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Exploring Digital Storytelling Applications in the Community:
Implementation and Impact of Four Community Forums in King County, WA

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Exploring Digital Storytelling Applications in the Community:
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Abstract

Purpose: Mapping Our Voices for Equality (MOVE) is a program that targets communities disproportionately affected by tobacco and obesity and uses Digital Storytelling to promote healthier neighborhoods. During 2011-2012, MOVE hosted community forums that brought community members, leaders, and policymakers together to discuss policies and problems highlighted by local story producers. The goals of the community forums were to increase community members' understanding of health disparities and inequities, mobilize members, and advocate for policy changes. The overall goal of this project is to evaluate the impact of MOVE's digital stories on forum attendees and to assess if any community actions and policy changes occurred as a result of the forums.

Methods: A total of four community forums were hosted in King County, WA. Semi-structured interviews were conducted with community leaders and policymakers (n=11) in attendance and open-ended surveys were collected from community members (n=38). Structured observations of each forum were recorded and debriefs with MOVE staff were conducted. Interviews and surveys assessed attendees' reactions to MOVE's digital stories. Community actions and policy changes resulting from the forums were documented.

Results: Forum attendees perceived MOVE's digital stories as authentic. Many felt the stories enriched their understanding of health disparities and related a fresh perspective on health topics not typically captured in media. All four community forums resulted in community action(s) and/or policy change(s)

around topics highlighted by MOVE's digital stories. Examples of community actions include the mailing of 250+ postcards from local Latinos to Washington legislators in favor of tobacco quitline services and the initiation of plans for a mobile grocer to locate in a neighborhood with limited healthy food access. Examples of policy changes include the restoration of operating hours slated to be cut from a community center, and planning to pilot new school lunch policies at a local Elementary school.

Conclusion: Findings indicate that MOVE's Digital Stories were informative and inspiring to policymakers, community leaders, and other community members in attendance. Concrete community actions and policy changes proceeding MOVE's forums suggest that Digital Stories may be a potentially effective media tool for accomplishing positive community change.

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Introduction

Tobacco and obesity are the two largest contributors to preventable death in the United States, each causing between 15 and 20% of all deaths in the U.S. in 2000 and 2005 (Danaei et al, 2009; Mokdad et al, 2004). Studies have found that low-income and racial minority neighborhoods nationwide have higher rates of obesity and are less likely to have access to affordable, healthy foods and physical activity resources such as parks, safe sidewalks, and recreational facilities (Papas et al, 2007; Gordon-Larson et al, 2006). Likewise, smoking rates are significantly higher among people living below the poverty line (CDC, "Cigarette Smoking Among Adults," 2002) and among sexual minorities (Lee, Griffin and Melvin, 2009). In response, the national "Communities Putting Prevention to Work" initiative funded by the Centers for Disease Control has embraced promoting policy, systems, and environmental changes in communities nationwide to decrease the burden of tobacco and obesity, including increasing access to healthy foods and physical activity resources, limiting tobacco advertising, increasing support for tobacco quitline services, and increasing limitations on tobacco use in public and outdoor venues (Bunnell et al, 2012).

These complex problems demand new, creative, and interactive approaches to promoting health and changing policy. Digital stories are short, autobiographical narratives that are recorded and combined digitally with photos, short video clips, and music (Center for Digital Storytelling). Digital stories are the product of digital storytelling, a creative, participatory method of media generation that has been growing in popularity as an educational tool (Gazarian, 2010; Jenkins and Lonsdale, 2007; Burgess, 2006; Skouge and Rao, 2009; Gubrium, 2009a; Rossiter and Garcia, 2010), as a participatory needs assessment or health research tool (Gubrium and Difulvio, 2011; Jernigan et al, 2011; Gray et al, 2010), and as a health promotion tool (Gubrium, 2009b; Wyatt and Hauenstein, 2008; Coleman and Ramm, 2008). Even more examples of Digital Storytelling projects in diverse communities can be found online (eg. www.storycenter.org, www.storybuilders.org, milehighstories.com). To date, no other reports describe the impact of using community-generated digital stories to advocate for policy, systems, or environmental changes in health related efforts.

Nevertheless, storytelling and other, similar methods of participatory media generation are commonly used in health promotion efforts. Narrative interventions to directly promote health behaviors are

becoming more common (Hinyard and Kreuter, 2007; Larkey and Gonzalez, 2007; Werle, 2004; Williams-Brown, Baldwin, and Bakos, 2002). Photovoice is a participatory method that, similar to digital storytelling, draws on the strength of community members' own experiences and insights and combines them with digital media to create effective advocacy (Wang et al, 1998; Wang et al, 2004). Photovoice as a participatory method has been successfully used to engage wide-ranging communities for diverse goals; a recent article of a grant project with Kaiser Permanente in Denver, CO successfully utilized Photovoice to accomplish policy and community change around environmental barriers to Healthy Eating, Active Living (HEAL) (Kramer et al, 2010).

In 2010, Public Health-Seattle & King County received funding from the Centers for Disease Control and Prevention's Communities Putting Prevention to Work initiative to support multi-level, community-based efforts to address tobacco and obesity (Bunnell et al, 2012). Mapping Our Voices for Equality (MOVE) is one such grant project, working to promote policy, systems, and environmental change in communities disproportionately affected by tobacco, lack of access to healthy foods, or lack of access to physical recreation resources. MOVE is a partnership of four local organizations:

- **Creative Narrations**, a consulting firm that supports community organizations in the use of new media for advocacy and policy change;
- **Entre Hermanos**, an organization that supports and advocates for the Latino Gay, Lesbian, Bisexual, Transgender, and Questioning community in Seattle;
- **Sea Mar Community Health Centers**, a network of community health clinics serving and advocating for poor communities in the Pacific Northwest; and
- **International Community Health Services**, providing affordable and culturally competent healthcare to Seattle's Asian, Native Hawaiian, and Pacific Islander communities.

In 2010 and 2011, MOVE's partner organizations hosted Digital Storytelling workshops with community members focusing on their experiences with tobacco and HEAL. MOVE's digital stories were then embedded and made publicly available in an interactive map of King County (www.mappingvoices.org). MOVE's partners hosted a total of four community forums in their respective neighborhoods to engage new community members and promote tobacco and HEAL policy, systems, and environmental changes. The purpose of this study is to conduct an evaluation of the impact of MOVE's community forums on policy, systems, and environmental change in the community. Evaluation of MOVE in its full scope of

work was completed by Group Health Research Institute's Center for Community Health and Evaluation; that evaluation report was complemented by this study's data and findings.

Logic Model

The logic model developed for MOVE's community forums is shown in **Figure 1**. While the community and policy contexts of each forum were unique, the overarching goals for MOVE's forums are the same. MOVE's short-term goals for its community forums were:

- To **engage new community members** in the process of creating healthy environments and advocating for health promoting policies;
- To **enrich forum attendees' understanding of inequalities and health disparities** and how they affect MOVE's focus communities; and
- To **use stories to advocate for specific policy changes** promoting healthier environments and communities.

Research Question

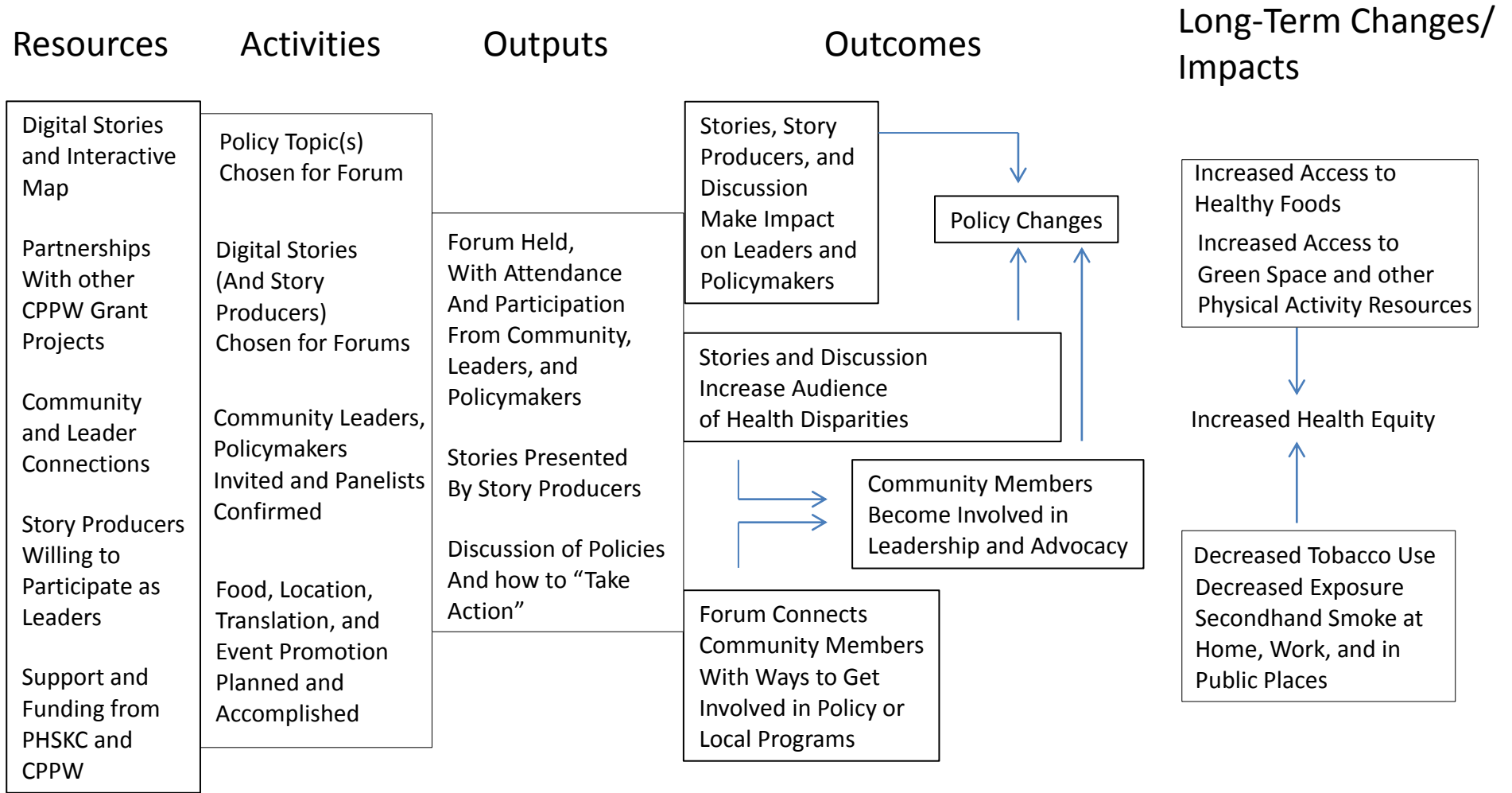
The overall goal of this project is to evaluate MOVE's community forums, including how digital stories shaped the planning and implementation process and how they contributed to MOVE's goals of influencing policy change, engaging community members in leadership and policy advocacy, and increasing understanding of inequalities and health disparities among forum attendees.

The specific aims are to:

(1) describe how MOVE's community forums were planned and implemented, with a particular focus on how MOVE's digital stories were featured in these processes; and

(2) describe the impact of MOVE's four community forums in the community, with a particular focus on the role that the digital stories played in engaging community members in future efforts, increasing understanding of inequalities and health disparities, and influencing particular policy goals.

Figure 1: Logic Model Outlining MOVE Community Forum Goals



Methods

Study Design and Sampling

An evaluation of MOVE's four community forums was conducted. Participants of the community forums included members of the community, including digital story producers; policymakers; and local organizational or other community leaders.

To evaluate MOVE's four forums, we collected data from the following sources:

- Semi-structured interviews with local community and organizational leaders and local policymakers in attendance at each forum (see **Appendix 1** for interview guide);
- Debriefs with staff from each of MOVE's three community-level partners (see **Appendix 2** for staff debrief guide).
- Written responses to open-ended survey questions, completed by forum attendees (see **Appendix 3** for survey in Spanish and English);
- Structured observations of the four forums in question (see **Appendix 4** for observation guide); and
- Notes from MOVE partner meetings, forum programs, and written materials such as information provided to audience members during forums.

The unit of analysis for this study was the community forum events, themselves. The basic characteristics of each of the four forums are described in **Table 1**. A total of four public forums were planned, promoted, and implemented, each by one of MOVE's three community-based partners. All four forums were sampled for this thesis.

Table 1: Summary of MOVE Forum Characteristics

Forum Date	Neighborhood/City	MOVE Hosting Organization	HEAL or Tobacco grant?	Forum Policy Goals
10/28/2011	International District, Seattle	ICHS	HEAL	<ul style="list-style-type: none"> (1) Reverse Decision to Decrease Hours of Chinatown Community Center, (2) Increase Support for Green Space Establishment and Revitalization in the International District, (3) Support Increased Public Safety Efforts, with a Focus on Safety Issues at the Danny Woo Community Gardens
11/16/2011	Capitol Hill, Seattle (Latino LGBTQ Community focus, not neighborhood/place focus)	Entre Hermanos	Tobacco	<ul style="list-style-type: none"> (1) Protect WA Tobacco Quitline Funding, Particularly Spanish Language Services, (2) Protect HIV/AIDS Prevention and Treatment Funding in WA State
12/7/2011	Burien	SeaMar CHC	Tobacco	<ul style="list-style-type: none"> (1) Support and Celebrate Smoke-Free Parks Initiatives in South King County, (2) Support and Celebrate Upcoming Smoke-Free Public Housing Changes in King County, (3) Support and Celebrate Smoke Free Bus Shelters in King County
2/28/2012	South Park, Seattle	SeaMar CHC	HEAL	<ul style="list-style-type: none"> (1) Support Local Organizational and Business Efforts to Increase Local Healthy Food Access in South Park, (2) Advocate for Changes in Local Elementary School Food Policy: <ul style="list-style-type: none"> -Recess Before Lunch and Extended Lunch Period, -Healthy Celebrations Policy

Data Collection

In-Depth Interviews:

Panelist Interviews: Interviews with a total of 11 forum attendees that were classified as community or organizational leaders (including leaders at local community-based organizations, leaders within local government departments that are not elected, and others such as community organizers), and local policymakers (defined as elected officials from the local community). The characteristics of the interviewees are described below, in **Table 2**.

	Number
Leadership Classification	
Community or Organizational Leader	7
Local Policymaker	4
Forum Attended	
International District	3
Capitol Hill/Entre Hermanos	2
Burien	3
South Park	3

Table 2: Interviewee Characteristics

Interviews with these local leaders were semi-structured, using questions based on an interview guide (**Appendix 1**). Interviews lasted no longer than 40 minutes, but averaged around 20 minutes. Three of interviews with local policymakers were completed by an external evaluation team, and the videos were provided to me. These three interviews were very brief, lasting no more than 10 minutes each. All interviews were performed in English.

Verbal consent for the interview, digital recording, and to use interview material in this study were acquired prior to each interview. Digital, audio recordings of interviews were collected and kept on a hand-held digital recording device. Personal identifiers were redacted and replaced with generic placeholders during transcription of interviews. Interview recordings were deleted upon transcription.

MOVE Staff Debriefs:

Debriefs with one or two key staff members of each of MOVE's three community partners that planned and hosted or co-hosted each forum were completed in March of 2012. Debriefs were semi-structured,

using questions based on an interview guide for guidance (**Appendix 2**). Debriefs lasted no longer than 60 minutes. All debriefs were completed in English. Written notes were taken during debriefs and serve as the data source for evaluation purposes.

Audience Surveys:

Audience surveys in both Spanish and English were circulated at the end of three forums; the survey had not been drafted and was not a part of this study plan at the time of the first forum in the International District (**Appendix 3**). Note that the survey collected at the Capitol Hill forum has a slight difference in wording from the surveys collected at the other forums. Surveys were anonymous, voluntary, and collected as follows:

Forum Place, Date	Number of Surveys Completed
Capitol Hill, 11/16/2011	18
Burien, 12/7/2011	9
South Park, 2/28/2012	10

Table 3: Survey Sampling by Forum

Forum Observations:

Hand-written notes were collected during each forum, and later transcribed for analysis. An observation guide was used to guide observations (**Appendix 4**).

Data Analysis

Coding for common reactions was used to analyze responses to survey questions two through four (**Appendix 3**), and interview data. This study’s approach to analysis combined aspects of grounded theory with more positivist approaches. First iterations of coding were based on MOVE’s common forum goals (see logic model, **Figure 1**). During later coding iterations, the author remained open to themes that arose from reading, coding, and reflecting on the data, much as modeled by grounded theory experts Corbin and Strauss (2008). Coding was performed a minimum of three times with all sources of data, and personal memos were recorded to discuss how the meanings of codes evolved and how codes related to one another. Codes were categorized as either common across forums or unique to a particular forum. Codes were considered “common” to the forums if the codes appeared in interviews

and/or survey responses from at least three of the four forums. A table of all common codes and corresponding quotations is attached as **Appendix 5**.

Answers to audience survey question one (“How did you hear about today’s forum and why did you decide to attend?”) were compiled with MOVE staff debrief notes and forum observations. These data help to qualitatively describe the forums’ implementation, any tangible outcomes of the forums such as policy changes or further community actions, and the most important lessons learned.

Results

Common Reactions

Codes about forum attendees' reactions to MOVE's digital stories and about the forum implementation in general were considered "common" if they were supported by multiple attendee reactions across at least three of the four forums. Themes were categorized as about either **Digital Stories** or **Forum General and/or Forum Implementation**. Four major themes about forum attendees' reactions to MOVE's Digital Stories were considered common. Three themes about the forum implementation and/or forums in general were considered common. Data coded with these themes include all transcribed interviews as well as all answers to audience survey questions two through four (**Appendix 3**). A table listing all quotations coded with each of the following themes is attached as **Appendix 5**.

Common Reactions: Digital Stories

Stories Enrich Understanding of Inequalities and Health Disparities. This is a family of three separate codes, each of which describes different ways in which the Digital Stories evoked reactions about inequalities and health disparities around tobacco and HEAL in MOVE's communities. The codes are as follows:

Stories "put a face" to statistics and prior known facts. This code describes a common reaction to MOVE's digital stories: while attendees often knew that tobacco or food access were a problem in MOVE's target communities, the stories illustrated these topics in such a way that their understanding was enriched. There was a common sentiment, that while statistics or facts can provide a certain level of understanding of a topic, stories provide an additional layer of depth to that understanding. This code was common among both leaders/policymakers and surveyed forum attendees. An example of a code from each data source follows.

Leader/Policy maker: *I think it makes it very real. Right? I mean, it's one thing to provide the stats and the numbers and to say that it's [tobacco is] still a major killer, but I think the fact that you have real people telling their stories in a medium that's pretty captivating, I think works really well.*

Survey Respondent: *I knew it [tobacco use] was a problem; it [the digital story] gave me context I didn't have and will probably make it easier to remember this context.*

Stories illustrate how policies actually affect the lives of individuals in the community.

Particularly from certain leaders and policymakers, this response was common: stories

provide information on how policies are implemented and how they affect communities (and the health of communities) in ways that might otherwise go unnoticed. Policies do not always impact communities equally. In the International District, for instance, where there are few physical activity resources and little green space, cuts to Community Center hours can have a greater impact than those same cuts might have in other resource-rich neighborhoods.

As a [local policymaker, position redacted], somebody who deals at the most local level, actually talking with people and hearing about their lives and the impact of decisions on their lives...it's fundamental to how you make a decision. So, the numbers are part of it, but without stories and without events like this, you can't make a good decision. You can't make a decision that's good for the individual, the community, or the city.

This code was less common among survey respondents; however, two survey responses were assigned this code. One follows as an example.

I'm generally very worried about the budget cuts to social services and education. The stories helped me better understand the consequences of the cuts.

Stories Prompted Realization about Why Health Disparities Exist. This third and final code about health disparities was assigned to data that most literally mentioned the forums' Digital Stories providing insight into health disparities and social or structural issues that help create them. This code was common only in leader/policymaker interviews, and was not assigned to any survey responses.

I think being able to hear from individual people that live in that community about the difficulties that they face in trying to access healthy foods was definitely eye-opening to me...when you don't live in some of these communities you kind of take for granted that, you know, there is a store on every other corner or that there is a major grocery that people can have readily available to them. And it's kind of, as I said, eye opening to realize that that's not always the case.

Stories were Perceived as Authentic or Representative. This theme was one of the most common among both leaders/policymakers and survey respondents. Stories were described using several phrases and/or adjectives that were coded with this theme; stories were described as "real," "honest," "true," "from the/our community," "raw," and "personal." Without viewer buy-in as to the authenticity and "reality" of a story, the story's potential to motivate, inform, or persuade that viewer is stunted. An example of this reaction from both a leader/policymaker and survey respondent follows.

Leader/Policy maker: *The, um, uh, I think the uh, the first one I thought was, got my attention because it was a very just real story of, how it was really about humans addressing human issues and behaviors. How sometimes people may not even realize that they may be contributing to someone else's, you know, problem by providing second hand smoke. And, um, kind of the challenges of interpersonally relating with other people and addressing these issues. So it was, I thought it was, it was very um, very personal, and the fact that it also talked about, you know, a family and really situated the story. I thought it was very impactful and good.*

Survey Respondent: *Fueron historias veridicas de personas de nuestra comunidad, que nos muestra que los latinos tambien levantamos nuestra voz para afrontar problemas comunes. Translation: They were true stories of people in our community, that shows us that Latinos can also unite and raise our voice to confront our common problems.*

Stories were Relatable and Provoked Storytelling. Data coded with this theme were most often leaders/policymakers candidly recollecting personal experiences, triggered by watching or recalling a forum's Digital Stories. This suggests that relating one's own experiences to or empathizing with these stories was a common reaction.

But they [the stories] did make me think. Uh, I had been with the fire department on inspections of some apartment complexes, and you're walking down the hall and it really, really smells because of all the people who smoke inside their apartments. And in the hallway when you're coming and going. And I could almost smell that when I was listening to the gentleman about his children...Yeah, uh, and you saw outside a little bit of smoke coming up by the window. But I could almost smell that again.

Only one survey response was assigned this code. In response to the survey question "How did the stories motivate you to take action?" the respondent wrote "Saber que no estoy solo," translated as, "To know I am not alone."

"These are the stories that we don't usually hear." Several of the Digital Story producers whose stories were screened at MOVE's forums are racial/ethnic minorities, sexual minorities, and/or do not speak English fluently. Experiences and stories of racial, language, and sexual minorities are often overlooked in traditional media. Also, story producers who do not speak English fluently likely have not had other opportunities to communicate publicly with leaders and policymakers about their experiences. As such, many interviewees felt these stories brought fresh perspective to the issues of tobacco and HEAL. This code was not assigned to any survey responses. Two representative quotations from interviews are offered below.

I enjoyed the fact that these were mostly bilingual, so you can have people who in certain circumstances wouldn't be able to have their voice heard, they can actually tell their story and have it translated and subtitled.

...Tobacco although it's seen such a great campaign already, so most people know how bad it is. There's still much to know about those specific...those communities that we

usually don't hear. So I think that's what I'm trying to say, is that these are the stories that we don't usually hear.

Common Reactions: Forum General and/or Forum Implementation

Inspiration for New Ways of Getting Involved. Survey respondents and interviewees alike were inspired to take action by the stories and/or forum discussion. These interests varied from survey respondents wanting to show stories to friends and family, to leaders wanting to incorporate storytelling into future community programs.

Importance of Story Producer Presence. This code was assigned to interviewee reactions discussing the effectiveness of individuals telling their story *in person* to policymakers as a way to influence policy. Likewise, data coded with this theme expressed that story producers' attendance at forums and their willingness to speak about their digital stories was integral to the forums. Only three interviewees expressed this; however, this reaction was always spontaneous (not prompted with a question about storyteller presence), and the three interviewees were each from a different community forum. No survey responses were coded with this reaction.

General Critique: Missed Opportunities to Open Discussion. This criticism was by far the most common in the data comparing across the forums. Many respondents felt that the stories could have been utilized more effectively if they had been used as a jumping-off point for open discussion. Many felt that to improve the forums, MOVE staff should have posed a question or topic for optional audience discussion after screening all of the digital stories. Stories were impactful, and could have prompted discussion about how attendees' own experiences in the community compared to those portrayed in the digital stories. Joining the personal experiences described in the Digital Stories with testimony from other community members in the audience could only improve the impact of stories and understanding of these issues in the community. This reaction was offered primarily by leader/policymaker interviewees; however, one survey response was also coded with this reaction.

Forum Planning, Implementation, and Preliminary Outcomes

All of MOVE's forums shared certain characteristics.

- Each forum was held on a weeknight in a public and well-known location in the neighborhood it was targeting.
- All forums served full, culturally appropriate meals before adjourning.
- All forums provided simultaneous translation via headsets.
- All forums were planned using a common basic agenda. The common agenda, as seen below, was adapted by individual forums to spend more or less time on any given section.

Sample MOVE Agenda:

Welcome and Introduction to MOVE project

Digital Story Screening, 2 to 3 Stories

Note: Story Producers in attendance were given time to introduce their stories prior to its screening.

Introduction of Panelists by Emcee, Panelists Given Time to Speak

Open Discussion with Panel/Q&A

Ways to "Take Action" Provided and/or Discussed

Closing Remarks

Other key decisions about planning and implementation differed from neighborhood to neighborhood.

Forum observations and MOVE staff debriefs were used to compile a description of the key planning and implementation decisions for each forum. A description of the circumstances and decisions surrounding each forum follows.

Forum 1: International District

This forum was hosted cooperatively by ICHS (MOVE partner) and another local organization that received CPPW funding. This forum chose to focus on a particular policy window: the Seattle city budget as drafted was slated to significantly cut the operating hours of several local Community Centers, including the Chinatown Community Center in Seattle's International District. Both ICHS and their hosting partner paid attention to the vocal dissatisfaction and frustration voiced by community members, and decided to host the forum quickly, before the period for public comment on the City Council's budget was closed.

Both hosting organizations had been in contact with members of the City Council prior to the event, including meeting with City Councilmembers in person and sending Digital Stories electronically in

support of the Community Center. ICHS staff felt that their partner organization's pre-existing political relationships with City Council members was integral to recruiting the local policymakers to attend the forum as panelists.

A youth group and a local senior that utilize the Community Center were recruited to make a Digital Story describing the impact of the community center in their lives and community. In addition, two other stories whose story producers wished to attend and speak at the forum were chosen for screening. Those two stories focused on the following issues: the lack of green space in the International District neighborhood and neighborhood safety issues, particularly around the Danny Woo Community Garden. Both organizational partners promoted the forum as a way for the community to speak with leaders that actually possessed the power to increase the Community Center's operating hours. In addition to promotion via fliers, posters, and word of mouth, the organizations spoke with classes and groups at the Community Center to encourage them to participate. In addition, a few of the event organizers recruited community members directly from the community center to walk over and join the event that evening. A culturally appropriate meal was served prior to beginning, a seniors line dance class from the Community Center performed a line dance to music, and simultaneous translation was offered in Cantonese and Mandarin. The translation service was heavily utilized by forum attendees.

Forum Attendance: 118

Outcomes:

- (1) The City Council partially reversed its decision to cut the Chinatown Community Center hours, restoring ten of the twenty hours of operation per week originally slated to be cut.
- (2) Two, young story producers grew throughout the process of creating and presenting their Digital Story. The two teens have become involved in multiple leadership capacities over the last year. During a preliminary screening of their stories, the teens were shy and soft-spoken. At the community forum, however, they presented their stories confidently to not only a large audience, but also a panel including four of nine Seattle City Councilmembers and a leader in the Seattle Parks and Recreation Department.

Challenges and Pitfalls:

- (1) Lack of childcare created unnecessary distractions and noise. Later forums offered childcare, which was widely utilized.
- (2) MOVE staff agreed, the time allotted each policymaker to introduce themselves and react to the digital stories (five minutes per panelist) was too much; MOVE staff report that community members felt disempowered in many ways. Policymakers were seen by community members as promoting their own agenda rather than listening and responding to community concerns. MOVE staff felt that offering less time for policymaker introductions and more time for Q&A would have been helpful. In addition, reaching out to disappointed community members regarding the success of the event at accomplishing the primary policy goal (see above description) was integral to retaining community support around the event and future efforts.

Forum 2: Capitol Hill/Entre Hermanos

This forum was originally planned for an earlier date, but due to low interest from policymakers and what Entre Hermanos staff perceived as low community capacity to address lawmakers directly, the staff returned to the drawing board. Although tobacco is a notable health problem in the Latino LGBTQ community, they felt that pairing tobacco with other issues of importance to the community would improve attendance and participation. Entre Hermanos circulated a survey to determine what issue was of most relevance and interest to their constituents, and settled on the topics of potential funding cuts in the WA state budget directed at tobacco quitline services (in particular, Spanish language services) and HIV/AIDS prevention and care programs.

To best meet the needs and interests of their community, Entre Hermanos decided not to invite policymakers. Instead, they invited a local community organizer and a service provider on a national tobacco quitline to discuss the importance of these budget cuts to Latinos and the LGBTQ community as well as providing some basic civic education about the state budget process and advocacy.

Entre Hermanos staff perceived that among their constituents, sexual orientation and gender expression are often but not always important aspects of personal and community identity, so while both featured Digital Stories were produced by members of the Latino LGBTQ community, only one addressed sexual orientation/gender expression explicitly. The topics addressed in the stories were (1) reasons for starting and quitting smoking and (2) exposure to tobacco smoke in housing and at work.

Entre Hermanos devised a way of turning their forum from education to action by printing sheets of post cards asking lawmakers to protect funding for the state tobacco quitline and HIV/AIDS prevention. Sheets with four postcards each were circulated at the forum, and willing attendees filled in their signature, name and address. Entre Hermanos staff later used the addresses to look up their constituents' state representatives, and addressed the four post cards to state lawmakers including legislators and the Governor.

Entre Hermanos promoted the forum among its constituents using many media outlets: email, phone, social media, and texting. A full, culturally appropriate meal was offered before the forum. The forum was held in Spanish, with simultaneous translation available in English. Most attendees and all panelists spoke Spanish, with only a few attendees utilizing translation services.

Forum Attendance: 50

Preliminary Outcomes:

- (1) 200+ postcards were mailed to state lawmakers signed by forum attendees.
- (2) A forum attendee asked for more postcards to pass out at his church, and another 50+ postcards were returned from this effort and mailed by staff.
- (3) Two leadership trainings were held at Entre Hermanos following the forum. Interested attendees came to learn about topics such as how to talk to a legislator on the phone about a policy issue and how to call in to Spanish talk radio programs about policy topics of interest.
- (4) Entre Hermanos staff, along with one community member from the forum, attended Latino Legislative Day in Olympia, WA to advocate for tobacco quitline services, HIV/AIDS funding, and to express thanks for the passage of a recent Marriage Equality bill. State funding has been extended for the tobacco quitline as well as HIV/AIDS prevention for 2012; however, the relative contribution of the efforts of Entre Hermanos and their constituents is unknown.
- (5) One story from this forum, *Su Castigo fue mi Castigo*, by story producer Perla (available at <http://www.mappingvoices.org/story/video/su-castigo-fue-mi-castigo-subtitle>) had a profound impact on the way that both interviewees and survey respondents understood tobacco use in the LGBT community. One interviewee, a community leader, responded to this story by saying that although he/she has been involved in tobacco advocacy for years, he/she never understood that tobacco use was a way of being included and accepted in the LGBT community:

Well the first one [digital story] was, um, I think it was kind of emotional, the fact that I never quite put together that using tobacco was a way to seem accepted for the LGBT community. I mean, if you show me, we know that there is a social status linked to it, or some class status linked to it. But I never figured that a community so marginalized such as the Latino LGBT community would see it also as a part of being accepted. I never, that never crossed my mind until that day.

Challenges and Pitfalls:

- (1) Little concrete statistical, spatial, or population data on the impact of tobacco on the LGBT or Latino communities was presented at the forum. The Digital Stories were, in effect, allowed to stand alone. Both community leader interviewees from this forum felt that additional factual information or a more in depth discussion with community members about the burden of tobacco use in their community would have been beneficial. MOVE staff agreed that pairing the stories with some further discussion of tobacco or HEAL disparities would have improved the impact of the stories.

Forum 3: Burien

This forum was hosted by Sea Mar CHC in Burien. Staff at Sea Mar worked closely with a group of local Latinos to produce Digital Stories about tobacco during the year prior to the forum. This forum was planned as a way of culminating their work by allowing story producers to share their stories with local leaders and policymakers. The following three policy goals were chosen for the focus of the forum based on the input from this group and their Digital Stories: advocating for smoke-free housing, advocating for smoke-free parks policies in local jurisdictions, and celebrating the recent implementation of a smoke-free bus shelters policy in King County. These three policy goals were fortuitously current. Local policy movement around these topics had recently occurred or was being currently considered in several different King County cities and organizations.

Sea Mar chose to invite policymakers and organizational leaders who could speak to how local changes around the three policy topics had taken place and how to help promote those changes elsewhere. A leader from a local Housing Authority was chosen to speak about smoke-free housing advocacy, a Burien City Councilmember was invited to speak about a recent smoke-free parks initiative in Burien, and the Public Education Coordinator at Public Health-Seattle & King County was invited to speak about the recent smoke-free bus shelter policy. Because this group of story producers had little to no experience

with public speaking or policy advocacy, Sea Mar staff met with story producers to help prepare them for the meeting.

Sea Mar promoted the forum at local Mexican tiendas, restaurants, their Burien clinic, the library, and through a press release sent to a local blog. A full, culturally appropriate meal was offered before the forum. The forum was held in English, with simultaneous translation available in Spanish.

Forum Attendance: 42

Outcomes:

- (1) Story producers, with support from MOVE staff, have appealed to the property manager of their large housing complex to advocate for smoke-free policies in part of or the entire complex. Housing management has plans to meet with Health Department staff to discuss smoke-free housing as a possibility for the future.

Challenges and Pitfalls:

- (1) The turnout by community members was disappointingly low at this forum, and MOVE staff felt they could have relied more on community partners to help with advertising and recruiting community members to attend.
- (2) This forum did not discuss opportunities to “take action” in much depth. For instance, while one survey respondent mentioned that she liked the idea of informing the city of Seattle about bus shelters lacking non-smoking signage, she left the forum unsure of how to do so. The forums with Entre Hermanos and in South Park offer a more developed model of how to present opportunities to “take action.” Entre Hermanos invited participants to take part in leadership trainings about civic action; in South Park, local organizations working to improve food security in the community set up booths with information and opportunities to get involved outside the entrance to the forum.

Forum 4: South Park

This forum was hosted cooperatively by Sea Mar CHC and another organization receiving CPPW funding to help improve healthy food access in South Park. The partner organization had been working on promoting a few different policies in the year prior, including working to bring fresh produce into local

corner stores and working to improve school food policy at a local Elementary School. The efforts to bring healthy foods into local corner stores were unable to gain significant traction within the business community, and representatives from the business community seemed unwilling to attend a forum such as this one. As a result, school food policies at the local Elementary School were chosen as the primary focus of the forum. The specific policy goals of the forum were to advocate for implementation of a recess-before-lunch policy and to advocate for implementation of a Healthy Celebrations policy at the Elementary School.

In addition, both organizational partners felt the forum was an opportunity to share information with the community about what other organizations and programs already work in the neighborhood to help improve food access. Several organizations working for improved food access are well established in South Park, including Marra Farms (a part of Solid Ground), which is a public plot of farmland in the neighborhood that provides education to children and families about gardening, gardening plots in their P-Patch section, produce for the local Community Kitchen, and farm shares to community members in South Park.

Policy goals were drawn primarily from policy work by Sea Mar's hosting partner, and not from the community's Digital Stories. In fact, no digital stories addressed the school food policy directly. As a result, the three stories chosen related to issues of food access in the neighborhood: one described the lack of food access in South Park from an immigrant's point of view, one introduced efforts at Marra Farm (a part of Solid Ground) to improve food access, and one story discussed South Park's Community Kitchen (an effort that was a partnership of several local organizations) and its impact on a few local, Latino mothers.

Two local leaders were invited to speak about food access and food justice issues and two local leaders were invited to discuss school food policy. Three panelists were leaders at community organizations, and one is Nutrition Director in the Seattle School District. The Principal of the local Elementary School was present at the forum to welcome the audience and answer some questions during the Q&A. In addition, a local small grocer owner was in attendance at the forum.

This forum was promoted primarily using fliers and cards, made available at the local clinics, library, neighborhood center, school, restaurants, and other locations. In addition, Sea Mar contacted several

community members they had worked with in the local Community Kitchen and at a local Soccer Program to promote the event. This forum was held at the local Elementary School, which facilitated the attendance of several parents. Several local organizations set up tables and/or booths outside the forum with information and opportunities to sign up to get involved. A full, culturally appropriate meal was served prior to the forum. The forum was held in English, with simultaneous translation available in Spanish.

Forum Attendance: 72

Preliminary Outcomes:

Sea Mar's hosting partner has taken over many of the follow-up and further advocacy responsibilities.

- (1) A few parents from the Elementary School have become more involved with the organizational partner in pursuing school policy goals. A meeting with parents, organization staff, and the Elementary School's principal following the forum opened discussion about next steps to move forward with implementing school lunch changes. Piloting the policies is planned for this upcoming Spring and Summer, with full implementation hopeful for next Fall.
- (2) A local grocer in attendance responded very positively to the forum. MOVE partners have since been in contact with the small business, and their plans are moving forward to locate a small, healthy grocery in the South Park neighborhood. The business owner reports that the forum was a tipping point in the process of deciding to locate in South Park.

Challenges and Pitfalls:

- (1) Digital Stories from community members described food access in South Park generally, while the policy goals and panel discussion were focused more specifically on local school lunch policies. There is undoubtedly a connection between these topics, but it was not well explored. Forum observations noted that this made the forum feel somewhat disjointed instead of interconnected.
- (2) It was suggested by interviewees that this forum's panelists may have had limited power to change the school lunch policies in question compared with other potential panelists. MOVE staff, however, reported having some difficulty convincing certain individuals with power to appear on the panel. Balancing the need to bring forward community concerns with the need to bring policymakers to the table (without making them feel "put on the spot") is difficult, and

may require either a trusting relationship with said policymakers or an incentive to policymaker participation.

Common Lessons Learned

Overall, MOVE partners felt that the flexibility they were afforded to tailor their forums to current policy windows and movements and to the specific needs and capacities of their communities was integral to the successes of the forums. ICHS, for instance, was able to embrace the fact that a recent budget cut to their neighborhood community center had angered and motivated many community members to speak out. They recruited local youth and a local senior to create a Digital Story to capture the affect this budget cut would have on the community. This, paired with good community turnout, and attendance by several local City Councilmembers helped to successfully reinstate half of the lost operating hours. On the other hand, Entre Hermanos perceived that their community was not similarly motivated to advocate against budget cuts affecting tobacco quitline services. Instead, they tailored their forum to the interests of their community. Their primary efforts were not geared towards policymakers, but towards educating and motivating community members about budget cuts affecting LGBTQ Latinos. This tailored approach helped them to build capacity for policy advocacy in their community and engage the forum attendees in leadership trainings and policy advocacy efforts that were hosted later on.

Two forums, in the International District and in South Park, were planned and implemented in coordination with other CPPW grantees. The impact of partnering in hosting a forum was discussed during debriefs with MOVE staff at the organizations that partnered in hosting their forums, ICHS and Sea Mar. Both organizations felt partnering with another community organization and/or grant project was beneficial to the forum's planning process, improved attendance by community members and leaders, and increased their capacity to follow-up with policymakers and community members to take further actions.

Regardless of the forum's community or specific policy goals, each MOVE partner felt that following up with the community and/or policymakers was essential. Staff at ICHS, for instance, perceived that many community members were frustrated with the City Councilmembers' responses at the forum. The community members felt that their stories and concerns were not truly heard; however, the forum along with individual advocacy efforts with policymakers proved successful at accomplishing their

primary policy goal. Meeting with community members to communicate these results and offer encouragement was essential to following through on MOVE's goals of engaging the community in these efforts. Likewise, Sea Mar staff felt that being able to do some of the "heavy lifting" for their group of Latino story producers in Burien was key to empowering and involving them. The story producers have busy lives, families, and often intense work schedules. Building a trusting relationship with them, that was honest about what kinds of actions MOVE could help enable as well as the limits of MOVE staff and funding was key to allowing them to open up to tell their stories.

Finally, MOVE partners felt strongly that the process of planning and implementing MOVE's community forums increased organizational capacity to do policy advocacy. The forums built new, collaborative relationships with other community organizations, helped establish a positive presence with policymakers and local leaders, and provided momentum within the community to pursue future efforts.

Discussion

Several emotional and intellectual reactions to MOVE's use of Digital Stories were common across forums and across feedback from policymakers, community leaders, and survey respondents. Both interviewees and survey respondents from all four forums found the stories to be informative, bringing a new perspective on tobacco and obesity or enriching their understandings of health disparities. Interviewees and survey respondents across all of the forums also found the stories to be relatable and authentic. According to both the Transportation-Imagery (Green and Brock, 2000; Green and Brock, 2002) and the Elaboration Likelihood (Slater and Rouner, 2002) models of narrative persuasion, narratives that absorb the reader or viewer in the story and narratives with relatable characters are more likely to influence attitudes and beliefs. The reactions to MOVE's use of Digital Stories that we have documented in this study are largely consistent with theories of narrative persuasion, indicating that as hypothesized, MOVE's Digital Stories were an appropriate tool to help inform and persuade forum attendees.

As compared with community survey respondents, community leaders and policymakers interviewed for this study placed particular emphasis on how MOVE's Digital Stories illustrated (a) the everyday impacts that policy decisions have on the lives of community members and (b) how the Digital Stories illustrated the root causes of certain health disparities. This feedback suggests that Digital Stories with the most potential to impact policymakers' opinions may be selected from a larger pool based on how explicitly they contain these characteristics. On the other hand, community survey respondents placed the most emphasis on finding the stories authentic or true to their neighborhoods and communities, suggesting that stories hoping to engage community members can be selected to include aspects of community or neighborhood identity.

One Digital Story, *Su Castigo fue mi Castigo*, by story producer Perla (available at <http://www.mappingvoices.org/story/video/su-castigo-fue-mi-castigo-subtitle>) prompted a particularly strong emotional and intellectual reaction from both of the community leaders interviewed after the Entre Hermanos forum and surveyed forum attendees. This story precipitated a realization for one leader about the nature of tobacco use in the LGBT community – he/she explained that even after years of work on tobacco advocacy, he/she had never understood the particular pressure that LGBT individuals may feel to smoke in order to fit in or meet other LGBT individuals. Several community members responded to the story in writing, describing it as true, honest, and admirable. This story's

content is consistent with health research reporting that tobacco, along with alcohol and other drug use, is more common among LGBT individuals than the general population, though reasons for this are complex (Greenwood and Gruskin, 2007; Remafedi, 2006; Carlson and Hinman, 2004). Perla's story offers one, personal account of why tobacco use and LGBT identity may be intricately connected, and this evaluation suggests that this story was particularly effective at bringing about a greater understanding and awareness of tobacco disparities in the LGBTQ community.

The CDC's Communities Putting Prevention to Work grants placed an emphasis on making policy, systems, and environmental changes rather than changing individual health behaviors (Bunnell et al, 2012). Policy change to promote health has become a public health priority because policy has the potential to impact social and physical contexts to make health decisions easier for entire communities (Bunnell et al, 2012; Frieden, 2010). In light of these priorities, finding effective methods to advocate for policy that are applicable to and flexible in many situations is of great importance. MOVE proposed using community forums to influence policy change and promote community engagement in its communities, and MOVE's forums were successful in the CPPW model of policy, systems, and environmental change. The primary policy and community outcomes are summarized below:

- Operating hours were restored to a Community Center in the International District,
- Funding for Washington's tobacco quitline services slated to be cut were restored for a full calendar year,
- A group of forum attendees have met twice for leadership trainings at Entre Hermanos,
- A group of community members in Burien created an action plan to reduce their second-hand tobacco exposure,
- A local grocer was inspired by the South Park forum and is currently moving forward with plans to locate a source of fresh produce and healthy foods in South Park, and
- Parents in South Park are meeting with school officials to explore plans to pilot school lunch policy changes.

Overall, these successes indicate that MOVE's model for community forums utilizing Digital Stories to influence policy and promote community engagement are potentially useful in other settings. Piloting similar efforts in a community that is not well-supported by other CPPW grant efforts might provide a more well-controlled environment to test this hypothesis.

While the feedback provided by forum attendees through interviews and surveys primarily positive, it may not be possible to draw conclusions about any kind of long-term community engagement. Likewise, the exact impact of any forum on policy change is difficult to capture. These factors limit this study's findings.

In addition, this study may be biased because interviewees, elected officials in particular, may have been inclined to speak positively about the events or withhold negative feedback. Because completion of written surveys was voluntary, forum attendees who completed surveys may be a biased sample of attendees. Those attendees who had negative feedback or who felt ambivalent about the stories and/or event may have been less likely to spend the time to provide their feedback. In this study, we tried to mitigate any hesitation on the part of participants to provide constructive feedback by going out of our way to ask for it as well as ensuring confidentiality.

This study utilized input from forum attendees, including community members, policymakers, and leaders, to describe common reactions to MOVE's Digital Stories. In addition, community actions and policy changes resulting from MOVE's forums were documented. While MOVE's forums accomplished several local successes, more work is needed to understand how and under what circumstances MOVE's successes with Digital Storytelling could be reproduced elsewhere. MOVE's work was supported by the deep relationships its partner organizations have within their communities as well as the work of other CPPW projects that helped make forum attendees more receptive to policy, systems, and environmental changes. Research moving forward is needed to document what organizational capacities and local circumstances might be necessary both to elicit Digital Stories from the community and to make policymakers and leaders receptive to the possibilities that they present.

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APPENDICES

Appendix 1: Leader/Policymaker Interview Guide

What were your reactions to the digital stories shown at the forum?

Further probes: What do you take away from the stories today?

What did you learn?

Anything interesting or unexpected?

How can stories help to inform decision makers like you? **OR** As someone with insight into the policy realm, how can stories help to inform and influence policymakers?

What is the power of storytelling in the policy realm?

After watching the stories, how do your feelings or thoughts on the topics presented (i.e. access to healthy food/tobacco use) changed?

What do you think should happen moving forward? What hopes do you have for the community or yourself regarding this topic?

How can we use stories like this more appropriately, or more informatively influence policy?

How can we make forums like this more appropriate or more informative to decision makers or community members?

Appendix 2: MOVE Staff Interview Guide

What were your goals for the community forum? Were you primarily focused on impacting community mobilization or capacity, policies or policymakers, or more generally awareness?

How was this decision made?

What factors contributed to this decision: in the community, in your own organization, or in the policy realm?

What was the primary policy or policies you chose as the focus of the forum?

How was this decision made?

How did MOVE's digital stories play into this decision?

What other factors influenced this decision?

Who was the true audience for the forum? (Community members? Policymakers? Businesses?)

How was this decision made?

How did your policy focus and/or your "true audience" affect how you planned and implemented the forum?

How did the forum reflect the needs and preferences of your true audience?

Prompts: Did your focus or audience influenced where the forum was held? When it was held? Who you invited as panelists? The agenda or time allotted to different agenda items? The primary language of the forum discourse? The food served? The stories shown?

What roles did you expect or ask community members and panelists to play at the forum? (Ex: did you expect panelists to provide education or information to community members? Did you expect community members to push policy "asks"? How was Q&A structured for community members and panelists? How were both expected to participate in discussion?)

How did this align with the potential needs, capacities, and preferences of the community?

How was the breadth of digital stories from your community used to guide the planning and/or implementation of the forum?

How did you choose panelists for the forum? And how did you recruit them?

Did the panel makeup have to change?

Did you encounter challenges in recruiting panelists to attend? How did you overcome these challenges, or how did you accommodate any necessary changes along the way?

Appendix 2, Continued

How did you recruit, advertise, and promote the forum to community members?

How does this reflect your particular community?

What do you think were the most important decisions, resources, circumstances, or other factors that contributed to making the forum a success?

What do you think were the most important decisions, circumstances, or other factors that detracted from the forum's success?

What might you do differently if you had to plan the forum again?

Following the forum, what kind of feedback did you receive from panelists or community members?

Following the forum, how did you follow up with your original forum goals (policy change, community mobilization) or true audience (community members, policymakers)?

Are there any other products or outcomes related to the forum that I should know about?

Do you have any other recommendations for others who might want to use digital stories for a similar purpose?

Appendix 3: Audience Surveys, English and Spanish

Entre Hermanos Forum:

Audience Survey: Latinos LGBTQ en Movimiento

This survey is anonymous. We are interested in all kinds of feedback about the forum today, so please answer feely. Additional comments are welcome on the back of the survey. Thank you for your time!

1. How did you hear about today's forum and why did you decide to attend?
2. Describe your reactions to the stories you saw today.
3. How did the stories and discussion affect your understanding of health and the LGBTQ community?
4. How did watching the stories motivate you to take action? How could MOVE use the stories more effectively?

How do you identify your gender? M / F / Other

How old are you, in years? _____

How would you describe your race and/or ethnicity? _____

Additional Comments:

Audience Survey: Latinos LGBTQ en Movimiento

Esta encuesta es anonima, Estamos interesados en todo tipo de informacion sobre el foro que desee proporcionarnos, asi que sientase comodo con sus respuestas. Comentarios adicionales son tambien bienvenidos y puede hacerlo en la parte trasera de la hoja. Gracias por su tiempo!

1. ¿Como se entero de este foro y porque decidio asistir?
2. Describa sus reacciones sobre las historias que vio hoy.
3. ¿De que manera las historias y las discusiones afectaron lo que conocia sobre la salud y la comunidad LGBTQ?
4. ¿Como influenciaron las historias para tomar accion? ¿Como MOVE podria usarlas mas efectivamente?

Con que genero se identifica M / F / Otro

¿Cuantos años tiene? _____

¿Como describiria su raza y/o etnia? _____

Comentarios adicionales:

Appendix 3, Continued

Burien and South Park Forums:

Surveys were identical, except question 3, altered to read as follows:

How did the stories and discussion affect your understanding of health?

¿De que manera las historias y las discusiones afectaron lo que conocia sobre la salud?

Appendix 4: Observation Guide

Context Descriptions:

Neighborhood of forum:

Date of forum:

Describe the room/setting of the forum:

Are food/refreshments or decorations present?

What is the seating arrangement?

Describe the multimedia equipment: (eg. Is screen large? Are map and stories easy to see and hear?)

Other comments:

Basic Group Characteristics:

How many attendees are present?

What is the estimated age range represented?

What is the approximate gender distribution?

Describe the (perceived) racial, ethnic, and language makeup of the attendees:

Do many of the participants appear to be familiar with one another or do they appear to be strangers?

Other comments:

Discussion Characteristics:

Is discussion incorporated into different parts of the forum or is there a time set aside at the end for discussion?

Approximately how many different attendees participated in asking questions or answering questions?

Did discussion seem to evolve organically or is it highly structured by MOVE facilitators?

Was discussion dominated by one or a few people or is participation fairly equitable?

Was participation well encouraged? Are attendees and facilitators respectful listeners and participators?

What topics are discussed at some length? (circle all that apply)

Technology

Personal health/health behaviors

Neighborhood health

How to use the map

Spatial inequities

Aspects of the digital stories

Parks

Rec Centers

Access to food

School lunches

Community Gardens

Role of Government/policy

Others of importance:

Curriculum Descriptions:

What stories were shown?

What aspects of the map were emphasized?

Other comments about facilitation:

Appendix 5: Common Reactions and Corresponding Quotations

* Contributed by Policymaker

**Contributed by Community Leader

***Contributed by Survey Respondent

Common Reactions: Digital Stories

Common Reaction: Stories Enrich Understanding of Inequalities and Health Disparities

Sub-Code: Stories "put a face" to statistics and prior known facts

Well there's really only two things that make change. Statistics and stories. And the statistics tell you what you might be able to do, but the stories give you the vision of what you might want to do.*

I think, without story it's all sterile. Without understanding peoples' passions and their motivations and their personal story, it is so sterile. It's really just us looking at pieces of paper on laptops and in three ring binders. And that's not who we are. We are a community, and that can be lost when shuffling papers. That can be lost if you're not actually out talking to people, listening to who they are, who they want to be, who they want their kids to be. And that's the part that actually makes the job fun!*

For myself, I thought it was very powerful, in terms of the children. And especially the one at the bus stop, where it was going like this [smoke was seen drifting upward in the video]. Because I, I am concerned and have been concerned for many years that teen smoking rates are actually increasing, which is a scary prospect. And, uh, that's something we're concerned with in our housing and I think we should be concerned with as a society because it's amazing to think all the money that's been spent on education, materials, and campaigns to say how bad smoking is for you and to see teen smoking rates going up is very concerning.**

I think it makes it very real. Right? I mean, it's one thing to provide the stats and the numbers and to say that it's still a major killer, but I think the fact that you have real people telling their stories in a medium that's pretty captivating, and I think works really well.**

The stories were my favorite part of the event. They were the ones who were really able to connect the importance of the issue of smoking.***

[The stories were] Very moving. Saying stats and numbers is one thing, but having a face humanizes the stories.***

I really liked her story because it was, you know, it really kind of nailed, "I can't get good food by walking, I have to get in a car and drive." You know, that one was, it wasn't an unfamiliar story...I'm familiar with all the data and all that, but the way that she told it was, I think it was very effective.**

Yeah, but it's awesome that we have them. And I love the map project, the mapping voices project, it's just...it really brings life to these issues and I think that's important.**

I knew it was a problem; it gave me context I didn't have and will probably make it easier to remember this context.***

The stories and discussion heavily increased my understanding of the negative effects smoking has on the health of young children and families.***

Beautiful! Well done. Way to make the issues personal.***

Sub-Code: Stories illustrate how policies actually affect the lives of individuals in the community

And so what stories tell us is, this is what people really experience, this is how they feel about it. And that helps us to understand what it is that should be done in order to make things better for people. So, story is incredibly important, it's really almost, in some ways, the only thing that keeps that continuity going, that helps keep us really aiming and focusing on social justice.*

Well, what moves me is we realized, first of all, that these issues are very serious issues.*

Well, you know, there are numbers, and there are statistics when you start talking about a budget. But what is not told often, is how those numbers affect lives. Does it affect one person from being in school and doing well to being in prison? What do the community centers actually do? And, when you hear about what people are going through and how community centers actually affect them, it puts the numbers to shame, because you realize these are good investments. That's the power of the story, I believe. I frequently talk about when I grew up here, and I was born close to here. People know that I've seen this city, many times for the good, but sometimes not for the good. So I think, again, the power of the story is phenomenal.*

You know, for me, I can spend my entire day staring at email. I can spend an entire day staring at briefing memos. And that can be really helpful as I'm trying to make a decision. I get to add up numbers, I get to look at best practices, I get to read about academic research. But, as a [local policymaker], somebody who deals at the most local level, actually talking with people and hearing about their lives and the impact of decisions on their lives...it's fundamental to how you make a decision. So, the numbers are part of it, but without stories and without events like this, you can't make a good decision. You can't make a decision that's good for the individual, the community, or the city.*

Um, I mean, the other one out of - that caught my attention too was actually the one with, um, at busses or bus stops or bus shelters. I think that was more because actually, we're part of, you know, King County Government here. And also passed work on the indoor smoking ban or... it was initiative 901 at the time, and then at the implementation it worked a little bit with transit. But I hadn't realized...um, since then I saw, I mean I saw this one and saw that it was a real issue and then heard it also by being brought up later...So I hadn't actually realized it was such a problem, that it was such a big concern. So, um, that's kind of my impression of that one.**

I'm generally very worried about the budget cuts to social services and education. The stories helped me better understand the consequences of the cuts.***

I realized how big a role schools can play in keeping their communities healthy.***

Sub-Code: Stories Prompted Realization about Why Health Disparities Exist

I think, one of the guys, Perla, had said that, “Oh, I was questioning my sexuality,” and um, but I think that that point needs to be brought up, that we do have, maybe still homophobia, maybe heterosexism, all that kind of stuff that that’s stuff. Cultural issues, religious issues may all be contributing directly or indirectly to people who start smoking...I think that point’s very important to, to, kind of bring that out more. Like, ok, you know, within our community we do have a higher rate of X, Y, and Z and...what is underlying - is it family, is it job, is it religion, is it society in general? **

Well the first one was, um, I think it was kind of emotional, the fact that I never quite put together that using tobacco was a way to seem accepted for the LGBT community. I mean, if you show me, we know that there is a social status linked to it, or some class status linked to it. But I never figured that a community so marginalized such as the Latino LGBT community would see it also as a part of being accepted. I never, that never crossed my mind until that day. **

I never thought about having to work in such an environment for an immigrant. **

I think being able to hear from individual people that live in that community about the difficulties that they face in trying to access healthy foods was definitely eye-opening to me...when you don’t live in some of these communities you kind of take for granted that, you know, there is a store on every other corner or that there is a major grocery that people can have readily available to them. And it’s kind of, as I said, eye opening to realize that that’s not always the case. **

And so what stories tell us is, this is what people really experience, this is how they feel about it. And that helps us to understand what it is that should be done in order to make things better for people. So, story is incredibly important, it’s really almost, in some ways, the only thing that keeps that continuity going, that helps keep us really aiming and focusing on social justice. *

Common Reaction: Stories were Perceived as Authentic or Representative.

I think hearing the stories definitely in terms of the difficulty of quitting, the addiction, the um, you know, whether it’s again, like I was saying, a family member smoking, a parent, and now they’re smoking...But I think yeah, a lot of things they were saying definitely ring true and I think again, it’s [unintelligible, 1 second] in terms of quitting and the success stories that night. **

I know one of the individuals, and I think, just for me to watch it, I was like, “Oh!” Um, it just, I don’t know, it makes it more real in other words. Like you know, they’re real people...then if they can quit, I can quit. **

Mi reacción es respeto por las personas que inician estas campañas, que diseñan estas historias y mucha admiración para las personas que se animan a compartir sus historias personales. (felicitaciones a ambos). Translation: My reaction is respect for the individuals who initiate these campaigns, who create stories, and a lot of admiration for the individuals who are willing to share their personal stories. Congratulations to everyone. ***

Fueron historias veridicas de personas de nuestra comunidad, que nos muestra que los latinos tambien levantamos nuestra voz para afrontar problemas comunes. Translation: They were true stories of people in our community, that shows us that Latinos can also unite and raise our voice to confront our common problems. ***

The, um, uh, I think the uh, the first one I thought was, got my attention because it was a very just real story of, how it was really about humans addressing human issues and behaviors. How sometimes people may not even realize that they may be contributing to someone else's, you know, problem by providing second hand smoke. And, um, kind of the challenges of interpersonally relating with other people and addressing these issues. So it was, I thought it was, it was very um, very personal, and the fact that it also talked about, you know, a family and really situated the story. I thought it was very impactful and good.**

It's so interesting, and a lot of, I would say... and I've been an activist my whole life, but I would say that in a lot of activists minds that they think, you know we're all about helping the people of color, that maybe they don't know how to help themselves and stuff. There really is that feeling in a lot of groups. Because that's what it looks like, visually, that all the white people are helping the people of color. But in reality, there are so many incredible - you know every culture has its people...And I think that, yeah, those stories, because those stories - instead of a bunch of people like me standing up there and talking at them, they have people from their communities with those stories. That has just an exponential impact.**

Muy honestas. Translation: Very honest.***

They [the Digital Stories] were very personal, and raw. I could see them being persuasive to anyone without familiarity with someone who smokes.***

[The stories were] powerful, real, touch daily life.***

And, you know, she herself was a person of color, she was probably someone who didn't have a lot of money, so I thought that was...and I don't think there was any kind of dwindling on the fact that she may not have a lot of money, but it was good because it was like, "oh, this is the community. This is South Park. This is the community of South Park." And people really want to have access to healthy foods, and they love their kids, and to me that was really, really effective.**

Oh, actually I thought each one of them were wonderful stories. Um, I think being able to hear from individual people that live in that community about the difficulties that they face in trying to access healthy foods was definitely eye-opening to me.**

I do think the use of real stories, people really from the community, can be a valuable tool in policymaking. You know, having done a little bit of legislative work myself, I think that when you can feel that the message really has a name and a face behind it, and you recognize the community from which the information is being shared, I think that that is very powerful in trying to get your message across.**

Common Reaction: Stories were Relatable and Provoked Storytelling.

I think that needs to be brought up more, like, in terms of more just educating around this community. My [family member] is a lesbian, and I told her, she's [age redacted], and I tell her everything, like, "Ok. In our community, we do more of this, more of this, and it has to do because of what we go through, but it doesn't mean that you have to do that."**

And the second story, uh, I kind of related to it because in my family, nobody smoked either. And so I could relate to it, I understood also what it means for a family not having to go through that.**

In answer to question: "How did watching the stories motivate you to take action?" *Saber que no estoy solo*. Translation: To know I am not alone.***

But they did make me think. Uh, I had been with the fire department on inspections of some apartment complexes, and you're walking down the hall and it really, really smells because of all the people who smoke inside their apartments. And in the hallway when you're coming and going. And I could almost smell that when I was listening to the gentleman about his children....Yeah, uh, and you saw outside a little bit of smoke coming up by the window. But I could almost smell that again.*

But I will say, a lot of folks from my generation and older generations probably have lots of stories of family members that have died from lung cancer. I have that from my [family member]...one of the last images I have of him in the hospital, is he's laying there with tubes all in him, can't speak, isn't really even awake, but he would just sit there, and his arm would go up like this [pantomimes bringing cigarette to mouth] to his mouth and back down. And, I mean, that's powerful, and that's what it's going to take...those powerful messages to get through...I mean, we're so inundated with all these messages, and all this media, the more powerful the story the better. I think that's the key.**

I thought it was really powerful, the ones [stories] we saw were amazing. Paulina's about coming to this country, I mean, I've travelled to Ecuador many, many times and the markets there are incredible, and I can just imagine people come to this country...well you come from the tropics: number one, everybody lives on the street because it's hot, but here nobody's outside because it's cold. And then this community without a grocery store, and bad access to everything. Her story was really powerful.**

Common Reaction: "These are the stories that we don't usually hear."

I think what I'm trying to say is that, the, uh, the tobacco although it's seen such a great campaign already, so most people know how bad it is. There's still much to know about those specific...those communities that we usually don't hear. So I think that's what I'm trying to say is that these are the stories that we don't usually hear.**

They were so well made, so to the point, and they bring a fresh point of view...I believe some folks may feel they already know the issue [tobacco], because again, it's very well-known across the board, but it doesn't mean that they know those details that were put in the stories, um, so well summarized and so personal.**

And also the fact that they can be...um, you know, I enjoyed the fact that these were mostly bilingual, so you can have people who in certain circumstances wouldn't be able to have their voice heard, they can actually tell their story and have it translated and subtitled.**

Well, I think that most people think they don't have any power in anything. You know, to have anything passed in their government to help them in

any way. I just feel like people - and if you come from another country or speak another language, then you're just more distanced from how you could possibly make any kind of a change. But, I think that storytelling, even though a lot of times we're appealing to people that are not appealing to us, politicians and stuff...But even them, when they hear real stories, and see real stories, those are the things that really make an impact, I think.**

So I think that, you know, there were definitely different perspectives and the video of the person who was really representative of that community was the most effective. And it felt like she was telling a story that really needed to be told, while the other two were telling stories that they wanted to tell.**

Common Reactions: Forum General and/or Forum Implementation

Theme: Inspiration for New Ways of Getting Involved

Están excelentes y me motiva invitar mas gente latina para la próxima actividad que tuvieran exactamente como esta que han hecho el día de hoy. (que se acerquen mas a otras comunidades como iglesias, escuelas, karaokes, centro nocturnos, donde abunda nuestra comunidad y todo tome fuerza y éxito!! Translation: They [the Digital Stories] are excellent and they motivate me to invite more Latinos to the next event like this one today (to reach out to other communities through churches, schools, karaokes, nightclubs, where there is plenty of community). Everything gains strength and success!***

Tanto que voy a ir a varias organizaciones a hablar. Translation: So much that I am going to go to several organizations to talk. ***

Apoyar, asistir, escribir a nuestro Representante. Translation: Support, help, write to our representative. ***

Distribuir las a mas gente. Translation: Distribute [the stories] to more people. ***

Deberíamos usar mas foros como este. Translation: We should use more forums like this one. ***

De tal manera que me hacen sentir en informarme en todo lo que pueda y sobre todo Hacer algo al Respeto. Translation: You make me want to be more informed and above all else to do something about it. ***

Pues voy a pasar la voz para que otras personas que no asistieron. Translation: I will spread the word to people who did not attend. ***

I want to get my patients to tell their stories and post on the MOVE website.***

My [family member, redacted] rides the bus every day -- I will be passing cards to him but need info/phone where to send this. Would have been a great way to spread the word and empower neighbors. ***

I love the idea of a community kitchen, it sparked my idea, some ideas that are in my mind about doing some cooking classes at the schools, and inviting parents to come. And it seems like that's something that's a definite interest in the community.**

And it would be really cool to have side by side project having the youth talk about what their experience has been around school food and around food in general. It's not just about school food, it's really about access to healthy food...And to be able to video them at the start, and then video them at the end, you know, talking about the same thing, about what they've learned.**

I know that the community does not understand the changes that are happening and the changes that are going to continue to happen as required by law, with the new legislation. So, I think it would be kind of cool, I'm just thinking as I'm talking. Maybe [organization, redacted] could develop kind of a, a workshop or an hour-long thing that could be done as part of a community dinner that could talk about, "here are the changes that are happening, and here are the things we could really use help with."**

I think we always think we've done enough, but certainly there needs to be - there are definitely more opportunities to communicate that information. Not only in the sense of, you know, this is where we're at and you need to accept that. But also, here's where we're at and here is where we're looking for partnerships to help us move in this direction. And, do you have that expertise that you can help us move in that direction.**

Inspired! I want to watch Amanda's food access story on a weekly basis to draw motivation and inspiration from.***

I am so happy to learn that these efforts and programs are already taking place in S. Park, and I've collected some great ideas to take back to White Center (where I live)!***

I enjoyed them [the stories], and I hope to eat healthier foods in the future.***

I want to open a [small grocery] in South Park.***

I am inspired. I want to continue to support the co-op and activities at Marra Farm.***

I'll be contacting several of the speakers/people profiled! Looking to discuss ideas and potential partnerships with White Center.***

Theme: Importance of Story Producer Presence

I think they're very interesting. I think it really puts a face to the story of actual people who are actually there at the event, and I think it's very important to see that [unintelligible, 1 second]. It's something that's like a true story that you hear about, but the people are there and you could ask questions about them.**

Yeah. So, I mean, I think it was good that the speakers themselves - I mean, I'm a native Spanish speaker so I was able to listen to them in Spanish and I thought they were, you know, all the speakers were actually quite good, and very authentic...I think that [storytellers being present at the forum] is key. I mean, it's their story and they're talking about it, um, so I think it's definitely, um, I think it's definitely important.**

I think that using the stories as a way to, you know, give people who want to tell - it gives them practice in telling their story, and then taking them, using it as an opportunity to really help them communicate their needs and their stories and then being able to take them and speak to the people who can make decisions about this, be it city council or state legislature. My understanding is that having an individual telling their story from an underserved community is incredibly powerful.**

Theme: General Critique: Missed Opportunities to Open Discussion

Focus more on the stories! Since they are short there is so much opportunity to paint a colorful picture of how these health issues touch people in the community. Specifically, I would have been interested in how this audience would react to ways that the LGBT community is disproportionately affected in terms of tobacco industry marketing.***

Son muy cortos, faltan un poco de mas detalles. Como la gente que los hizo hablaron un poquito más sobre sus historias. Translation: They are too short, they lack more detail. For example, for the people that made them to be able to describe their stories more. ***

So, I mean, I think that point's very important to - to kind of bring that out more. Like, ok, you know, within our community we do have a higher rate of X, Y, and Z and. We need to figure out a way to deal [unintelligible, 2 seconds]. Okay, you need to quit, but also like, what is underlying, is it family, is it job, is it religion, is it society in general? **

Yeah, oh yeah. I mean, after the first, uh, video, I felt like I wanted to hear more from other members of the LGBT community...Yes, I wanted to ask, "has anybody else felt the same way?"...So, if there's a chance to see those videos again, but then having a discussion by other members of the community say, sharing, "Yeah, I relate to that," or "No, you know, to me it's a different kind of impact." But, um, yeah, just by watching the videos I already had other questions.**

I think it would have been nicer, potentially, to have more, um, kind of a dialogue between the, um, the people presenting and telling the stories with the audience. Maybe that wasn't, you know, possible, but I think those - I think it was a little, um, I guess, brief. It could have been more extended, and there could have been more of - Use that as an opportunity to engage and really talk more in depth about each particular issue. **

I think that there could have been a lot more focus of the speakers - of this is what we're hoping to achieve, or even just as a dialogue. Let's talk about how we can improve, you know, whatever it is...And that's what, maybe just having one or two speakers, and then having time for dialogue. You know, you can do things like having small groups - you know talk in small groups and respond to a couple of questions. Um, I think that a forum should be an opportunity for people to discuss and not just a talking heads kind of thing. **