

# Communications Strategies For Social Justice



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# Introduction



**Resonance**, a progressive communications hub with expertise in social justice and equity, hosted a workshop and provided technical assistance for environmental justice organization grantees of the National Environmental Health Partnership Council’s **Advancing Environmental Justice through Technical Assistance Mini-Grants Program**. To further the reach of this work, they developed this communications leave-behind to share lessons learned, best practices and sample communications and storytelling examples. They have included recommendations for communications strategies in this resource, along with links to online tools for learning more. While this guide showcases specific environmental justice examples, it can be used by any organization working towards social justice.



# Strategic Communications Planning



Figure 1: Four steps of the GAME Plan Framework.

To develop a communications strategy, Resonance uses a **GAME plan framework** that guides you through the four key steps involved in strategic communications planning, which will ensure you reach your organizational or campaign goals and reach your target audiences.

## STEP 1. Identify your **GOALS** as well as communications objectives.

**Goals:** It is critical to begin by identifying your goals, which may be necessary to prioritize as short-term, medium-term and long-term goals. A short-term goal may be to compel city leaders to address an urgent environmental hazard while a longer-term goal may be to move a county government to establish a new composting or recycling facility in the place of an incinerator.



**Communications objectives:** Once you are clear on your goals, it is important to establish communications objectives that map to these goals. A short-term communications objective may be garnering mainstream media coverage of a community event whereas a longer-term communications objective may be educating the media on why we need alternatives to incineration.

## STEP 2. Determine your **AUDIENCES**—who you need to reach—and profile them.

**Audiences:** Determining your target audiences allows you to establish a communications plan that is truly strategic, because it can be tailored to reaching your audiences with your messages and moving them to action. You may prioritize your audience depending on your goal.



**Profiles:** Profiling your audiences allows you to identify opportunities to meet these audiences where they are. For instance, taking out paid ads in social media may not be the best approach for reaching a city council member who responds best to one-on-one meetings. More information about this approach is included below.

**STEP 3. Identify the MESSAGES and stories that connect with your audiences, including what action, if any, you want people to take, and why it is needed now.**

**M**essages: Once you have identified your priority audiences and created profiles of them, you will be better equipped to develop messages that your audiences need to hear to be moved to support your efforts. Review what you learned by completing the audience profiling exercise below—what do your audiences care about? What values and emotions drive their work?



**Messengers:** Use your audience profiles to select messengers who will move your audiences—the individuals and/or organizations who your audiences listen to. Much of the time, audiences listen best to people who reflect their own values and experiences, such as elected officials speaking to their peers, community members talking with others in the community or youth talking to youth. Other times, your audience may possess a background or experience that may be different from your own, but common values are still shared. The key is to ensure you understand your audience and know who they trust as credible messengers.

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**STEP 4. Identify ENGAGEMENT strategies you need to achieve your goals and reach your audiences, including the tactics you will use to carry them out.**

**S**trategies: Determine what strategies are required to achieve your goals and reach your audiences. One strategy might be lifting up the voices of community members and supportive elected officials together to show how a social justice initiative will benefit people across a city or county. Another strategy might showcase individual stories of impact to demonstrate your effectiveness to a key target audience: the community you work in.



**Tactics:** Tactics refer to the activities you will undertake to carry out the strategies. For example, a joint op-ed from a community member and an elected official or a social media series depicting images of community residents accompanied by short microstories about their experiences.

**Bring all of these elements together in a strategic communications plan that includes a timeline, roles and responsibilities and metrics for evaluating your success.**

**TIMELINE:** The plan should include a clear timeline of what you will do and when.

**ROLES AND RESPONSIBILITIES:** The timeline should incorporate roles and responsibilities for staff, board, partners, members and/or volunteers.

**EVALUATE YOUR SUCCESS:** The plan should incorporate metrics for evaluating your success. Track outputs, such as number of op-eds placed or the number of social media posts created, as well as outcomes like passage of measures or budgets, number of people engaged in the campaign, and the number of people who changed behaviors or mindsets based on communications and outreach.

Once you identify your organizational or campaign goals, the next step is to identify your priority audiences. You likely have multiple audiences you need to reach, and you should prioritize them by order of importance. As you determine what messages and tactics you will use, start by getting to know your audiences better to determine the most effective ways to reach them.



# Audience Profiling

## Audience Profiling Exercise

Here is an audience profiling exercise you can use. Select an audience and answer the following questions about them.

**AUDIENCE:** \_\_\_\_\_

**VALUES: What does the audience care about?**

*I care about...I really value...*

**PROBLEM: What is keeping them from being supported?**

*I worry that...It frustrates me when...*

**SOLUTION: Why should your audience care about the organization or campaign?**

*I should support [ORG/CAMPAIGN] because...I should engage with [ORG/CAMPAIGN] because...*

**ACTION: What do you need your audience to do?**

*I should take action for social justice by doing...*

**MESSENGERS: Whom do they trust?**

*I really like to hear from...When [MESSENGER] has something to say, I stop and listen...*

**TACTICS: Where do they get their news or information?**

*I get my news from...I read or listen to...*



# Narrative and Messaging

## Build narrative power

“Narrative power is the ability to change the norms and rules our society lives by.”

—Rashad Robinson, *Color of Change*

Narrative is a system of stories about ourselves and our institutions, which is the sum of the messages and stories we hear across society. One way of looking at it is that messages and stories are the tiles that combine to form the mosaic, or narrative.

We understand narratives both consciously and subconsciously. For instance, the United States is built on the narrative of an American dream that promises that anyone can become successful if they just work hard enough, no matter who they are. This narrative ignores the very real obstacles that Black communities, Indigenous communities and communities of color face in their daily lives, such as environmental injustice, racism, neighborhood disinvestment, low-wage jobs and poor-quality education and healthcare access.

Narratives are established, amplified and reinforced over time through the careful, deliberate curation of narrative tools like stories, language, messengers and messages.

To build narrative power for social justice, we all need to collectively share messages and tell stories that amplify not only the problem that BIPOC and other communities face, but also how communities themselves are designing and carrying out solutions that will ensure all of us live in healthy, vibrant communities.

## Develop a messaging framework

Once you have identified your priority audiences and created profiles of them, you will be better equipped to develop messages that your audiences need to hear to be moved to support your efforts. Review what you learned by completing the audience profiles. What do your audiences care about? What values and emotions drive their work?

### Build your messages with the following structure:

**Start with the why:** Why should your audiences care about your efforts? How can you show the intersection between what you care about and what they care about? Show the value and vision of safe, healthy and vibrant communities for everyone.

**Name the barriers:** What barriers are standing in the way of achieving safe, healthy and vibrant communities? Share one or two facts that communicate the urgency of the problem that the people in your community face.

**Show the how:** How are you approaching your efforts? Are you bringing people together? Are you testing out innovative approaches and identifying best practices? Show your approach and why it matters through your messages.

**Communicate your impact through data and stories:** What is the impact of your efforts? Can you point to data and stories that show what you have accomplished? When communicating about data, carefully choose one or two significant facts rather than inundating your audiences with too many statistics.

With their permission, make sure to identify one or two stories of individuals whose lives have been impacted by your efforts. Make clear the connection between your efforts and the individual's story and conclude the story by showing how your approach has the potential to create an impact for many individuals, the wider community and a city/state as a whole.

**Explain the what:** What programs or activities are you carrying out as part of your approach? Share the high-level details of your programs and activities.

**Close with the vision and call to action:** What is your bigger vision for your city/ your state and for your community? Close by showing how your approach, impact and activities will get us to that bigger vision. Name the action(s) you need your audiences to urgently take so they can all be part of realizing your vision.



## Messaging Exercise

**1)** Who is your audience?

**2)** What is the shared value? Start with the “why”—the universally shared values that guide us.

**3)** What is the problem? Name the problem, or what’s standing in the way of our shared values.

**4)** What is the solution? What is your concrete theory of how change will happen?

**5)** What action do you want your audience to take? Make a very specific ask of your audience.



## Op-Ed Structure & Recommendations

### STRUCTURE

**LEDE:** An op-ed is often a response to something that is currently in the news or public consciousness. Therefore, you should refer to that event or current public discourse in your lede/opening paragraph. This is your news hook.

Uplift a pressing justice issue or campaign you are working on addressing that the media is covering or needs to cover.



#### EXAMPLE

Baltimore community members are coming together to advocate for a citywide composting facility that will be part of building safer, healthier communities for all of us.

Additionally, you could connect the news hook to a personal story.



#### EXAMPLE

I began protesting the incinerator in my neighborhood as a high school student. I'd heard about Earth Day in my classes, but saw people around me suffering from asthma and other health issues. I discovered that the South Baltimore incinerator is the source of these problems and joined with other students and community residents to fight to stop a new incinerator from being built with our public money.

#### Other suggestions for your lede:

- It **MUST** make a connection to something currently in the news.
- Use bold yet simple language to draw the reader in.
- Paint a picture for your reader with your lede.

**MAIN ARGUMENT:** Here is where you lay out your main point and reason for writing the op-ed. What is it that you want to respond to and what is your position?

Make your point by connecting back to your lede.



### EXAMPLE

Even though the city agreed to adopt a Zero Waste plan that will heal Baltimore and prepare us for a climate-responsive future, now officials are backing away from implementing what they have already agreed to.

We must call on our city leaders to heed the call from Baltimore residents: we need a Zero Waste community development plan including a new composting and recycling facility if we are to have the healthy, thriving future we all deserve.

**FIRST POINT:** Here you give more detail and supporting evidence for your argument. This can be data, anecdotes, quotes, as well as context setting by way of sharing what is standing in the way of social justice and progress on your specific issue.

- Evidence that supports your argument (data, research, history, anecdotes, quotes)
- Conclusion

**SECOND POINT:** An opportunity to pivot to the solution you're proposing.

- Evidence that supports your argument (data, research, history, anecdotes, quotes)
- Conclusion

**THIRD POINT:** Additional evidence in support of the solution, including an example of how your proposed solution has already created impact for communities and/or how it has the strong potential to create that impact.

- Evidence that supports your argument (data, research, history, anecdotes, quotes)
- Conclusion

**ADDRESS COUNTERARGUMENTS:** Anticipate counterarguments and address them. Some call this the “to be sure” paragraph.



#### EXAMPLE

To be sure, the city will remind us that the kind of equitable community development we are calling for is too costly and that we need polluting corporations to fill the fiscal gap. Yet the Zero Waste plan that far-reaching community stakeholders developed in partnership with the city finds that being proactive for economic and environmental justice will save us money, create jobs and build livable neighborhoods for the long-term.

**CONCLUSION:** Circling back to your intro is a straightforward way of concluding your piece. Make sure to include a call to action in the conclusion, so you leave your audience with a way to take action and join your efforts.



#### EXAMPLE

We all want to live in safe, healthy, vibrant neighborhoods where we can breathe the air, walk to parks, raise our families and imagine our futures. We are calling on the city of Baltimore to join us in realizing our bold, urgent vision.

## PITCHING TIPS & OP-ED EXAMPLE

**GENERAL PITCHING TIPS:** Now that you’ve written your op-ed, it’s time for you to pitch it to editors. Typically, when it comes to an op-ed, you would not pitch an editor with an idea for an op-ed. Editors want to see your completed piece because op-eds respond to the news cycle and that changes quickly. Here are some general tips.

• **Your pitch should include the following:**

- A two- or three-line summary of your op-ed,
- a description of the news hook and why the topic is important,
- a demonstration of how your viewpoint is critical and adds perspective or nuance,
- brief information about who you are, establishing your credibility,
- your contact information; and
- your finished op-ed pasted below the pitch.

- Be sure to keep the pitch short and straight to the point.
- The pitch should be as well-written as your piece.
- When writing your summary, you can use the language in the op-ed. But make sure that it is short and sweet (again, two or three lines for the summary).

## OP-ED EXAMPLE

### **Plastic burning ‘has no place in climate-forward NY’**

by Judith Enck and Tok M. Oyewole

State Sen. John Mannion (D-Syracuse) has introduced Senate Bill 7891, which would promote plastic burning in our state. At least 15 states have so far passed similar legislation, including Louisiana, Arkansas and Texas, none of which are environmental leaders. But this destructive approach, which the plastic industry calls “advanced recycling” or “chemical recycling,” has no place in climate-forward New York.

The plastic industry has close ties to the fossil fuel industry, and plastic burning represents their latest attempt to sidestep worldwide pressure to keep fracked gas in the ground. Senate Bill 7891 is part of a nationwide push to gut regulations on plastic burning facilities, allowing for the build-out of infrastructure before legislators and the public understand these plants’ destructive impacts. The timing is perfect for the plastic industry, which hopes to quadruple production by 2050. The ramp-up will help plastic surpass coal as a contributor to climate change by the projected date of 2030.

Investing in plastic burning allows the plastic industry to profit from the management of the same waste crisis it is creating. It is no wonder, then, that the CEO of Brightmark, a plastic disposal company poised to cash in on plastic burning, recently published an opinion piece in the Post-Standard urging New York to buy into this waste management myth (“Next step for NY’s green economy: improving how we recycle,” Feb. 28, 2022).

This is a technology that is commercially unproven, energy- and pollution-intensive, and currently incapable of scaling up to process the millions of tons of plastic waste the U.S. produces each year. Industry researchers have worked on technology to convert used plastic into new plastic since the 1970s, but 40 years later, they still have not found a viable formula. A 2020 report from the Global Alliance for Incinerator Alternatives (GAIA) found that of the 37 plastic burning facilities proposed in the U.S. since the early 2000s, just three are operational.

None were able to turn used plastic into new plastic—just into fuel that’s later burned, releasing millions of tons of greenhouse gases into the air, harming plant workers, and poisoning the communities that live nearby, most of whom are low-income and people of color.

The same report took a close look at Agilyx, one of the industry's most celebrated plastic burning plants, using 2019 data, the most recently available. While Agilyx did produce styrene oil, a potential building block of plastic, the plant shipped it off-site instead of using it to produce new plastic. Agilyx also sent nearly 500,000 pounds of its incoming plastic to be burned at a cement kiln, instead of processing it at their facility. According to performance and emissions data, every ton of plastic processed that year produced over three times its weight in greenhouse gasses.

Overall, half of the plastic that enters a plastic burning plant leaves as greenhouse gases. That's on top of the emissions from burning the resulting fuel.

Fossil fuel industry players claim the "heating technology" of plastic burning isn't incineration, a distinction that is just semantics: gasification and pyrolysis, the processes used in chemical recycling, simply break incineration into steps. *This releases myriad carcinogenic and neurological, reproductive and developmental toxicants*, including benzene, lead, vinyl chloride and dioxins.

Plastic burning operators also do not release environmental impact assessments or reports on their plants' output. You'll notice that Brightmark's op-ed includes no data on how much new plastic these plants produce, only how much goes in and could theoretically be processed in the future.

Plastic burning is simply the latest chapter in the plastic industry's history of misleading the public. First, they told us we could recycle plastics, but we now know that only 9% of all plastic ever produced has been recycled. Then they told us fossil fuel products weren't responsible for climate change, when even Exxon was aware since at least the 1970s of the direct connection. Now, they're telling us that plastic burning will solve both these problems. We do not have time to indulge this industry's mythmaking again.

And we don't need to, either, because there's a simpler way to address the plastic pollution crisis: Make less plastic. A forthcoming bill from Assembly Member Steven Englebright, who chairs the Environmental Conservation Committee, would require plastic producers to pay for the disposal of plastic waste, disincentivizing the plastic industry's planned production ramp-up. Further legislation should aim to move us away from single-use goods entirely, instead incentivizing reusable and refillable products.

Unlike a similar provision currently included in Gov. Kathy Hochul's budget bill, Englebright's bill would bar plastic burning as a disposal method. While we await transitions to reusable and refillable systems, we can also update New York's successful "botte bill" by increasing deposits on plastic to 10 cents and including non-carbonated beverages, wine and liquor.

These are far more effective solutions that will work—not the plastic burning promoted in Mannion's unfortunate bill.

*Judith Enck is president of Beyond Plastics, based at Bennington College in Vermont, and a former EPA regional administrator in the Obama administration. Tok M. Oyewole Ph.D., is U.S. and Canada policy and research coordinator for the Global Alliance for Incinerator Alternatives (GAIA).*



# Digital Strategy

Developing a digital strategy will require going through the same set of steps outlined under the GAME plan communications strategy section above.

Digital strategy harnesses technological platforms and tools, including social media, emails, online events and surveys for engagement. In comparison to press, digital strategy generally allows your organization to have more control over your messaging platform and where you are engaging with your audience. However, using press may allow your messaging to reach a broader group of people. With digital strategy, it is important to think about what digital platforms your targeted audiences use to meet them where they are.

## **A few things to keep in mind as you develop a digital strategy:**

- What is the overarching narrative you want to put out? Be careful not to reinforce problematic narratives or messages about social injustice that blame communities for the challenges they face or paint the problems as unsolvable.
- Showcase diverse solutions, stories and messengers so that your target audiences see themselves in your digital campaigns.
- Always ensure your messages and stories are reinforcing your organizational or campaign goals and that they are reaching your target audiences.
- Are you tracking metrics? Make sure you regularly monitor website visits, e-newsletter open rates and social media engagement. These are quantifiable metrics that can help add up to the qualitative outcomes you seek, such as changing the conversation, influencing an elected official and getting traction on your call to action.





## STORYTELLING BASICS

### Why Storytelling Matters

Nothing is perhaps more powerful and moving than a compelling story. Stories have the power to activate:

- EMPATHY** → Stories activate empathy and action. Scientific research shows that stories help stimulate neurological centers that help us intuit other people's thoughts and feelings.
- COOPERATION** → Stories bring us together and foster cooperation. Hearing a character-driven story allows us to see the ways our lives are similar to each other and encourages us to work together.
- CONNECTION** → Stories can draw your audiences into the work in ways that nothing else will. For example, talking about the impact of social injustices on young people of color and proposing specific policy solutions will be more powerful when we hear about the impact and influence directly from you.
- SHOWING (NOT TELLING)** → Stories allow you to show what you do, what challenges you face and what actions need to be taken to build healthy, thriving communities. Stories help you convey the details of your efforts in a way that draws in your audiences and holds their attention.
- CLARITY** → Stories help cut through the noise to get at the heart of an issue. By bringing community voices and experiences to life, stories clarify how you approach problems and work toward solutions.
- MEMORABLE RESONANCE** → Stories help us remember. When we hear powerful stories, instead of only data or statistics, we are more likely to remember what we hear.

## WHAT IS A STORY?

Powerful stories most often follow a basic narrative formula that takes your audiences on a journey with a beginning, a middle and an end.

### BEGINNING

**Set the Scene:** Who is the protagonist—in other words who is the story about? What do you (or the protagonist, if it is not you) care about? What is your hope or vision for the future?

**Inciting Incident:** What happens to begin the action of the story? Is it an unjust instance of discrimination? Is it an experience a community member had while trying to chart a healthy future for their family?

**Goal:** What are you trying to accomplish? For example, are you working to change the mind of an elected official, community leader or other decision maker?



### MIDDLE

**Challenges:** Tell us about the challenges you and/or people in the community encounter as you work to accomplish your goal. Being honest about the challenges makes for a relatable story and gives others hope as they learn about your efforts to overcome the challenges.

**Your organization or campaign's role:** How does your organization or campaign support community members to overcome the challenges? Show how leaders and groups mobilize to address local or national problems.



### END

**Transformation and impact:** How did the process of working together transform you and/or the community? What was the impact or outcome of your/the protagonist's journey?

**Lesson:** What did you/the protagonist learn from the journey?

**Action:** What do you/the protagonist need your audiences to do to make transformation possible for everyone in the community and the nation?

## WHAT MAKES A GOOD STORY?

- **Matches your audience:** Who is your audience? What do they care about? What is preventing them from supporting your efforts?
- **Includes the right messenger(s):** Who do your audiences need to hear from? Most often, to build deeper public support for social justice, target audiences need to hear directly from community members along with your local and/or national partners.
- **Specific, authentic:** Why are you sharing this story? What are specific details about this story that are unique to BIPOC and other communities, and which will bring that experience to life?
- **Vivid, emotional:** What happened? Can I picture it in my mind's eye? How did you/the protagonist feel? How did the journey transform you/the protagonist?
- **Shows vulnerability:** Share a moment of tension or conflict and show how these moments were resolved to demonstrate the real-life difficulties of tackling a formidable challenge. Tell us how the journey made you/the protagonist feel to help audiences relate to you and your story.

## WHAT IS ETHICAL & DECOLONIZED STORYTELLING?

Because stories are powerful, they have long been used to oppress marginalized communities and take away their power and their rights. Reclaiming storytelling is part of the bigger fight for justice and dignity. Lifting up community stories can center neighborhoods and people affected by social injustices and show how everyone across the U.S. will benefit when we tackle these problems together. Ethical storytelling can help ensure that social justice organizations and the institutions that support them are building narrative power for safe, healthy futures.

### **Ethical & decolonized storytelling:**

- Starts with the recognition that storytelling is a human craft that belongs to all of us.
- Disrupts the historical and present-day process by which stories have been used to oppress/persecute and advance marginalization of certain communities.
- Is storytelling on the terms of the storyteller or the person whose story we are sharing.
- Uses stories to empower and build collective power for social, environmental, racial and economic justice, among other topics.
- Challenges existing power dynamics such as racism, sexism, or ableism and centers Black, Indigenous and people of color, immigrants, women, LGBTIQ+ communities, disabled folks, working people and many more.

**Why it matters:**

- Power and subjugation have been driven by stories that create an idea of ourselves and others in our imagination. Harmful narratives have often been repeated to create “others” and maintain unjust power.
- Decolonized storytelling challenges this dynamic because it allows all of us to use our stories for good—to create the world we imagine.
- Decolonized storytelling:
  - Recognizes the humanity of all people by respecting their voice.
  - Pushes back on the idea that only certain stories are worth telling or being heard.
  - Shows the world in a more honest light, which we need to work toward rights and justice. These stories may be messy and not always linear.

**QUESTIONS TO CONSIDER AS YOU SHARE ETHICAL STORIES:**

- Is the protagonist telling the story on their own terms? Are you offering an opportunity for them to develop and share their own story? Is the story being told directly by the protagonist?
- If you are developing the story on someone else’s behalf, are you suspending preconceived ideas about what you want the story to say?
- Are you asking open-ended and not leading questions as you interview a community member to be able to share their story?
- Is the protagonist in the story receiving acknowledgement, compensation or recognition from telling their story such as a stipend, publication or skills-building?
- Not everyone has the documentation or other privileged status to share their story publicly. If necessary, are you protecting the identity of the person whose story you wish to share?
- Have you shared and received final approval for the story from the protagonist and others featured in the story including approval of where the story may be published? In the case of minors, did you receive permission from the parent or guardian?

**Action and next steps:**

- Identify individuals in your community whose stories you would like to share.
- Use the above ideas as a guide when you develop your storytelling strategy and tactics.

**Opportunity to say ‘no’:** When discussing with a community member whether they feel comfortable sharing their story, always ensure they have the opportunity to say no. The ‘no’ may come at the beginning of the process, when the opportunity is first raised or else it may come later, once a story has been drafted for public distribution. The storyteller should feel comfortable and be consulted throughout the process.

**Protect anonymity:** If a storyteller chooses to share their story anonymously, it is important that your organization takes steps to protect their anonymity and privacy, for example not using real names even in internal meetings.

## STORY GATHERING

### What is the Story?

When interviewing community members who may often have limited capacity, it’s important to be clear beforehand on why you are approaching them to hear their story. This saves time on the front end for both your organization and the community member.

**1. The Story:** What is the story and who is it about? What are interesting or surprising details about the protagonist and the journey they embarked on? Why does the story matter? What challenges has the protagonist and/or the organization faced? What is the solution? How will the community and/or nation be affected?

**2. Your Organization’s Role:** What role did your organization play through the course of the story? Does the story show how you work in service to the community to achieve social justice?

**3. The Lesson:** What did the protagonist learn from the journey? What do we want the lesson to be for our audience? Will others be inspired to get involved? Does the story show why it is so important for community members and decision makers (or other audiences) to take action?

**4. The Impact:** How did the story lead to impact or shift outcomes? How were lives, communities and policies changed for the better?

**5. The Vision:** How does this story connect to your overarching vision for social justice? What is the call to action for your target audiences?

## STORYTELLING INTERVIEW QUESTIONS



During the story gathering process, the following suggested questions are intended to help the interviewer get to know the story subject and their story. These questions are intended as a guide, and you may need to tailor them to the person you interview or the particular story you pursue.

- What is your name, affiliation and community where you live?
- What is your vision for your family and/or community and how does that relate to your vision for social justice?
- What are the challenges blocking your progress (e.g. racism, neighborhood disinvestment, apathetic city officials, etc.)?
- How has your community been affected? Please describe.
- How are you addressing these challenges (probe for details on building toward community transformation)?
- What solutions are you working towards (e.g. what policies or practices need to change)?
- Who is supporting you to make change (probe for how your organization may have also played a role)? How?
- Did you succeed? What was the outcome and/or impact?
- How has this experience affected you, your family or community?
- Who else needs to get involved in these efforts? What do we need them to do?

### Storybanking

As you continue in this work, it may be helpful to establish an explicit storybank, or centralized location where the stories you collect will live. To start with, you can save all stories and impact examples in a shared Google drive.

### Microstories and Testimonials

**Microstories** are a great option when telling a full-length story is either not possible or not realistic given time constraints. These shorter microstories and sometimes even just a quote or testimonial can be as effective as longer stories or op-eds.

**Microstories** and testimonials give you an opportunity to show (and not tell) your audiences why your work for social justice is critical. It can also help to inspire others to join and take action.

When developing a microstory, it is still important to follow a story arc and other elements of good storytelling.

# Additional Resources

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## Narrative

<https://www.opportunityagenda.org/>

<https://www.frameworksinstitute.org/>

<https://wonderforgood.com/heartwired/>

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## Movement communications resources

<https://www.thisisreframe.org/>

<https://www.lightboxcollaborative.com/>

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## Digital

<https://socialmovementtechnologies.org/>

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## Communications network

<https://www.radcommsnetwork.org/join/>

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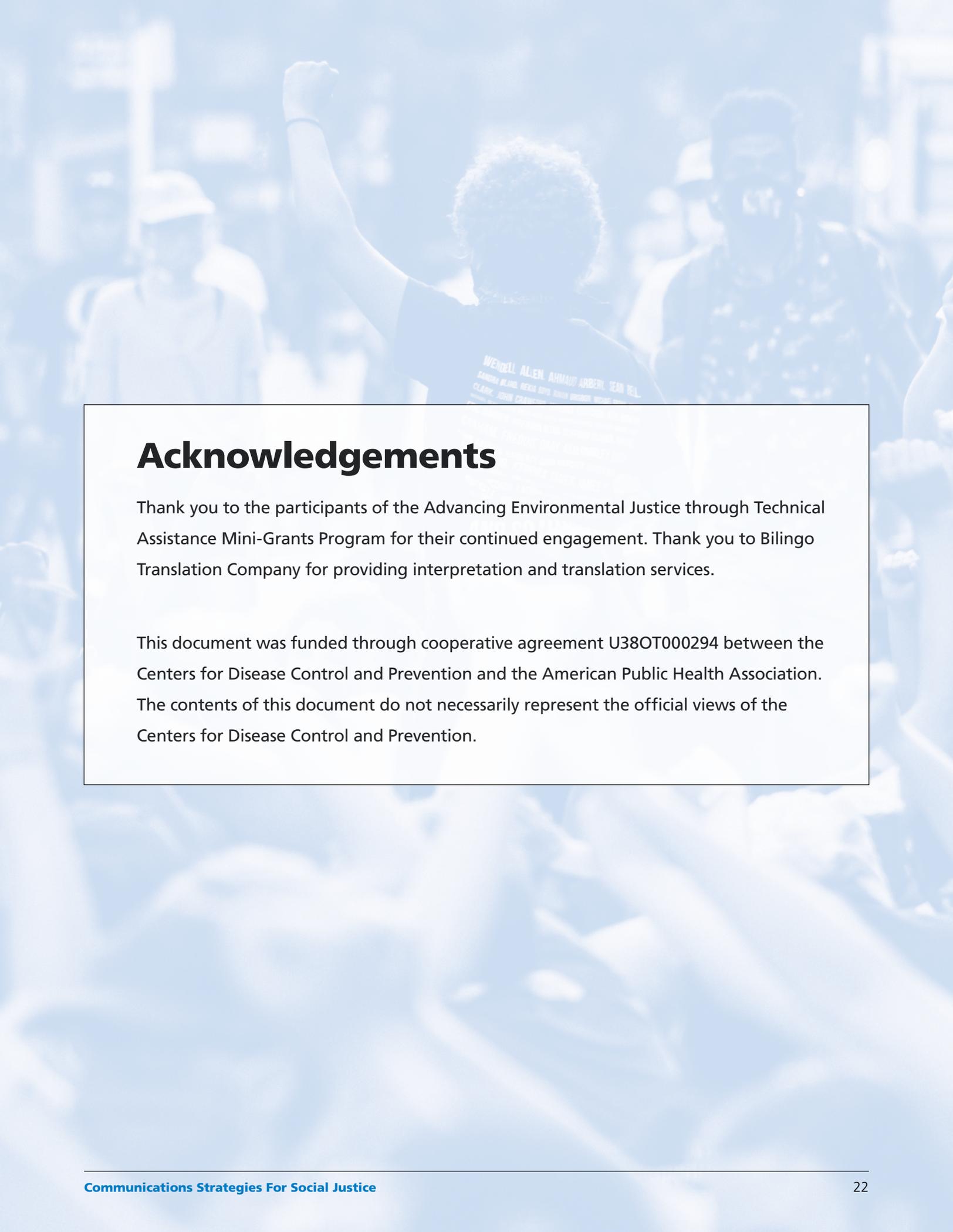
## Press & editorial

<https://www.theopedproject.org/>

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## Storytelling

<https://www.storybasedstrategy.org/>



## Acknowledgements

Thank you to the participants of the Advancing Environmental Justice through Technical Assistance Mini-Grants Program for their continued engagement. Thank you to Bilingo Translation Company for providing interpretation and translation services.

This document was funded through cooperative agreement U38OT000294 between the Centers for Disease Control and Prevention and the American Public Health Association. The contents of this document do not necessarily represent the official views of the Centers for Disease Control and Prevention.

## About The National Environmental Health Partnership Council

The National Environmental Health Partnership Council comprises a variety of agencies and organizations dedicated to environmental health within the U.S. The NEHPC strives to support healthy people by working for healthier environments.

The NEHPC brings together diverse stakeholders to help expand and sustain awareness, education, policies and practices related to environmental health.

The NEHPC strives to:

1. Build a collective voice in support of priority environmental health issues.
2. Foster and coordinate activities to advance environmental health.
3. Communicate new information and research to support better and more effective environmental health programs, practices and policies.
4. Promote ways to leverage current and future resources to maximize the impact of environmental health activities.
5. Generate momentum and build greater public awareness of the role that environmental health plays in sustaining and promoting human health.

## About The American Public Health Association

The American Public Health Association champions the health of all people and all communities. We strengthen the public health profession. We speak out for public health issues and policies backed by science. We are the only organization that influences federal policy, has a 150-year perspective and brings together members from all fields of public health. APHA publishes the *American Journal of Public Health* and *The Nation's Health* newspaper. At our Annual Meeting and Expo, thousands of people share the latest public health research. We lead public awareness campaigns such as Get Ready and National Public Health Week. Together, we are creating the healthiest nation in one generation. Learn more at: <https://www.apha.org>.



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*For science. For action. For health.*