This section helps partnerships consider how, when, and where they tell others about their collaborative work.

**Create a Plan to Tell Others About Your Work**

There is a paucity of research on evidence-based practices with strong evaluation for business and public health partnerships aimed at preventing injuries and violence. Therefore, it is incumbent to share what is working across and within public health and business sectors. Traditionally, public health work is disseminated through peer-reviewed academic journals or through conferences, while business success is shared through trade publications and other marketing materials.

These traditional routes of dissemination do not promote the sharing of ideas across sectors. Questions that partnerships can ask to ensure spread of their work beyond these traditional mechanisms include:

1. What other businesses in our community can benefit from this work?
2. What other communities across the country can benefit from this work?
3. What media partners can we engage in telling our story? Consider newspapers, websites, trade publications, blogs, and podcasts.
4. What media do we have in-house that we can use to tell the story of our work? Consider blogs, YouTube channels, and social media.
5. What can local and national funders learn from our work to help foster new collaborations?

There is often a bias towards disseminating only what works vs waiting until the end to tell the story of the partnership. Publicizing the work of the partnership should be continuous throughout to share important lessons learned and critical “how-to” steps to build the knowledge base around this critical work.

This is an excerpt from Safe States’ “Strengthening Partnerships Between Business and Public Health: A Roadmap to Advancing Community Injury and Violence Prevention.” Access the full document here: https://www.safestates.org/StrengtheningPartnershipsRoadmap
Resources

- Case studies are routinely mentioned as being valuable tools for both public health and business audiences.
- The Leadership Story Lab offers tips to better storytelling.
- Larger businesses often have marketing professionals on staff to help craft stories about your work.

Case Study: Ardmore Behavioral Health
After seeing the benefits of their work on the employee population of First National Bank, Ardmore and First National Bank are looking towards expanding lessons learned to the population of bank customers. Building personal relationships with customers in an industry that is increasingly transactional in nature is a differentiator for First National Bank.

Case Study: Downtown Greenway
The Downtown Greenway is recognized nationally for its inclusion of public art along the trail, telling the stories of the community and the neighborhoods through which it passes. The National Endowment for the Arts featured one of its works as a case study in its 2016 publication, “How to do Creative Placemaking.”

Case Study: CIASP
The work of CIASP has been profiled in a wide variety of publications including construction focused trade publications, suicide prevention publications, National Public Radio, Forbes magazine and the Wall Street Journal. Construction Executive magazine is a weekly online publication which began covering mental health and suicide prevention in 2016. By 2018, the magazine provided Cal Beyer of CIASP to organize and set an annual calendar of topics which has allowed CIASP to align their goals and focal points with outreach based on emerging issues, changing data or demographics, and public health needs.

Equity Examination
There are equity considerations at play during the Share step.
1. Who is telling the story and what story are they telling? The story that gets told about a project should be informed by all stakeholders, not just those in leadership roles.
2. Where is the story being told? Are all areas of the community able to access it?
3. How is the story being told? Can all people understand what is being said?

Funder Considerations
Funders have a role in disseminating what does and does not work, and in what conditions. How can new funding opportunities incorporate what is being learned from existing projects? There often is a strong desire to promote what works and what does not. However, there are many learning opportunities for communities in knowing what has been tried and what has not worked. A strong evaluation plan will also help inform why something did not work.