

# WNCHEALTHYIMPACT

## “My RBA Elevator Speech”: Telling Your Story in a Compelling Way

Organization:

NCCHW

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Specify an Audience for this version of your story (e.g. community volunteer, parent, county commissioner, etc.):

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Write a message for each of the prompts/RBA elements.

Prompts	RBA Element	Message
Quality of life condition we want for our community.	RESULT	
How we will know we have achieved it.	INDICATOR	
What we do with partners (CHIP).	STRATEGY	
**The 3 messages above can combine to become a common message for your whole community effort or coalition to reflect your, “Collective Impact.” The part below talks about how you contribute.**		
What <b>WE</b> do as an organization, coalition, action team, etc.	STRATEGY (Related Project, Program, Service, etc.)	
How Well <b>WE</b> do it.	PERFORMANCE MEASURE- HEADLINE <u>QUALITY</u> MEASURE	
What change our work produces.	PERFORMANCE MEASURE- HEADLINE <u>CUSTOMER</u> <u>RESULT</u> –	
What we want to move toward. How we want to improve.	WHAT WORKS TO DO BETTER?	
Our next step.	ACTION	

Put the message pieces together to form **My RBA “Elevator Speech”**:

## Communicating Results: Sample NCCHW RBA Elevator Speech

Organization: North Carolina Center for Health and Wellness

Specify an Audience this version of your story: Local Funding Agency

Prompts	RBA Factor	Message
Quality of life condition we want for our community.	RESULT	All North Carolinians should be aware of the risks to their health and engaged in effective prevention and treatment efforts.
How we will know we have achieved it.	INDICATOR	We are trying to improve overall health, physical activity rates, nutrition, and social support across the state.
What we do with partners.	COLLECTIVE STRATEGY	We work with many partners to build their capacity, advocate for better policies, and ignite communities into action.
What our strategy is.	SPECIFIC STRATEGY	Our Healthy Aging and Culture of Results initiatives provide training, technical assistance and support to health and social service providers statewide.
How well we do it.	PERFORMANCE MEASURE-HEADLINE QUALITY MEASURE	We have hosted workshops in every county, and we work with partners from over 500 different agencies each year.
What change our work produces.	PERFORMANCE MEASURE- HEADLINE CUSTOMER RESULT	Our partners increase their understanding of evidence-based programs and ability to implement them in their own work.
What we want to move forward.	WHAT WORKS TO DO BETTER?	With additional funding, we can expand to reach more communities who have been impacted by chronic diseases, falls, and other health conditions.
Our next step.	ACTION	Would your foundation be interested in exploring opportunities to partner with us in our commitment building fair opportunities for all people across North Carolina?

The message pieces together form **Your RBA “Elevator Speech”**:

All North Carolinians should be aware of the risks to their health and engaged in effective prevention and treatment efforts. We are trying to improve overall health, physical activity rates, nutrition, and social support across the state. We work with many partners to build their capacity, advocate for better policies, and ignite communities into action. Our Healthy Aging and Culture of Results initiatives provide training, technical assistance and support to health and social service providers statewide. We have hosted workshops in every county, and we work with partners from over 500 different agencies each year. Our partners increase their understanding of evidence-based programs and ability to implement them in their own work. With additional funding, we can expand to reach more communities who have been impacted by chronic diseases, falls, and other health conditions. Would your foundation be interested in exploring opportunities to partner with us in our commitment building fair opportunities for all people across North Carolina?