

The logo for cohealth, featuring the word "cohealth" in white lowercase letters on a green circular background. The background of the slide includes a large green shape on the right side, a teal shape above it, and a light green shape below it, all overlapping.

# Story & Strategy

The role of story in motivating  
action and winning campaigns

# cohealth

- One of the country's **largest** not for profit community health organisations.
- Established 1 May 2014, through the merge of three **leading community health services**: North Yarra, Doutta Galla, and Western Region Health Centre.
- Offers **vital local health and support services** to people in Melbourne's CBD, northern and western suburbs who often face significant health disadvantages and ongoing or complex needs that make it hard to access health services and social support

# vision and mission

Vision: healthy communities, healthy people

Mission: improve health and wellbeing for all and tackle inequality, in partnership with people and the communities they live in

# about me

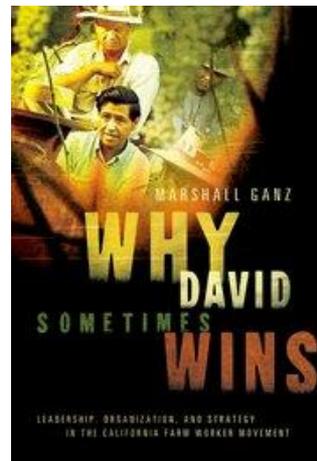
- My story (briefly!)
- Now working within cohealth's prevention team.
- Our team is focussed on addressing gender equity, race-based discrimination and barriers to vocation
- My role is about supporting community members to advocate on issues that matter to them
- This includes supporting people to recognise their existing skills and resources and develop new skills to advocate for and secure social change
- Informed by a community organising approach and campaign strategy theories and practices

# Strategy & social change

cohealth

“Strategy is turning the resources you have into the power you need to win the change you want”

[Marshall Ganz](#)



Bob Pritch / Take Stock 1978

# It doesn't have to be complicated

It can be as simple as coming up with an answer to these three questions:

1. What is the change we want and by when  
**(objective)**
2. Who is the decision maker that can make the change  
**(target)**
3. How we can use *our resources*\* to build power and secure change  
**(plan)**

\*think people, stories, connections, networks, mailing lists, social media presence

# working out your plan

Think through things like

1. who are our people? How do we, as leaders, motivate them to get involved ?
2. what kind of pressure will persuade our target to do what we need them to do ?
3. how we can tell our stories and use (social and traditional) media to build our power and shift our target

# The importance of story

- In the lead up to the State Budget and Election, local MPs will be inundated with requests for funding and support for causes
- To motivate people to get behind your cause and to cut through the noise we need to tell the story of :
  - who we are
  - why what we do is important; and
  - why it's important to **act now!**

# #SaveOurPharmacy



[Media release](#)

# Neighbourhood Houses

“We are breaking down myths held in some parts of Government that Neighbourhood Houses are “old-fashioned” or “irrelevant” by demonstrating the breadth of community-based issues that Neighbourhood Houses address and deliver on!”

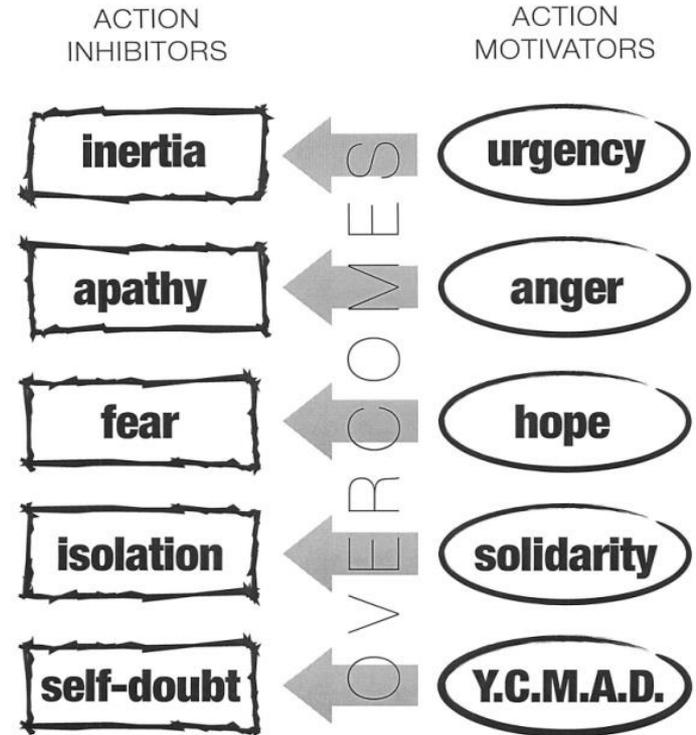
The key questions that emerge (for me):

1. What are the stories that show how your Neighbourhood House delivers for your community?
2. Who are the storytellers you can work with?
3. How will you motivate them to join your campaign
4. How will you ensure your local member hears these stories and gives you their support?

# The head & the heart



*Two Kinds of Knowing*



Credit: [Marshall Ganz: Organizing: People, Power and Change](#)

# Audiences for our story

Consider how you can tell the story to motivate action on the campaign :

- The active community members you hope will join you to tell their stories and lobby your MP?
- The passive supporters you hope to persuade to take part in the campaign to show the community cares about this issue?
- Other influencers in the community (who may not yet be a champion of your neighbourhood house )to turn them in to supporters?
- Your target, to persuade them to fight for a funding committment?

# Make sure you link your stories and strategy

- Just like the facts are not enough, neither is a compelling story alone.
- To win the change we hope to see, the story needs to link to a broader strategy that let's the MP know that there are votes to be won or lost on this issue

# Some strategy tools

- Handout- Ethical and effective story-telling in advocacy
- <http://www.thechangeagency.org/campaigners-toolkit/training-resources/strategy/>
- [Many more on request](#)

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