

Structured Storytelling Method

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Session Objectives

- At the end of this presentation, participants will be able to
 - List 4 narrative methods for evaluation
 - Describe how to apply the Structured Storytelling method as a technique for program improvement and empowerment evaluation.

Narrative Methods

- Emerging recognition of the importance of narrative methods

A fancy term for good storytelling!

Reflection: Sex, Lies and Storytelling

- *Sound bites (manipulation) vs. Stories (truths)*

“Stories are told not merely to entertain or to instruct; they are told to be believed. Stories are not subject to the imposition of such questions as true or false, fact or fiction. Stories are realities lived and believed. They are true.”

– N. Scott Momaday, Kiowa author

Narrative Methods in Evaluation

- Different techniques but

*Fundamentally, they all rely on
gathering stories*

*And most importantly, on
taking those stories seriously*

What are Narrative Methods?

- At best, we use narrative methods to unite
 - Evaluation
 - systematic and verifiable inquiry of discipline
 - leading to *program* improvement
- and*
- Organizational development, with its...
 - contextual and programmatic insights
 - leading to *system* improvement

What are Narrative Methods?

1. Appreciative Inquiry
 2. Most Significant Change
 3. Success Case Method
 4. Structured Storytelling
- Others include case studies, results mapping, oral histories

Appreciative Inquiry

- Emerged from organizational development
- Focus on five core principles
 1. Constructivist
 2. Simultaneity
 3. Poetic
 4. Anticipatory
 5. Peak experiences

Appreciative Inquiry Methods

- Proceed in four phases
- Extensive data collection and analysis
- Extensive time to visualize & design the future

Appreciative Inquiry Requirements

- Time
- Full member participation in process
- Skilled facilitators

Most Significant Change

- Emerged from evaluation of participatory international development projects
- Explicitly uncovers/creates program values
- Highly structured process used to focus program efforts in valued directions

Most Significant Change Method

- Selection of domains for stories of change
- Collection of stories from “front line” staff
- Stories move upward through hierarchy with each level selecting “most significant”
- Verification of selected stories

Most Significant Change Requirements

- Full member participation in process
- Structure for review (personnel) at each level
- Time for review and discussion
- Coordinator for process

Success Case Method

- Emerged from corporate training evaluation
- Flexible method based on need & resources
- Look for successes and failures based on planned training objectives

Success Case Method Methods

- Short survey to identify worst and best cases where training did/didn't meet objectives
- Cases selected at extreme ends of success-failure spectrum
- Interview to collect stories of how training was helpful and what facilitated success
- Verify story with independent evidence

Success Case Method Requirements

- Short survey completed by all staff
- Cooperation by management
- Skilled interviewers
- Can be tailored to program needs -- short and sweet or more in-depth

Structured Storytelling

- Emerged as a component of community change model for public health evaluation
- Developed story component as part of mixed method
- Tobacco Branch further refined process to look for successful applications of ?Y youth empowerment

Structured Storytelling Methods

1. Development of program Logic Model
2. Selection of outcomes of interest
3. Continuous review of program monitoring data
4. Interviews and development of story using template
5. Verification of process & outcome
6. Dissemination of success stories as ?Y Community Change Chronicles

Structured Storytelling Requirements

- Participation of staff in program monitoring
- Time for (or funds for) interviewing and writing
- Predetermined Logic Model & desired outcomes
- Can be tailored to program in terms of complexity of process and use for participatory learning

?Y Youth Empowerment Logic Model

<i>How you will get there</i>			<i>Where you want to go</i>		
Resources	Activities	Outputs	Community changes	Long-term outcomes	Goals
<ul style="list-style-type: none"> -Your youth group -?Y Centers State Tobacco Prevention & Control Branch -Regional and local ASSIST coalitions --Research: UNC -Funding from -Robert Wood Johnson, -CDC -American Legacy Foundation -NC Health & Wellness Trust Fund 	<p><i>Empower Youth</i></p> <ul style="list-style-type: none"> -Critical awareness -Skill development -Opportunities <p><i>Educate and Activate Community</i></p> <ul style="list-style-type: none"> Recruit & train volunteers Meet with business and community policy makers Advocate for new programs & policies 	<ul style="list-style-type: none"> # of trainings # of assessment activities # of media interviews # of advocacy activities # of educational presentations # of youth involved # of volunteers recruited # of people at community events # of media relationships developed # of meetings with leaders 	<ul style="list-style-type: none"> -Gain allies -Create youth groups, representing diverse communities -Create ongoing prevention programs -Create tobacco free policies -Create other policies (policy enforcement, no advertising, higher cigarette tax) -Generate media coverage -Increase support for smoke free places -Conduct media campaigns -Create quit/ATS programs 	<ul style="list-style-type: none"> Decrease acceptability of smoking & smokeless tobacco Increase smoke free environments Decrease or counteract influence of big tobacco Increase desire to quit & access to quit programs 	<ul style="list-style-type: none"> Prevent initiation among youth Promote quitting Reduce exposure to second hand smoke Identifying and eliminating disparities related to tobacco use

?Y Community Change Chronicles

- ***Creation of 100% Tobacco Free School Policy (2)***
 1. *Urban tobacco industry influenced county*
 2. *Rural low income tobacco growing county*
- ***Reducing Secondhand Smoke at Youth Hangouts (4)***
 3. *Smoke free campaign addressing several hangouts*
 4. *100% Smoke free policy at popular restaurant/arcade complex*
 5. *American Indian youth create smoke free outdoor powwow*
 6. *Popular pool serving low-income eliminates smoking area*
- ***Tobacco Education & Advocacy in Diverse Communities (2)***
 7. *Girl Scouts create badge on tobacco education & advocacy*
 8. *Rural youth help pilot test comprehensive tobacco free school*

Future Community Change Chronicles

- The North Carolina Tobacco Prevention and Control Branch has the requirements in place to support continued use of structured storytelling
- And has integrated the Community Change Chronicles directly into its computerized monitoring system...

Goal: **Secondhand Smoke** Period: **Aug-2004** Coalition: **Orange County Health Department**

Focus: **Indoor/outdoor area frequented by youth in contract area adopts or advances towards a smoke-free policy**

Update the indicators related to the policy focus.

Legend Target Actual

Nominate yourself for a Community Change Chronicle

Congratulations! You can toot your own horn by completeing a Community Change Chronicle. Do you want to go there now?

Yes

No

Summarize non-indicator activities promoting policies in the focus area

Expand

Summarize opportunities, barriers, and next steps to advance policies related to the focus area

Expand

Community Change Chronicle form

Search CCCs using this tool---->



Spell Check

Delete CCC

New CCC

Print CCC

Close Form

Community Change Chronicle ID

Headline (Brief description of the change)

Describe the Process Creating Change

Describe the Importance of the Change

Lessons Learned

Quotable Quote

So...what can Structured Storytelling offer your tobacco program?

- Provide evaluation results
 - Find successful applications of Logic Model
 - Help explicate short-term & intermediate outcomes
 - Understand effective change strategies
 - Develop criteria for and document desired community change outcomes

What can Structured Storytelling offer your tobacco program?

- Improve programs
 - Steer programs towards advocacy
 - Provide “field friendly” tools to educate staff on desired strategies and outcomes
 - Discussion flashpoint for training and technical assistance

What can Structured Storytelling offer your tobacco program?

- Provide “evidence” when surveys fall short
 - Disparities initiatives
 - Voluntary policy change efforts

What can Structured Storytelling offer your tobacco program?

- Empower grass roots activists
 - Provide peer role models of success with advocacy
 - Activate and energize by sharing stories of success



Further information

Preskill, H., & Coghlan, A.T (eds). (2003). Using Appreciative Inquiry in Evaluation. *New Directions for Evaluation*, No.100. San Francisco: Wiley Periodicals.

Dart, J., & Davies, R. (2003). A dialogical, story-based evaluation tool: The most significant change technique. *American Journal of Evaluation*, 24(2), 137-155.

Brinkerhoff, R.O. (2003) *The success case method: Find out quickly what's working and what's not*. San Francisco: Berrett-Koehler Publishers.

- **?Y Community Change Chronicles** available for download at www.questionwhy.org under “all about ?Y”
- Community Change Chronicles for heart health available for download at www.startwithyourheart.com/resources/more.htm under section “NC Cardiovascular Health Program”