

Short Story Guide

Welcome

Hello! Welcome to the short story template section of the Communication Toolkit. In this section you will find examples, templates, boilerplate language, and data that you and your agency can tailor to your specific messages. We hope this is helpful and enables you to increase the scope and reach of the work you are doing in collaboration with the Partnership.

Contents

Welcome	1
How to Use	2
Examples	3
Press Release	3
News Story	5
Photo Use Release Form	6
Templates	7
Press Release	7
Newspaper Article or Story	8
Boilerplate Language	9
About the Partnership	9
About the 2017 Community Health Survey	9
About the County Health Rankings	9
About the Healthy North Carolina 2020 Objectives	9
Data and Key Findings	11
Twin Counties Residents' Opinions on Health Resources	11
Top Five Quality of Life Issues	11
Common Health Conditions	11
Access to Health Care Coverage	11
Physical Activity	12
Nutrition	12
Body Mass Index (BMI)	12
Alcohol, Tobacco and other Substance Use	12
Recommended Additional Content	13

How to Use

1. Choose your health topic of interest.

This should be guided by what work you are doing in collaboration with the Partnership.

2. Choose a template or outline, or build your own.

If you choose a template, be sure to input the correct information specific to your agency into the placeholders. The placeholders are indicated by brackets: [text]. Other placeholders recommend images. These are optional, so if you do not have an image or photo and photo release, then feel free to remove these. The provided templates are:

[Press Release](#)

[Newspaper Article or Story](#)

3. Decide what boilerplate, if any, to include from the boilerplate section.

Not all your audience may be familiar with the Partnership or its mission. Too much boilerplate language can make your story dry, but just enough will give your reader context without taking away from the narrative. Think about your communication goals when selecting what boilerplate to use.

4. Decide what data to use.

Is there data that might make your story more persuasive or interesting? Would it contextualize some current trends you are writing about? Consider including data from the [sources below](#).

5. Add your agency information.

Since this will be coming from your agency, include your logo and agency boilerplate.

6. Choose a picture.

Documents can come alive with pictures, so choose whether your story topic would be well served by a photo. Make sure you have written permission or a photo release from that individual for pictures of adults, and a parent or guardians written release for photos of children. If your agency does not have its own photo use release form, there is a [generic one](#) given in the [examples](#) section. Consider your audience when choosing pictures, and make sure that the people show in the picture are representative of the people you serve

7. Double check for template filler!

Before you share your document, double check that you've removed headers and any template markup before publishing your document.

8. Consider if you need review by funders or partners.

Do you mention key funders or partners in your document? Funders, such as foundations, may want to review your document before it is published. As a courtesy, it is good practice to let any partners you mention also review.

9. Using a Partnership logo? Double check the guidelines.

Make sure to follow the guidelines for the Partnership logo use that is found in the Communication Toolkit on the Partnership website, www.twincountiespartnership.org.

Examples

Press Release

Example submitted to the Rocky Mount Telegram by the Twin Counties Partnership for Healthier Communities March 16, 2018.

FOR IMMEDIATE RELEASE

March 16, 2018

Twin Counties Partnership for Healthier Communities addresses outcomes found in the County Health Rankings

Nash and Edgecombe Counties — Fifty agencies across Nash and Edgecombe counties are working to make a difference in the health and well-being of residents through the Twin Counties Partnership for Healthier Communities. The Partnership is tackling issues such as access to physical and mental health services, physical activity and healthy nutrition by creating a network of agencies and organizations to streamline efforts and increase coordination.

The recent release of the 2018 County Healthy Rankings underscores the importance of this work. The County Health Rankings ranks the health of nearly every county in the nation in terms of health outcomes and health factors. The rankings place Nash and Edgecombe in the lower half of the state rankings for health outcomes, 66th for Nash and 97th for Edgecombe, and both counties are in the lower third for health factors, 71st and 95th, respectively. The Twin Counties have historically struggled with low rankings, primarily due to socioeconomic conditions. Each county has a higher percentage of people living in poverty than the state average of 17.6 percent, with Nash County at 17.8 percent and Edgecombe County at 25.3 percent.

“It’s going to take the input of all the different sectors in our community to address these needs,” said Becky Copeland, the Coordinator for the Partnership. “The value of the Partnership is that it brings together organizations to share knowledge and effective strategies to improve health outcomes. We have these great agencies in our counties, and by working together we can positively impact the health and well-being of our residents.”

By creating synergy between local agencies, the Partnership hopes to amplify efforts and improve health outcomes. For example, the Partnership will bring together mental health providers when it hosts the first ever Community Conversation on mental health. The event will take place at the Impact Center on Saturday, April 21, starting at 9:30 a.m. “Our community has so many great resources for all age groups. Talking about mental health can be powerful for reducing stigma and enabling people to use these resources to get help.” said Shakeerah McCoy, Chair of the Partnership’s Community Action Board. “The event will include a variety of agencies that support balance from a whole person approach including nutrition, active living and financial support. Participants will understand mental health through the life story of the keynote speaker, Rwenshaun Miller, a licensed professional counselor, mental health advocate, social entrepreneur, founder, and executive director of Eustress, Inc.”

The Partnership has sought to be guided by the priorities of the community through collaboration with the North Carolina Institute for Public Health, housed in the UNC Gillings School of Global Public Health. In March 2017, the Partnership conducted a community health opinion survey to gather residents’

opinions on pressing health needs in the community. The survey provided the Twin Counties with reliable local-level data, a resource that many rural counties lack. Over the course of six days, 44 interviewers in Nash and Edgecombe County knocked on over 1,000 doors and interviewed 324 community members. Data helps the Partnership to identify opportunities for intervention, and gathering data is an important first step in addressing health disparities.

With this information, the Partnership is creating a website where community members and Partnership agencies can go to quickly find information on living healthy lifestyles, such as access to spaces for physical activity or farmers markets and vegetable stands. The website will include a map that allows community residents to easily search and see community resources. These resources will be easy for community members to navigate and will serve as a great referral tool for the Partnership's member organizations.

The community health opinion survey was made possible through the generous support of the Kate B. Reynolds Charitable Trust.

For more information on upcoming Partnership events or to learn how you or your agency can get involved, email Becky Copeland at rlcopeland@nhcs.org

About the Twin Counties Partnership for Healthier Communities

The Twin Counties Partnership for Healthier Communities is a network of diverse, engaged agencies committed to improving the health and wellness outcomes of all residents of the Twin Counties. It was formed in 2015 to serve as a collaborative network of community partners to share information and ideas, develop collective approaches for addressing identified health issues and promote and implement a culture of health through successful initiatives in Nash and Edgecombe County.

For more information please contact Becky Copeland; rlcopeland@nhcs.org

About the Kate B. Reynolds Charitable Trust

The Kate B. Reynolds Charitable Trust was established in 1947 and is now one of the largest private trusts in North Carolina. Our mission is to improve the health and quality of life of financially-disadvantaged residents in North Carolina. The Health Improvement in North Carolina program area supports community-wide health solutions across the state. The Local Impact in Forsyth County program area fosters equitable and sustainable solutions to improve the quality of life in Forsyth County. Wells Fargo Bank, N.A. serves as sole trustee.

About the North Carolina Institute for Public Health

Founded in 1999, the North Carolina Institute for Public Health is the service and outreach arm of the UNC Gillings School of Global Public Health. The Institute serves as a bridge between academia and public health practice partners, including state and local public health agencies, health-care providers and community organizations.

NCIPH contact: David Pesci, Director of Communications, Gillings School of Global Public Health; dpesci@unc.edu

News Story

Source: Davis, C., (2017, March 11). Survey to gauge health needs. *Rocky Mount Telegram*, Retrieved from <http://www.rockymounttelegram.com/News/2017/03/11/Survey-to-gauge-health-needs.html>

Survey to gauge health needs

By COREY DAVIS

Staff Writer

Saturday, March 11, 2017

Local people are being asked to participate in a community organization's questionnaire from which the data collected will be used to devise ways to improve health in the area.

The Twin Counties Partnership for Healthier Communities is looking to identify and respond to the health needs of residents by conducting a community health survey for people in the Twin Counties. Partnership officials said the survey will include 200 residents from Nash County and 200 from Edgecombe County.

The grassroots initiative by the Twin Counties Partnership for Healthier Communities will be assisted by the N.C. Institute of Public Health from the University of North Carolina-Chapel Hill Gillings School of Global Public Health. Becky Copeland, coordinator of the Twin Counties Partnership, said the partnership is undertaking this collaborative assessment because it wants to learn what issues are most significant.

According to Nash UNC Health Care officials, the significant health needs for Nash County are primary care, obesity, mental health, pre-existing conditions and heart disease. According to the 2015 county health rankings, Edgecombe County was ranked 87th out of 100 for health outcomes.

Surveyors consisting of public health staff, students and community volunteers will be conducting randomly selected door-to-door interviews from 10 a.m. to 6 p.m. starting Thursday and running through Saturday in Nash County to get residents' opinions on the most pressing health needs in the community. The survey will take place in Edgecombe County from 9 a.m. to 6 p.m. March 30 to April 1, partnership officials said.

To ensure the safety of citizens, surveyors will be wearing name badges and bright green shirts with the partnership logo, Copeland said.

"The Twin Counties and our partners will be taking information we gather and directing it towards actions that will help improve the health of our community," Copeland said. "We encourage residents who are selected to participate in the survey. Participants will be asked questions about community issues, health behaviors and access to health care. We've known for a long time the health challenges in the two counties, which both mirror each other. It's important that both counties join forces to figure out our own solutions."

Copeland said the results of the survey are going to be used to develop priorities and action plans for improving services and shared back to the community during a Twin Counties health summit slated to take place in late June in Rocky Mount.

"We're hoping at the summit to share our data with our county and community leaders and residents to devise an appropriate strategic plan to make both counties healthier in the future," she said.

Copeland said the partnership still is looking for volunteers to help with the survey. Volunteers will receive free lunch, free gas cards and free Uber fashionable T-shirts.

Training for volunteer interviewers in Nash County will take place from 1 to 4 p.m. Wednesday at Englewood Baptist Church in Rocky Mount. Training for volunteer interviewers in Edgecombe County will be from 1 to 4 p.m. March 29 at Morning Star Church of God in Christ in Rocky Mount. Volunteers can sign up by going to <http://tinyurl.com/TwinPartnersSurvey>.

Photo Use Release Form

I, _____ hereby grant and authorize the Twin Counties Partnership for Healthier Communities the right to take, edit, alter, copy, exhibit, publish, distribute and make use of any and all pictures or video taken of me to be used in and/or for promotional materials, including, but not limited to, newsletters, flyers, posters, brochures, advertisements, fundraising letters, annual reports, press kits and submission to journalists, website social networking sites, and other print and digital communications, without payment or any other consideration. This authorization extends to all languages, media, formats and markets now known or hereafter devised. This authorization shall continue indefinitely, unless I otherwise revoke said authorization in writing.

I understand and agree that these materials shall become the property of the Twin Counties Partnership for Healthier Communities and will not be returned.

I hereby hold harmless, and release the Twin Counties Partnership for Healthier Communities from all liability, petitions, and causes of action which I, my heirs, representative, executors, administrators, or other personas may make while acting on my behalf or on behalf of the state.

Printed Name _____

Signature _____

Date _____

Templates

Press Release

FOR IMMEDIATE RELEASE

[Month Day, Year of Submission]

[Headline: Partner agency writes brief, clear and eye-catching headline]

[Placeline: County(ies) or city(ies) from which the news is coming –] Introductory paragraph: Include 2-3 succinct sentences that summarize the who, what and where of your story in an interesting way.

Body paragraph 1 — In your body paragraphs you're going to tell your audience two things: what the story is, and why it matters. Consider writing in an inverted triangle: ▼ . Your first body paragraph summarizes your main point and paints the big picture. Then the body paragraphs will go into more detail on the topic. (2-3 sentences)

Body paragraphs — The rest of your body paragraphs should explain why your point matters to your audience. Quotes are useful in the body paragraphs to add life and color to your writing (2-3 sentences each).

Contact information: [For more information on upcoming Partnership events or to learn how you or your agency can get involved, email Becky Copeland at rlcopeland@nhcs.org.]

Boilerplate about the Partnership and the member agency: [About the Twin Counties Partnership for Healthier Communities]

The Twin Counties Partnership for Healthier Communities is a network of diverse, engaged agencies committed to improving the health and wellness outcomes of all residents of the Twin Counties. It was formed in 2015 to serve as a collaborative network of community partners to share information and ideas, develop collective approaches for addressing identified health issues and promote and implement a culture of health through successful initiatives in Nash and Edgecombe County.

For more information please contact Becky Copeland at rlcopeland@nhcs.org.]

Newspaper Article or Story

[Headline: Partner agency writes brief, clear, and eye-catching headline]

[Byline: Writer's Name]

[Month Day, Year of Submission]

[Placeline: county/ies or city/ies from which the news is coming] – Lead sentence should catch the reader's attention, contain the most important information, and include the who, what, and where.

Subsequent body paragraphs that are 1-2 sentences and should include the heart of the story. They should cover quotations from people involved. If your agency is putting on an event, it would be a good idea to include a quote from the facilitators of the event as well as someone who is planning to attend so that a variety of perspectives are shared.

Toward the end of your body paragraphs, you should give your reader a clear sense of action steps that they can take, or what the people in the story will do next. For example, if you're writing to publicize an event, consider telling people where they can sign up or RSVP to come to the event. If your story is about a health program that has just started, consider telling people what the program's next step is and if and where they can get involved.

Your final paragraph should give a summary. Closing with a summarizing quotation can be effective because it leaves the reader with a sense of personal connection.

Finally, you should include contact information for your agency and the Partnership so that the reader can follow up if they have questions.



Boilerplate about the Partnership and member agency: [About the Twin Counties Partnership for Healthier Communities]

The Twin Counties Partnership for Healthier Communities is a network of diverse, engaged agencies committed to improving the health and wellness outcomes of all residents of the Twin Counties. It was formed in 2015 to serve as a collaborative network of community partners to share information and ideas, develop collective approaches for addressing identified health issues and promote and implement a culture of health through successful initiatives in Nash and Edgecombe County. For more information please contact Becky Copeland; rlcopeland@nhcs.org.]

Boilerplate Language

About the Partnership

About Us

Founded in 2015, the Partnership is a network of like-minded people working together proactively and strategically to promote and support a community culture of health, wellness and unity in the Twin Counties of Edgecombe and Nash Counties, North Carolina.

Vision

Through an engaged and empowered network of groups and individuals, the Partnership creates and promotes opportunities to improve health and well-being in our communities.

Mission

The Twin Counties Partnership serves as a collaborative network of community partners to share information and ideas, develop collective approaches for addressing identified health issues and promote and implement a culture of health through successful initiatives.

About the 2017 Community Health Survey

In March of 2017, the Twin Counties Partnership for Healthier Communities collaborated with the North Carolina Institute for Public Health, housed in the Gillings School of Global Public Health at the University of North Carolina at Chapel Hill, to conduct a community health survey that gathered residents' opinions on pressing health needs in the community. Over the course of six days, 44 interviewers in Edgecombe and Nash Counties knocked on over 1,000 doors and interviewed 324 community members. The survey provided the Twin Counties with reliable local-level data. The demographics of the sample of residents with which the Partnership spoke closely resembled the demographics of the counties as a whole, meaning the survey is generalizable to the counties as a whole. You can learn more about how the survey was conducted and the methods used by visiting www.twincountiespartnership.org/datatoimpact.

About the County Health Rankings

The County Health Rankings is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. Every year it ranks the health of nearly every county in the nation in terms of health outcomes and health factors. The 2018 rankings placed Nash and

Edgecombe in the lower half of the state rankings for health outcomes (66th for Nash and 97th for Edgecombe) and both counties in the lower third for health factors (71st and 95th, respectively). The Twin Counties have historically struggled with low rankings, primarily due to socioeconomic conditions. Each county has a higher percentage of people living in poverty than the state average of 17.6 percent, with Nash County at 17.8 percent and Edgecombe County at 25.3 percent.

About the Healthy North Carolina 2020 Objectives

The Healthy North Carolina 2020 objectives are a set of health objectives that the state as a whole works to achieve. The current objectives were developed by the Governor's Task Force for Healthy Carolinians in collaboration with the North Carolina Institute of Medicine (NCIOM). For 2020, there are 40 objectives within 13 focus areas that are measurable and actionable. Comparisons can be made between how Edgecombe and Nash counties are measuring up to the objectives to help policymakers and health agencies decide what kinds of programs they need to implement so that the Twin Counties can meet the state goals.

Data and Key Findings

The following content is recommended to be tailored for the specific purposes of the interview. Sources of data are noted as follows:

** North Carolina Institute of Public Health, Twin Counties Community Health Survey Data Workbook, 2017*

† Data comes from various secondary sources including the U.S. Census Bureau, CDC's Behavioral Risk Factor Surveillance System (BRFSS), N.C. Department of Health & Human Services and N.C. Department of Public Instruction, among others.

Twin Counties Residents' Opinions on Health Resources*

- 96% believe free or low-cost primary care (or medical homes) is very important, and 77% are likely or extremely likely to utilize it; however, only 39% are aware of its availability within the community.
- 78% believe school-based health care centers in public schools are very important, and 58% are likely or extremely likely to utilize them; however, only 32% are aware of their availability within the community.
- 81% believe mobile crisis services for residents with mental health or substance use disorder needs are very important, and 59% are likely or extremely likely to utilize them, however only 30% are aware of their availability within the community.

Top Five Quality of Life Issues*

Each figure represents the percentage of residents who chose the issue as one of their top three concerns. Combining all percentages will exceed 100.

1. Crime/Safety 40%
2. Access to Health Care 29%
3. Opportunities for Youth 23%
4. Elder Care Options 23%
5. Income/Employment 19%

Common Health Conditions*

- The following are health conditions and the percentages of respondents who reported being currently diagnosed or previously diagnosed with them.

- High blood pressure 48%
- High cholesterol 36%
- Asthma 20%
- Diabetes 19%
- Depression or anxiety 18%

Access to Health Care Coverage*

- 86% of Twin Counties residents have any kind of health care coverage.
- 14% of Twin Counties residents do not have any kind of health care coverage.

Physical Activity*

- 52% of the residents of Edgecombe County and 48% of the residents of Nash County get the recommended amount of aerobic physical activity as recommended by the U.S. Centers for Disease Control and Prevention (CDC).
The CDC recommends aerobic physical activity “of moderate intensity for at least 150 minutes/week, or 75 minutes/week of vigorous intensity, or an equivalent combination.”
- 39% of Twin Counties residents reported they would be interested in an adult sports league if offered by the county. Of these, 35% would like baseball or softball, and 29% would like basketball offered.

Nutrition*

- Less than 15% of residents reported meeting the statewide Healthy North Carolina 2020 objective of eating five or more servings of fruits and vegetables each day.
- 46% of residents reported eating one or two servings of fruits and vegetables each day.

Body Mass Index (BMI)*

- 8% of residents reported a height and weight considered underweight.
- 22% of residents reported a height and weight considered normal or a healthy weight.
- 35% of residents reported a height and weight considered overweight.
- 34% of residents reported a height and weight considered obese.

Alcohol, Tobacco and other Substance Use*†

- 19% of adults in Nash County and 22% of adults in Edgecombe County are current smokers. The Healthy North Carolina 2020 target is to reduce that to 13%.†
- 14% of survey respondents identified smoking and tobacco use as a quality of life community issue.*
- 7% of traffic crashes in Edgecombe and 6% of traffic crashes in Nash are alcohol related. The Healthy North Carolina 2020 target is 5%.†
- For Nash County, the unintentional opioid-related death rate was 10.3-14.7 per 100,000 persons as reported by the N.C. State Center for Health Statistics, 2012-2016. For Edgecombe County, the rate was 6.4-10.2 per 100,000 persons for the same time period. The statewide opioid-related mortality rate was 9.2 per 100,000 persons.†
- For both Nash and Edgecombe counties, the unintentional medication and drug death rate was between 12.1 and 16.9 per 100,000 persons as reported by the N.C. State Center for Health Statistics for the years 2012-2016. The statewide rate of unintentional medication and drug overdose deaths was 12.2 per 100,000 persons for that same time period.†

Recommended Additional Content

The following content is recommended to be tailored for the specific purposes of the interview.

- Upcoming events sponsored by the Partnership or by a member organization. E.g.: health fairs, adult sports leagues forming etc.
- Recent data on health in the Twin Counties that relates to the specific purpose of the interview.

Links below will have the most recent data:

- N.C. Division of Public Health Healthy N.C. 2020: <http://publichealth.nc.gov/hnc2020/>
- U.S. Census Bureau Quick Facts
<https://www.census.gov/quickfacts/fact/table/US/PST120217>
- County Health Rankings & Roadmaps <http://www.countyhealthrankings.org/>
- N.C. Child <http://www.ncchild.org/>
- CDC National Center for Health Statistics <https://www.cdc.gov/nchs/index.htm>