

Community Story Template

Documenting stories for affirmative communications in the Healthcare x Homelessness Pilot

PURPOSE

The purpose of this document is to equip communities with a template to capture key information that can serve as the foundations for potential communications. Communications can be defined, in this instance, as earned media (pitched media), owned media (blogs, video), or shared media (content tailored for social media).

1. Summary of Key Messages

A helpful place to start may be to consider the pillars of the story you want to tell: what are the key messages you would like the audience to take away? Once you have identified key audiences whose understanding or behaviors can support the progress of the community, consider the following questions:

- What information would enable them to act in ways that support further progress?
- What messages and information would be helpful for them to have and share?
- What information would address misinformation or gaps in information that are currently serving as barriers to progress?
- What areas of opportunity or challenge might benefit from greater awareness and attention?

Topline Messages	Key Audience
<p><i>For example:</i> Due to collaboration between the housing and health sectors, [[community]] is making progress in reducing and ending chronic homelessness.</p>	<ul style="list-style-type: none">•

Key message - i.e. could be about data

Key message - i.e. could be about improving health and housing outcomes

Key message - i.e. could be collaboration/process improvements

2. Story Inputs and Support

1. Topline Message: Thanks to collaboration between the housing and health sectors, [[community]] is making progress in reducing and ending chronic homelessness.

- a. Accomplishment
 - i. **Data:** Population level reductions?
 - ii. **Stories:** Individual client success story?
 - iii. **Anecdotes:** Process improvements? Collaboration? Will?
- b. Milestones
 - i. Quality data
- c. Learnings
- d. Challenges

2. Topline Message:

- A. Accomplishment
 - a. Data
 - b. Stories
 - c. Anecdotes
- B. Milestones
- C. Learnings
- D. Challenges

3. Topline Message:

- A. Supporting Facts
 - a. Data
 - b. Stories
 - c. Anecdotes
- B. Milestone
- C. Learnings
- D. Challenges

4. Topline Message:

- A. Supporting Facts
 - a. Data
 - b. Stories
 - c. Anecdotes
 - B. Milestone
 - C. Learnings
 - D. Challenges
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