

## Module 2:

## Impactful Storytelling

### Executive Summary

Craft a compelling THV application by mastering the art of impactful storytelling. This module will equip you to articulate your organization's capacity and fidelity, demonstrate a deep understanding of your community's needs and highlight your commitment to trauma-informed care and health equity. Learn how to weave your organization's history, partnerships and proven successes into a powerful narrative that resonates with THV reviewers.

### Topics:

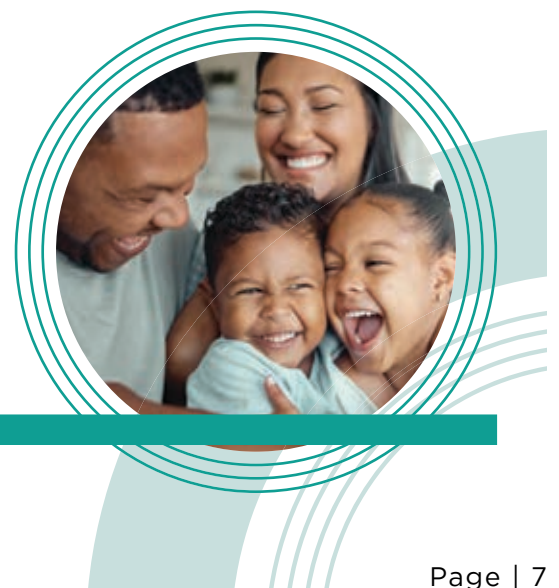
- ☐ Organizational Capacity & Partnerships
- ☐ Program Design & Implementation
- ☐ Strategic Engagement

### Resources Needed:

- ☐ List of community partners
- ☐ Current MOUs
- ☐ Fidelity requirements from your home visiting program
- ☐ Community needs assessment

### Recommended Staff:

- ☐ Home Visiting Program Manager(s)
- ☐ Marketing Manager
- ☐ Grants Manager



## ► Organizational Capacity & Partnerships | 2.1

**Learning Objective:** Participants will be able to articulate their organization's history and their existing partnerships in the community.

Your organization's community history, your established partnerships and demonstrated expertise form the bedrock of a strong THV application. **Your application should show that you're not just proposing a program, but that you have the infrastructure, experience and community support to make it a reality.** In this section, we'll delve into how to effectively showcase your organization's strengths, highlighting your deep roots in the community and the collaborative relationships that will drive your program's success.

Remember, this is your opportunity to tell the story of your organization's commitment to serving families and how your existing network will amplify the impact of your proposed home visiting program.

### ☐ Activity 1: Crafting Your Organizational Narrative

Your organization's history is more than just a timeline; it's a compelling story that showcases your commitment to the community. In this activity, we'll transform your organization's presence into a powerful narrative that highlights the impact of your work.

#### Instructions:

1. Answer the questions in each section to guide your narrative.

#### Section 1: Founding and Mission

What was the founding mission and vision of your organization? What core values drive your work? \_\_\_\_\_

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## Section 2: Key Milestones and Achievements

What are the key milestones and achievements related to serving families?  
What impact has your organization had on the community? \_\_\_\_\_

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## Section 3: Connection to THV

How does your organization's past work connect to THV funding and goals?  
Why is your organization well-suited to receive the grant? \_\_\_\_\_

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## Try it Out!

Use the template to create your own organizational narrative.

Our organization, [Organization Name], was founded in [Year] with the mission to [Mission Statement]. We are driven by core values such as [List core values]. Over the years, we have achieved significant milestones, including [List key milestones]. We have made a positive impact on the community by [Describe impact]. Our past work, such as [Give specific examples], directly connects to the programs supported by THV. We are well-suited to implement this funding because [Explain why your organization is well-suited].

► THV Question: Exhibit F Section C.2/D.1/D.4

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## Activity 2: Partnership Mapping: Strengthening Your Collaborative Network

The state of Texas acknowledges that prevention work takes various organizations and efforts working together to support Texas families. Why is this important? Because strong partnerships are essential for a successful home visiting program. In this activity, we'll map out your existing partnerships, analyze their strengths and identify opportunities for further collaboration. We'll also discuss how to effectively leverage these partnerships to enhance your program's reach and impact.

Below is TexProtects' visual representation of a community's prevention ecosystem and all the different organizations working to strengthen families.

### Instructions:

1. Review the graphic.
2. Fill out each section with the partners you have in each category.



Food and Nutrition Services	Legal Services	Physical and Mental Health Care and Wellbeing Providers
School Systems	Financial Stability and Economic/Workforce Development	Parent and Family Supports
Faith-Based Organizations	Stable Housing	Government
Community and Extended Family	Quality Childcare	Other Partners

- ▶ The next step in preparing for the THV application is to summarize the above information.

How long have you been active with your community partners and what is your history of working in your community? \_\_\_\_\_

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Describe your current community partnerships and how they will support and enhance your THV-sponsored programs? \_\_\_\_\_

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- ▶ THV Question: Exhibit F Section C.3

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## ▶ Program Design & Implementation | 2.2

**Learning Objective:** Participants will be able to construct a clear and detailed program fidelity narrative that demonstrates their understanding of the selected home visiting model and their commitment to trauma-informed practices.

**The heart of your THV application lies in your program design and implementation strategy.** Having a deep understanding of your chosen home visiting model and, more importantly, understanding why you chose it are the first steps in demonstrating you are committed to implementing it with fidelity. You must also show that you are equipped to work effectively with Texas families, using a trauma-informed approach. In this section, we'll guide you through the process of crafting a compelling program fidelity narrative that demonstrates your expertise and commitment. We'll also explore how to integrate trauma-informed principles into every aspect of your program, creating a safe and supportive environment for the families you serve.

This section is your opportunity to showcase your program's strengths and your organization's ability to make a meaningful difference in the lives of families.

**Activity 1: Decoding Fidelity: Understanding Your Program Model**

Program fidelity is essential for ensuring that your THV program achieves its intended outcomes. But what is meant by "fidelity"? In the context of THV and evidence-based programs, "fidelity" refers to the degree to which a program is implemented as it was originally designed and intended by its developers. It means adhering closely to the program's core components, service delivery methods and implementation guidelines. In this activity, we'll delve into the specifics of your chosen home visiting model, focusing on its core components and fidelity guidelines.

**Instructions:**

- 1. Answer each question in the chart below.

Your Home Visiting Program: _____		
Developer Support	Describe the type of support you will receive from the Program Model developer (e.g., training, technical assistance, consultation).	State the frequency of this support (e.g., monthly calls, annual training).

<b>Certification Process</b>	<p>Is there a staff certification process?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p>If yes, describe it:</p>	<p>Is there a program certification process?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p>If yes, describe it:</p>
<b>Fidelity Review</b>	<p>Does the Program Model developer or Program Model support review for fidelity?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p>If yes, describe it:</p>	<p>How is fidelity confirmed by the Program Model? (e.g., checklists, observations, data analysis)</p>
<b>Other Fidelity Requirements</b>	<p>Are there other fidelity requirements prescribed by your program? (e.g., data security, caseload management, service delivery, curriculum adherence)</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p>If yes, list and describe them:</p>	

► THV Question: Exhibit F Section C.3

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## □ Activity 2: Building Your Fidelity Narrative

Now that you've covered the core elements of program fidelity, it's time to craft your narrative. Remember, this narrative should be a direct reflection of the requirements you identified in the previous activity.

### Instructions:

1. Read the sample fidelity narrative. Note: For this and subsequent modules, sample narratives will refer to a fictional organization (Happy Stars) and a fictional home visiting program model (Sunny Tomorrow).
2. Underline or highlight the components that reflect the fidelity requirements outlined in the previous activity.

Our organization, Happy Stars, will receive monthly technical assistance calls from the Sunny Tomorrow model developers. This support will occur through a conference call to discuss client progress and address implementation challenges. This will help us to ensure consistent application of the model and maintain fidelity to its core components.

The staff certification process involves completing a 40-hour training course and passing a competency assessment. All Happy Stars staff will participate in the training and successfully complete the assessment to achieve certification. There is also a program certification process. It involves an annual review of our organization's adherence to the Sunny Tomorrow fidelity guidelines. Happy Stars will submit documentation and participate in an on-site review to achieve program certification.

The Sunny Tomorrow model developers review for fidelity. This review includes observations of home visits and analysis of client data. Fidelity is confirmed through a fidelity checklist and standardized observation tools.

### Reflection Questions:

What are the strengths of this sample fidelity narrative? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Are there fidelity requirements your program dictates that were not mentioned in the sample narrative? \_\_\_\_\_

\_\_\_\_\_



## Try it Out!

As you gear up to tackle your own fidelity narrative, use the template below to get you started.

We will receive [Type of Support] from the [Program Model Developer Name] model developers. This support will occur [Frequency of Support], such as [Specific Example of Support]. This will help us to [Explain how this support will help the program].

There [Is/Isn't] a staff certification process. (If yes) It involves [Description of Process]. All staff will [Action] to achieve certification. There [is/isn't] a program certification process. (If yes) It involves [Description of Process]. We will [Action] to achieve program certification.

The [Program Model Developer Name] model developers [do/don't] review for fidelity. (If yes) This review includes [Description of Review Process]. Fidelity is confirmed through [Methods of Confirmation], including [Specific Example of Confirmation Method].

## Bonus

### Tips for Writing your Narrative

- ☐ **Provide Specific Examples:** Instead of general statements, offer concrete examples of how you will implement fidelity.
- ☐ **Use Action Verbs:** Start sentences with strong action verbs to create a dynamic and engaging narrative (e.g., "We implement," "Staff complete," "We monitor").
- ☐ **Connect to Outcomes:** Explain how your fidelity strategies will contribute to positive client outcomes.
- ☐ **Showcase Your Expertise:** Demonstrate your organization's knowledge of the program model, why this model is the best fit for your community's needs and your commitment to evidence-based practices.
- ☐ **Proofread Carefully:** Errors in grammar and spelling can detract from your credibility; proofread your narrative before submitting it.
- ☐ **Use the "Why" Factor:** Explain why doing things with fidelity is important.

### ► THV Question: Exhibit G Section VI.A

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### □ Activity 3: Trauma-Informed Integration: Weaving in Best Practices

A trauma-informed approach is crucial for working with vulnerable families. In this activity, we'll explore your experience with trauma-informed practices and demonstrate your commitment to creating a safe and supportive environment for clients.

#### Instructions:

1. Review the examples of trauma-informed practices.
2. Answer the questions in Part 1 and Part 2.

#### Examples of Trauma-Informed Practices

Physical Environment	Staff Interactions	Service Delivery	Organizational Policies and Procedures
<b>Creating Safe Spaces:</b> Designing spaces that feel calm, comfortable and private.	<b>Building Trust:</b> Establishing rapport through consistent, respectful and transparent communication.	<b>Trauma Screening:</b> Using appropriate screening tools to identify clients who may have experienced trauma.	<b>Trauma-Informed Training:</b> Providing ongoing training for staff on trauma-informed care principles and practices.
<b>Providing Choices:</b> Offering clients options for seating, lighting and room temperature.	<b>Cultural Sensitivity:</b> Recognizing and respecting cultural differences and adapting practices accordingly.	<b>Referral Networks:</b> Connecting clients with specialized trauma-informed care providers.	<b>Confidentiality:</b> Maintaining strict confidentiality to ensure client safety and trust.
<b>Minimizing Triggers:</b> Avoiding harsh lighting, loud noises or crowded waiting areas.	<b>Maintaining Boundaries:</b> Setting clear and consistent boundaries to ensure safety and predictability.	<b>Strength-Based Approach:</b> Focusing on clients' strengths and resilience rather than deficits.	<b>Self-Care:</b> Promoting staff self-care and preventing secondary trauma.

\*Note: This is not an exhaustive list of all possible trauma-informed practices.

## Part 1: Reflecting on Past Experience

These questions will help you recall and articulate your organization's existing experience with trauma-informed care:

1. What trauma-informed care training has your staff received? When was this training provided, and by whom? \_\_\_\_\_

\_\_\_\_\_

2. Does your organization have any policies or procedures that reflect a trauma-informed approach (e.g., intake procedures, client interactions, confidentiality)? \_\_\_\_\_

\_\_\_\_\_

3. What strategies do your staff use to build trust and rapport with clients who may have experienced trauma? \_\_\_\_\_

\_\_\_\_\_

4. Have you partnered with any organizations that specialize in trauma-informed care or serve populations affected by trauma? If so, how have these partnerships influenced your practices? \_\_\_\_\_

\_\_\_\_\_

5. How do you gather and incorporate client feedback to ensure your services are trauma-informed? \_\_\_\_\_

\_\_\_\_\_

## Part 2: Outlining Future Integration

These questions will help you plan and articulate how you will integrate trauma-informed practices into your program:

1. How will you incorporate trauma-informed practices into staff training, staff supervision and case consultations? \_\_\_\_\_

\_\_\_\_\_

2. How will you build a referral network of trauma-informed care providers to support clients with specialized needs? \_\_\_\_\_

\_\_\_\_\_

3. How will you empower clients to make choices and participate in their service planning? \_\_\_\_\_

\_\_\_\_\_

4. How will you ensure that your trauma-informed approach is culturally sensitive and responsive to the diverse needs of your client population? \_\_\_\_\_

\_\_\_\_\_

5. How will you evaluate the effectiveness of your trauma-informed practices and make adjustments as needed? \_\_\_\_\_

\_\_\_\_\_

► THV Question: Exhibit F Section C.3

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### ► Strategic Engagement | 2.3

**Learning Objective:** Participants will be able to develop compelling recruitment and community outreach narratives that effectively engage eligible families, particularly those in priority populations, and promote broader early childhood initiatives within their community.

A successful home visiting program relies not only on strong internal capacity and impactful services but also on your ability to effectively reach and connect with the families who need you most.

To complete this section, you'll need any existing recruitment materials, insights from your community needs assessment related to barriers to access and a clear understanding of the priority populations you aim to serve. This is your opportunity to demonstrate your commitment to building bridges with your community, ensuring that every eligible family has the opportunity to benefit from your program.

### □ Activity 1: Your Story: Connecting with Priority Populations

An effective home visiting program relies on community outreach strategies to raise awareness, recruit and enroll families within the qualifying county or service area. But understanding your priority populations is key to being successful.

Before we dive into some guided questions, let's study an example of an outreach campaign for our fictional home visiting program Happy Stars.

**Case Study: Happy Stars is running a campaign to raise awareness of their services and enroll more families.**

Happy Stars serves a Texas county with a primarily Hispanic/Latino population. Over 70% of their currently enrolled families indicate Spanish is their primary language.



Sample graphic to be used on social media and flyers distributed throughout the local community.

1. What are the strengths of this specific graphic? \_\_\_\_\_

2. Considering the community Happy Stars is targeting, what could be changed/added? \_\_\_\_\_

3. Which organizations might Happy Stars partner with to distribute the graphic? \_\_\_\_\_

It's now time to reflect on how your own organization connects with your community's priority populations. (Note: You may not have an answer for all these questions, but it is important to try and answer as many of them as possible. Remember, this is your opportunity to elevate the importance and impact of your organization!)

► **Understanding Priority Populations:**

1. What are the specific priority populations in your service area? \_\_\_\_\_

\_\_\_\_\_

2. What are the unique needs and barriers faced by these populations in accessing home visiting services? \_\_\_\_\_

\_\_\_\_\_

3. How do you tailor your outreach and recruitment strategies to address these specific needs and barriers? \_\_\_\_\_

\_\_\_\_\_

► **Developing Outreach Strategies:**

1. What community outreach events or activities do you use to reach priority populations? \_\_\_\_\_

\_\_\_\_\_

2. What diverse communication channels do you use (e.g., social media, community radio, flyers in community centers)? \_\_\_\_\_

\_\_\_\_\_

3. How do you ensure that your outreach materials are culturally and linguistically appropriate? \_\_\_\_\_

\_\_\_\_\_

### ► Incorporating Equity:

1. What language barriers exist in your service area, and how do you address them? \_\_\_\_\_  
\_\_\_\_\_

2. Do you provide transportation assistance to remove barriers to participation? If so, how? \_\_\_\_\_  
\_\_\_\_\_

3. How do you address cultural barriers and ensure that your services are culturally responsive? \_\_\_\_\_  
\_\_\_\_\_

### ► Planning for Evaluation:

1. How do you track the number of priority population families reached through your outreach efforts? \_\_\_\_\_  
\_\_\_\_\_

2. What data do you collect to evaluate the effectiveness of your outreach strategies? \_\_\_\_\_  
\_\_\_\_\_

3. How do you use evaluation data to improve your outreach and recruitment efforts? \_\_\_\_\_  
\_\_\_\_\_

► THV Question: Exhibit G Section V.F

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\_\_\_\_\_

## □ Activity 2: Community Outreach Strategy: Building Relationships

Community outreach is about building relationships and fostering trust. These questions will help you pinpoint all you do to build and maximize these relationships.

### ► Identifying Potential Partners:

1. Are there other home visiting programs already in existence in your community? How will your proposed model and outreach complement and/or support the other models? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. What healthcare providers, social service agencies or community centers serve priority populations in your area? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Which of these organizations have existing relationships with your target population? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. How have you or will you approach these organizations to establish or strengthen partnerships? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### ► Developing Partnership Strategies:

1. What referral protocols have you developed and implemented to ensure a smooth and efficient referral process? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Will you provide training and education to partner organizations about your program? If so, how? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Have you established regular communication channels with your partners (e.g., regular meetings, email updates)? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



4. Have you developed Memorandums of Understanding (MOUs) with your partners? If so, what do they include? \_\_\_\_\_

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### ► **Outlining Referral Processes:**

1. What information do you need from referring agencies to ensure a successful referral? \_\_\_\_\_

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2. How do you track referrals and follow up with referring agencies and potential participants? \_\_\_\_\_

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3. How do you ensure that the referral process is as easy as possible for referring agencies? \_\_\_\_\_

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### ► **Planning for Collaboration:**

1. How do you or will you collaborate with partners to align your outreach and recruitment efforts? \_\_\_\_\_

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2. What specific tasks do/will you collaborate on with your partners (e.g., joint outreach events, shared marketing materials)? \_\_\_\_\_

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3. How do/will you ensure that your collaboration with partners is sustainable and effective? \_\_\_\_\_

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► THV Question: Exhibit G Section V.F

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Now let's take a look at how these questions can fit into a narrative. Read the sample for our fictional organization Happy Stars.

Happy Stars is deeply committed to ensuring equitable access to our home visiting program for all eligible families in our primarily Hispanic/Latino county, with a strong focus on reaching and engaging Spanish-speaking families. We understand the unique cultural and linguistic needs of this population and will tailor our outreach and recruitment strategies accordingly.

Our outreach plan will prioritize building trust within the Hispanic/Latino community. We will partner with established community organizations, such as local churches, community centers and Hispanic/Latino-focused social service agencies, to conduct outreach events and distribute program information. All outreach materials, including flyers, brochures and website content, will be available in Spanish, and we will utilize culturally relevant imagery and messaging that resonates with our target population. We will also leverage Spanish-language radio stations and social media platforms to reach families.

To address language barriers, we will employ bilingual staff who are fluent in Spanish and familiar with the cultural nuances of the community. We will also offer interpretation services for families who speak less common dialects or languages. We will ensure that our program is culturally sensitive by providing staff training on cultural competency and incorporating culturally relevant practices into our service delivery. For example, we will respect traditional family structures.

We will establish strong partnerships with key community organizations that serve the Hispanic/Latino population to facilitate participant referrals. These partnerships will be formalized through Memorandums of Understanding (MOUs) that outline referral protocols, communication channels and shared responsibilities. We will provide training and education to partner organizations about our program and referral process, ensuring that they understand the eligibility criteria and referral procedures. We will also establish regular communication channels, including monthly meetings and email updates, to maintain strong relationships with our partners.

To evaluate the effectiveness of our outreach and recruitment efforts, we will track the number of Hispanic/Latino families reached through each strategy. We will also collect data on participant demographics, referral sources and satisfaction with outreach activities. We will use this data to make ongoing improvements to our outreach and recruitment plan and ensure that we are effectively reaching and engaging Spanish-speaking families.

### Reflection Questions:

What are the strengths of this narrative? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How would providing specific examples of the partner organizations make it more impactful? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## Try it Out!

Need a hand getting started with your narrative? Here is a fill-in-the-blank template you can use.

Our organization, [Organization Name], is committed to ensuring equitable access to our home visiting program for all eligible families, with a particular focus on addressing the needs of Priority Populations in our community: [List your priority populations].

To reach and engage eligible families, including those demonstrating Priority Population characteristics, we [Describe specific outreach and recruitment strategies, e.g., partner with community centers, conduct targeted outreach events, utilize online platforms]. Our outreach plans incorporate equity considerations and approaches by [Describe how health is addressed, e.g., providing information in multiple languages, addressing transportation barriers, ensuring accessibility]. We reach eligible families demonstrating Priority Population characteristics by [Describe specific strategies to reach and engage Priority Populations, e.g., collaborating with agencies serving specific populations, tailoring messaging to address unique needs].

We maintain partnerships with [List partner organizations, e.g., local health departments, community centers, faith-based organizations] to aid in outreach and recruitment for Priority Populations and seek participant referrals. These partnerships are formalized through [Describe partnership agreements, e.g., MOUs]. We provide [Training or education] to partner organizations to ensure they understand our program and referral process. We establish [Communication channels, e.g., regular meetings, shared communication platforms] to ensure effective collaboration and referral coordination.

To evaluate our outreach, recruitment and partnership efforts, we track [Data to be tracked, e.g., number of families reached, referral sources, demographic data]. We use this data to [Describe how data is used, e.g., refine outreach strategies, improve accessibility, ensure equitable service delivery].