



Tuesday, June 4, 2019

“Storytelling: A Powerful Tool to Motivate Action”

Purpose: Communities leading health improvement efforts can benefit from using stories to draw out emotions and motivate partners. This interactive training provides a way of thinking through the stories by using data and working through a health equity lens to mobilize people for collective action.

9:00 am	Registration
9:30 am	Welcome and Introduction Led by Site Facilitator
9:45 am	Opening Remarks & Purpose for Summit Dr. Rick Foster, MD, Alliance for a Healthier South Carolina
10:00 am	Leveraging Our Data to Advance Population Health: The Urgency to Build Public Will Dr. Tiffany Manuel, PhD, President and CEO, TheCaseMade
11:00 am	Part I – The Media, the Message, and the Medium Stephany Snowden, MPA, Administrator, City of Lake City
12:00 pm	Networking Lunch
12:30 pm	Part II- Taming the Social Media Beast and Best Practice Stephany Snowden, MPA, Administrator, City of Lake City
1:30 pm	Part III – Tailoring the Message to Your Audience, A Practical Exercise Stephany Snowden, MPA, Administrator, City of Lake City
2:15 pm	Site Report out
3:00 pm	Closing Remarks

SPEAKERS



President and CEO of TheCaseMade

TIFFANY MANUAL, PhD

Dr. Tiffany Manuel is the President and CEO of TheCaseMade, a woman/minority-owned public benefit corporation dedicated to helping leaders powerfully and intentionally make the case for systems change. In this role, Dr. Manuel works with hundreds of passionate social change leaders, changemakers and innovators around the United States who are building better, stronger communities that are diverse, equitable and inclusive. By aligning their community stakeholders around the kind of deep systems changes that can improve population outcomes, these leaders are able to grow their impact, scale their programs, and harness the investments they need to improve their communities.



City Administrator for Lake City, SC

STEPHANY SNOWDEN, MPA

Stephany serves as City Administrator for Lake City, SC. She started her journalism career at 17 years of age when she went to work for a small daily newspaper in the town of Lockport, New York. During her award-winning journalism career, she has worked in various television and radio markets to include Buffalo NY, Phoenix AZ, Norfolk, VA, and Columbia SC. Stephany spent 13 years as the Public Information Director for Richland County Government, where she implemented groundbreaking communications strategies for the county to include e-newsletters, a weekly radio program, and television programming. She also has served as a Major with the Richland County Sheriff's Department and part of Sheriff Leon Lott's leadership team.



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