

**MLC-3 TELECONFERENCE:
QUALITY IMPROVEMENT STORYBOARDS
September 19th, 2008 at 1:00 PM ET**

Introduction:

Lee Thielen welcomed participants to the call and allowed each state and partner organization to introduce their members on the call. Jennifer McKeever explained to participants that the Live Meeting Teleconferencing technology was being used for the first time by the MLC and instructed them to fill out a short evaluation following the call. Afterwards, Lee introduced the purpose of the call as well as the representatives from Michigan, Kansas, and Minnesota who presented during the call.

Quality Improvement Storyboards: Using Storyboards to Communicate Lessons Learned and Document Impact

Click [here](#) to access the presentation slides. The slides can also be found at the end of this document.

Debra Tews from Michigan, Tatiana Lin from Kansas, and Dorothy Bliss from Minnesota presented on how their states developed and eventually used their own, unique storyboards during the second phase of the MLC (MLC-2). Each state discussed the several stages of their storyboard project, from planning to completion, and how they were able to use the visual tools successfully when they were finished. Following the state presentations, Sarah Gillen outlined the [Storyboard Guidelines](#) that each MLC state will fulfill their collaborative projects.

Questions:

Q (*Dorothy Bliss, MN*): This question is regarding the presentation of the Storyboards. Is the 1-2 page visual summary designed for a three or four foot poster board? Should we be thinking that way when we develop our storyboards? And how is it going to be looked at? Is it going to be looked at online, on paper, on poster-board?

A (*Sarah Gillen, NNPHI*): What we envisioned for that 1-2 page visual summary is that it will be used in a number of situations. We want them to be available online and it also could be blown up into the poster-sized view so it's okay for the font-size to be small and not the traditional 10 to 12 point font. We want a boiled-down, short document that we can share with folks. In particular, we want the short version in order to be able to make it available to the states; in a snapshot, we want them to be able to easily understand the work of that collaborative. That is why we are asking for the short version and then we've given the states the opportunity to expand on it with the longer, 1-7 page narrative piece. Also, looking at Michigan's storyboard and knowing it was intended to be viewed as a poster is helpful when looking at the scale of information that's there. Finally, about the seven guidelines, we anticipate and understand that the projects will use different language and descriptions but we certainly want you to show the answers to these questions so we, and everyone else, can get a better idea of the steps you took for your project.

Follow-up Comments:

Elissa Bassler, IL: We are obviously trying to tell a story with these Storyboards and I think the 1-7 page narrative is for a different audience than the 1-2 page visual. We should consider the

storyboards as needing to explain the whole story. From a presentation standpoint, things are very different if they are intended for the web versus if they are intended for a poster in terms of questions of fonts, formats, web design. I wonder if you all would consider redesigning those stories into a more appropriate web format because you cannot really read those in a page. Michigan's storyboard was not readable in a single page, you needed to blow it up to really understand it. From a communication and sharing standpoint, I wonder if the layout should be thought about differently in different media; so the guidelines are one way on the poster, a different way for the web, a different way for legislators (like Kansas) etc. It also would be helpful to emphasize the critical parts that need to be on visual part and the rest of the description can be in the narrative piece. So maybe those seven parts can be more customized for that specific project versus what NNPHI wants from each group. Maybe some individual projects don't have that much for each of those seven parts.

Karen Zeleznak, MN: We may have to define the storyboard as a poster because I really agree with everyone who has commented here. When you look at the storyboard from Michigan, it difficult to read in its normal, small format and not blown up. So maybe you call the storyboard a poster and you call the 7 page narrative a project summary. But to call the same thing a storyboard is confusing and I'm not sure it's useful for us. Maybe one thing that would be helpful would be some guidelines on the critical information that needs to be in the visual format to tell the story succinctly without too much unneeded detail.

Dorothy Bliss, MN: I think it is helpful for the states to think of the 1-2 page section as a poster because we really want people to clearly see what was done. And if that's the intent, I think its fine to think of it as a poster.

Debra Tews, MI: In our case, from the very beginning, we set out to place our storyboards on posters and that was a very helpful way of thinking about it. We didn't anticipate using it in the small, scaled-down print (8.5 x 11) version. Also, we need to emphasize the difference between description and depiction. I think those seven points will work beautifully for that narrative approach. For the guidelines regarding the shorter version, maybe we should replace the word describe with depict.

Rita Schmidt, WA: We used the conceptual framework of creating a storyboard to tell the story we wanted to tell for the Learning Congress which we held a year ago. However, it was a logistical nightmare to then get it onto a poster. We found the approach to create these storyboards was very helpful even though we never put it on posters.

Announcements:

Jennifer announced the following items:

I. Those who attended the Spitfire training at our MLC Kickoff Meeting in August filled out an evaluation that requested participants to list topics of interests related to communication. Spitfire is conducting two webinars on the two most popular topics from this evaluation and more information on this can be found on our website (www.nnphi.org/mlc) by clicking on the link at the bottom of the page entitled **Important Dates**. The dates for these webinars are:

- *Activation Point*, October 17th at 12 noon CT
 - Many social change issues have demonstrated significant public support, but this support is passive. There is a gap between people saying they care about something, and those actually motivated to do something about it. In this

webinar, Spitfire Strategies will bridge the gap between awareness and action with tips and strategies to engage and activate your audience

- *Storytelling*, December 12, 2008 at 12:00 noon CT
 - Everyone has a story to tell, but many professionals often don't realize how to use this uniquely powerful communications tool to help advance their cause. Spitfire Strategies will lead you through leads this webinar aimed at helping you craft and deliver high impact stories, and will offer tips for creating a storytelling culture within your own organization

2. On the MLC-3 page of our website (www.nnphi.org/mlc), we have a list of all the states that are participating in this project. For those that entered this year, we'd like to offer the opportunity to provide a link to a site that you may have for your state. So if you're not linked on the MLC page please send Anooj (apattnaik@nnphi.org) a web address that we can link to.

3. We maintain a binder of information called the MLC portfolio. This is something we have available at the NNPHI booth when we are at conferences to showcase pieces of work from MLC states. For example, we have showcased the storyboards from Kansas, Michigan, and Minnesota as work these states have accomplished through the MLC projects. We would like for you to let us know if you have information from your state that you would like to share with us so we can put it in this portfolio. There is a section in this portfolio for each state so, particularly if you are new to the MLC, please send Anooj the information that you want displayed.

4. We are developing a calendar to place on the MLC website that is going to be a MLC-wide calendar that will not only highlight the events that we have going on but also the happenings that you have coming up in your individual states (e.g. training, learning sessions). Please send information on any upcoming events to Anooj as we hope to have that calendar up and running on our website in about the next month.

5. Sarah and Jennifer will be calling each of you in the next couple of weeks to discuss upcoming site visits. They will be informal chats designed to see what questions you have, the expectations of that site visit, and to see if we can schedule an opportune time with you for the site visit.

6. The APHA Conference is taking place in San Diego, CA in approximately a month. There are two sessions at the conference related to the MLC that are going to be presented there. We are going to pull a document that lists these sessions as well as sessions related to accreditation and quality improvement so that if you attend the conference, this may serve as a valuable reference sheet on what sessions are related to the work you do.

7. Please mark your calendars in pencil: We have a tentative date set for the Open Forum meeting: March 18-20 (Wednesday through Friday). If anyone is aware of any potential conflicts with these dates please let Anooj know.

8. Please fill out the evaluation to let us know how you feel about the call. Thank you!

The call closed at 1:30 p.m. CT.