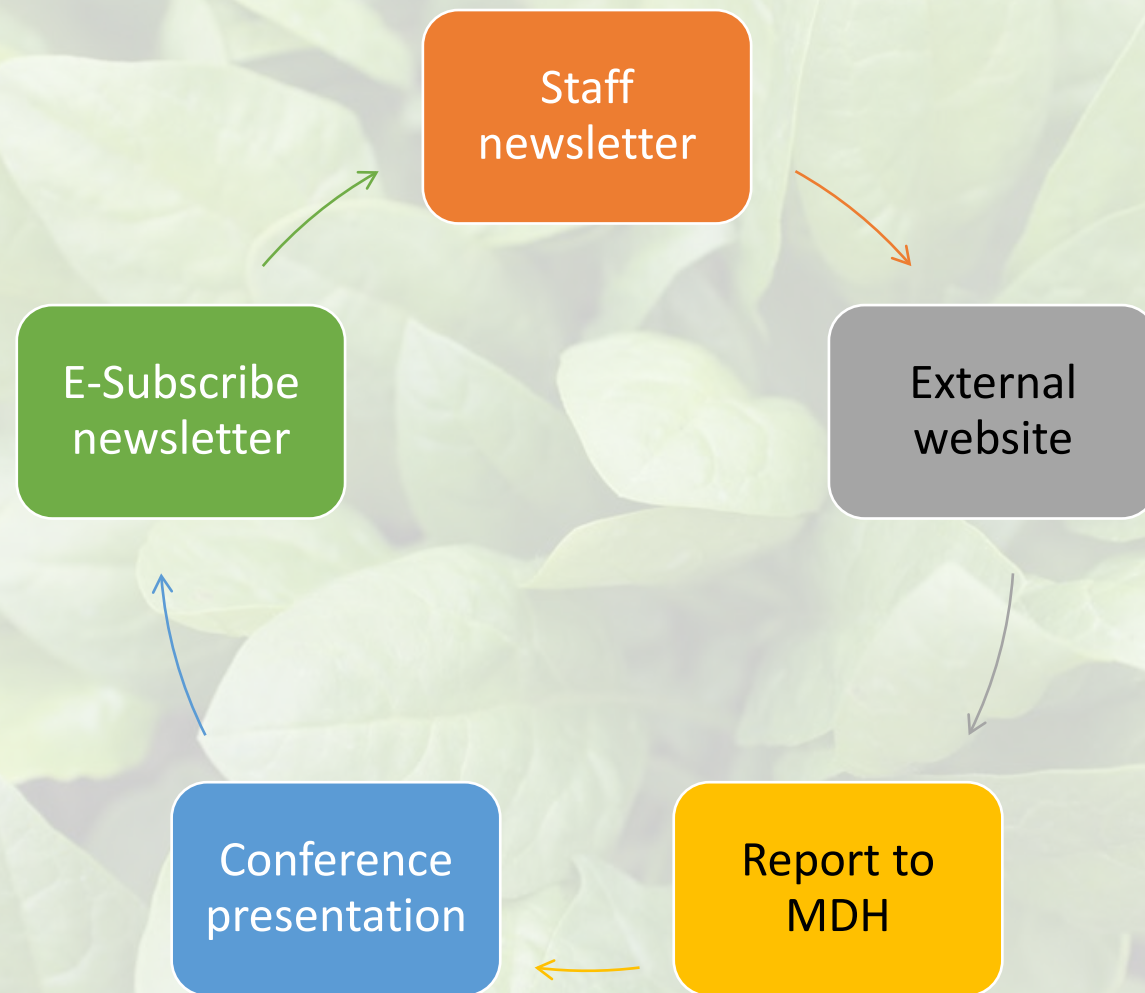
- Protagonist: Lisa, Public Health Nurse
- Passion: Loves working with older adults; ensuring their homes are safe.
- Challenge: Client who was overwhelmed by her home.
- Transformation: Focused on a small area of home.
- Pivot to larger issues: By taking small steps, we can do anything.
- Happy Ending: Increase in client's confidence, safe home.

Maximizing stories: Woodlawn Terrace





The lifecycle of a story: Woodlawn Terrace



Simple works, too!

- Short stories
- Quotes from staff or clients
- Comment box in clinic or customer surveys

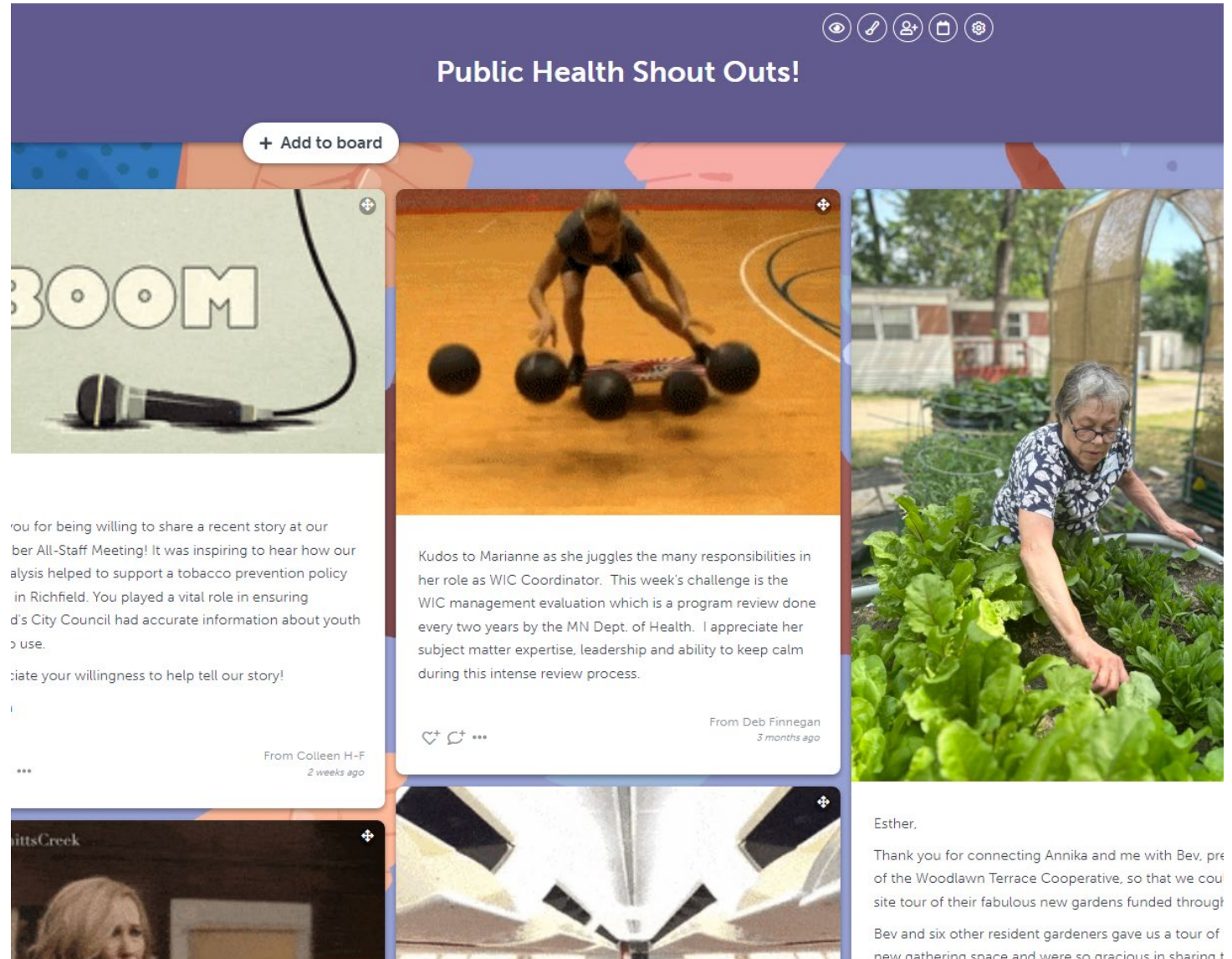


When you don't have access to paid leave, you are more likely to come to work or send your children to school while sick. This can worsen or prolong illnesses and increase infection rates.

- Public Health Specialist Kate Ebert on the benefits of Bloomington's Earned Sick and Safe Leave policy

Simple works, too!

- Good news – staff awards, work accomplishments, etc.
- Quotes by staff
- Ongoing Kudoboard



Protecting Privacy & Options

1

Share story and
exclude identifying
information.

No consent form

2

Simple situations:
Photo and video
waiver.

- Blm.mn/waiver
- Public events: notice
of photography sign

3

Share client's health
story – name and/or
photo.

Combined Client
Consent & HIPAA
release form



In review

- We discussed the importance of stories in our work.
- We learned the essential elements of a good story.
- We saw how to maximize stories for multiple uses.

Questions or
Curiosities?



Practice sharing experiences



What first attracted you to doing this work?

Why is it so important?



How has a recent project improved community health?



Tell me about a time recently when you felt proud at work.

Thank you!

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