



Opportunities for expanding narrative: Developing new muscles and practices

NARRATIVES AND HEALTH EQUITY: EXPANDING THE CONVERSATION

Work

- Training leaders and staff in your work unit on the concepts of dominant public narratives and expanding the dominant narrative about health
- Sharing information during unit/section discussions on what really creates health (e.g., not just health insurance and access to health care)
- Reviewing existing written and verbal communication, (e.g., website, brochures, e-mail communications, training, etc.) to identify where you may be reinforcing the dominant narrative about health
- Add a new set of questions when developing programs, processes and procedures to make sure you are not reinforcing the dominant narrative
- Develop written and verbal communication that includes information on what really creates health
- Learn from others how their work has been shaped by their worldview and values
- Work with other people/groups that you want to have a long-term relationship with to develop common understanding and work to shift the narrative

Personal

- Sharing information with friends and family on what really creates health when talking about the ACA, rising cost of health insurance, doctor visits, etc.
- When reading your daily news feed, newspaper, or other information, test yourself to see if you can recognize aspects of the dominant narrative and how the narrative is being used in the message
- Have conversations with others to learn how their behaviors and beliefs have been shaped by their worldview and values

Questions to consider

- How is the dominant public narrative about health at play in the specific situation/issue we are addressing?
- How (words and actions) can we unmask what is really being said to take advantage of where the dominant narrative is losing resonance in the public realm?
- Where are there opportunities for advancing the emerging narrative about health?
- Where is there an openness to a new way of thinking about a situation?
- How (words and actions) can we elevate the emerging narrative?
- How (words and actions) can we offer another possible solution?
- How can we work today in small ways that make bigger shifts possible later?

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To obtain this information in a different format, call: 651-201-3880.

Adapted from Examples of opportunities for shifting narrative in your work.