

## **“Voices of Olympic Connect” Storytelling Campaign**

**Purpose:** The purpose of this communications campaign is to share Olympic Connect success stories, elevate the people and organizations who are working to address social needs, and uplift the “heart” of this work.

**Guidance & Norms** for OCH staff and community-based workers:

- **The storytellers for this campaign are:**
  - Olympic Connect clients
  - Community-based workers
  - Olympic Connect care coordination partners
  - Resource and service partners
  - Referring providers
  - OCH staff
- Photo consent for the storyteller is obtained before sharing (by OCH staff, CBW, or person who identified the story). Consent can be obtained verbally or by email
- There is a process for the storyteller to review, approve, and consent to the story before it’s published
- Story template with question prompts is provided for seamless story collection and consistent storytelling
- Stories should be positive and uplifting
- **There is a process for story collection:**
  1. **Identify an Olympic Connect success story:** CBW, Olympic Connect client, care coordination partner, resource/service partner, referring provider or OCH staff identifies a story and obtains consent (from the person the story is about) to tell and share the story. Photo consent should also be attained.
  2. **Complete the story template** (we want stories from and about identified storytellers)
  3. **Share the story template with the storyteller** and gain their approval
  4. **Submit the story to Erin** via the [connect@olympicch.org](mailto:connect@olympicch.org) email and title the subject “Voices of Olympic Connect Story Submission”
  5. **Erin will review and finalize the story** for cohesion, copy editing, and alignment with Olympic Connect key messages, etc.
  6. **Erin publishes the story on the Olympic Connect website on the Stories & Impact page (coming soon)**