From the Field: Tips for Finding Stories

Where to Look:
- Community Events
- Collaboration
- Surveys – Ask the community!
- Advisory Committees
- Staff meetings
- Others in the field: Tap into your professional networks and relationships built
- Media: Jump on opportunities
- Community partners
- Social Media
- Historical data
- Facility walk-throughs
- Home visits
- “Secret Shopping” in the community
- Outbreaks/crisis
- School nurses
- Webinars/speakers

Telling the Story:
- Planning
  - Respect confidentiality
  - Make the story relatable and personable
  - Find what resonates: Babies, elderly, animals
  - Inspection Outcomes and outbreak examples
  - Find videos online
- Audience
  - County Board
  - General Public
- Next Steps
  - Get others on board