



State Leadership Call Instructions

March, April and May, 2009

Over the course of the next three months we will be taking time to share progress updates as a group on the State Leadership Calls. To do this we are asking that grantees make a 12 minute presentation, during which time the state will tell a story.

"Stories can be the best way to package meaning and spur others on to achieve. At the most basic level, storytelling can help gain and hold an audience's attention. But if the story is good enough, it can also lift individuals and organizations to take the risks that keep life an adventure" (Hatersley, 1997).

What is a story? "A story is more than a narrative of what happened. The story relives a sequence of experiences that certain characters have undergone. The characters (better if you are one of the characters) encounter some situations that change and they react to that change. Through the telling, the teller reveals hidden aspects of the situation, characters, and each new predicament calls for thought and action. Each response to a new situation leads the story to its conclusion, but not always a resolution" (adapted from Ricoeur, 1984).

For the upcoming Semi-Annual Report, grantee states will be required to author a series of stories that will inform CSAT, and an audience of viewers on the NIATx website, of their success and lessons learned from doing STAR-SI. Two of the stories that will be required in the Report will be focused on results and accomplishments. On the upcoming State Leadership calls we are looking for each state to share one of their stories of a state STAR-SI accomplishment. We hope that by presenting your story for these calls, getting feedback and by hearing the work of others, your preparation of Semi-Annual Report will be aided.

Guidance for creating stories for both the State Leadership Call and Semi-Annual Report.

Talk about who, what, when, and *why*.

State Accomplishments Story

- Tell a story that describes a particularly intriguing, trying, innovative, successful or otherwise noteworthy change or group of improvements that occurred due to STAR-SI. A typical Accomplishment Story will be about 1-3 pages in length.
 - *For the state leadership call, states should be prepared to present this story in 12 minutes.*
- Topic suggestions: access and retention performance, paperwork reduction, myth busting, pay for performance, performance management systems, diffusion, licensing and regulations, payer-provider partnership, peer mentor development, culture change, workforce development and engagement, improved or changed relationship with stakeholders, pr provider recruitment.

Suggested points to touch on:

- What is the back story of this particular change idea?
- What change did the state make? How did the decision making unfold?
 - How did state team members react to the change?
 - How did providers react to the change?
- What changes did the providers make in response to these state changes?
- How was/is this monitored?
- Mention a few data points!
- How does this topic relate to access and retention in the state?
- Lessons learned
 - Why was this particularly successful?
 - What could be done differently?



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- How did the changes affect consumers?
 - Mention examples where appropriate (and in line with confidentiality requirements.)
- How has the change altered the relationship between the payers and providers in the state?
 - Mention examples where appropriate.
- Will, or how will this change be spread? To whom? Why?

For the State Leadership Call you may prepare several PowerPoint slides for your presentation. These slides could be pulled from your Executive Summary PowerPoint or created new for this purpose. Below are some suggestions that have been used by NIATx to support provider story telling and are also apt for our purposes. Attached is a simple 5 slide skeleton template that may also be helpful in constructing your story.

Creating Your State Accomplishment Story Slide Presentation

1. Clearly explain your changes and their results using the PDSA approach as a framework.
2. Keep it simple – you will have twelve minutes to present your story. A good rule of thumb is to not overfill each slide and plan for one minute of speaking time per slide.
3. Use graphs to display your results. Make them clear and simple – for example, bar graphs show up well.
4. Use key words and bullets to help tell your story instead of writing out each point in a complete sentence.
5. Be creative! Add photographs, logos, and illustrations. The slide template is a guide to your presentation and you are free to be inventive!