



STORYTELLING

This Resource Guide was developed for Healthy Kids, Healthy Communities, a national program of the Robert Wood Johnson Foundation whose primary goal is to implement healthy eating and active living policy- and environmental-change initiatives that can support healthier communities for children and families across the United States. This Annotated Resource Guide provides a listing of relevant websites, toolkits, best practices, and examples related to effective storytelling. This Guide is divided into the following categories:

- A. Storytelling 101
- B. Best Practices
- C. Storytelling for Diverse Communities
- D. Examples
- E. More Resources

This guide was created in May 2010 and was last updated in August 2011.

A. Storytelling 101

Communications Toolkit from the Kellogg Foundation

<http://ww2.wkkf.org/Default.aspx?tabid=90&CID=385&ItemID=5000071&NID=5010071&LanguageID=0>

This page on the Kellogg Foundation's Website provides a brief overview of the effectiveness of storytelling to convey a message. It also provides a list of resources for further information regarding storytelling.

Andy Goodman-Storytelling as Best Practice

<http://www.agoodmanonline.com/publications/storytelling/index.html>

This booklet by Andy Goodman costs \$17.50 and is written for those in public interest communications. The booklet provides guidance on how to build a story bank, how stories can be used to make effective presentations, and how stories can be used for effective communication.

Digital Storytelling

<http://electronicportfolios.com/digistory/>

Digital storytelling uses modern technology to enhance conventional storytelling by using images, music, and other digital media. This website provides several examples and tools of digital storytelling, including international examples.

Center for Digital Storytelling

<http://www.storycenter.org/index1.html>

The Center for Digital Storytelling (CDS) is an international non-profit training, project development, and research organization dedicated to assisting people in using digital media to tell meaningful stories from their lives. They provide services across the country in the form of workshops and customized program development for storytelling.

B. Best Practices

Stanford Social Innovation Review: I Want You to Meet Joe: How a Riveting Story Can Get Your Message Across

http://www.ssireview.org/pdf/2005SP_toolkit_bianchi.pdf

This toolkit offers an example of how a powerful story changed how policymakers approached a problem. It also offers seven questions to sharpen your stories.

Digital Storytelling: A Tutorial in 10 Easy Steps

<http://www.techsoup.org/learningcenter/techplan/page5897.cfm>

This article by TechSoup provides 10 easy to follow step in creating a digital video. It includes tips on how to decide which story to tell, the equipment needed, and tips to creating a script.

Tips for storytelling

<http://www.techlearning.com/printablearticle/8030>

This article by Techlearning provides some key tips for storytelling aimed at a youth audience. Tips include what type of music to use, text as art, and the use of storyboarding.

Put Persuasive Storytelling to Work for Your Nonprofit

http://www.nancyschwartz.com/nonprofit_storytelling.html

This article by Nancy Schwartz provides tips for how to make a story useful for your non-profit organization.

C. Storytelling for Diverse Communities

Llano Grande Center-Toolkit for Storytelling

<http://www.llanogrande.org/Captura>

<http://captura.llanogrande.org/>

Llano Grande Center has worked with people and communities over the past few years in developing digital storytelling. The toolkit has provides samples of diverse digital storytelling formats—from the personal story to an exposé of community issues.

New Routes to Community Health

<http://newroutes.org/resources>

New Routes to Community Health is an organization that aims to improve immigrant health through immigrant-based media. The resource center allows the user to organize the resources by immigrant population, health topic, or key word choice.

D. Examples**Stories for Change**

<http://storiesforchange.net/>

Stories for Change is an online community for practitioners and advocates in the field of digital storytelling. The site contains stories in a variety of topic areas including community organizing, health, and youth. It is free to view the stories posted but a username is required to post material.

StoryCorps

<http://www.storycorps.org/>

StoryCorps is a non-profit that provides all Americans with the opportunity share, record, and preserve stories from their lives. Visitors can make a reservation record a story or listen to a story on a listening page. The Door-to Door service provides organizations with the opportunity to record six 40 minutes interviews in a one day session as well as planning tools to ensure a successful project. The fee ranges from \$3,500 to \$5,000 per day for non-profits.

E. More Resources**Looking for more?**

<http://www.tech-head.com/dstory.htm>

This website lists several resources for digital storytelling including: key websites, educational programs, books, articles and research, tools and resources, and examples of digital stories.

International Storytelling Center

<http://www.storytellingcenter.net/>

The International Storytelling Center promotes the art of storytelling and has numerous resources on its website. The resources section contains resources, such as: the six stories you need to tell, building peace one story at a time, and the story behind storytelling.