

WNCHEALTHYIMPACT

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

Organization:

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

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 WE do as an organization, coalition, action team, etc.	STRATEGY (Related Project, Program, Service, etc.)	
How Well WE 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	Our communities across the state should be healthy, educated, thriving, and resilient.
How we will know we have achieved it.	INDICATOR	We are trying to improve economic self-sufficiency, educational attainment and the health status of all North Carolinians.
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	Through the Buncombe County Community Health Improvement Plan Advisory Committee, we work with many partners to use data from community health assessments to drive our priorities and key strategies.
How well we do it.	PERFORMANCE MEASURE-HEADLINE QUALITY MEASURE	Over forty partners representing agencies across sectors meet monthly to help guide and inform decisions about how we support community health.
What change our work produces.	PERFORMANCE MEASURE- HEADLINE CUSTOMER RESULT	Specifically, we support programs to reduce diabetes rates and infant mortality rates, which are higher among certain racial and ethnic groups.
What we want to move forward.	WHAT WORKS TO DO BETTER?	With additional funding, we could better understand why these issues are disproportionately affecting our communities of color and take steps towards community-driven solutions.
Our next step.	ACTION	Would your foundation be interested in exploring opportunities to partner with us in our commitment to the health of all people in our community?

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

Our communities across the state should be healthy, educated, thriving, and resilient. We are trying to improve economic self-sufficiency, educational attainment and the health status of all North Carolinians. We work with many partners to build their capacity, advocate for better policies, and ignite communities into action. Through the Buncombe County Community Health Improvement Plan Advisory Committee, we work with many partners to use data from community health assessments to drive our priorities and key strategies. Over forty partners representing agencies across sectors meet monthly to help guide and inform decisions about how we support community health. Specifically, we support programs to reduce diabetes rates and infant mortality rates, which are higher among certain racial and ethnic groups. With additional funding, we could better understand why these issues are disproportionately affecting our communities of color and take steps towards community-driven solutions. Would your foundation be interested in exploring opportunities to partner with us in our commitment to the health of all people in our community?