



COMMUNICATING VALUE: TELLING YOUR PUBLIC HEALTH LABORATORY STORY TO DIFFERENT AUDIENCES

Related Resources

1. **The Public Health Communications Collaborative** - <https://publichealthcollaborative.org/>. Great resources on their website and great email alerts to new tools and resources
2. **The Story Collider** - <https://www.storycollider.org/>
3. **Six Rules of Great Storytelling as Told by Pixar** (taken from Buffer Podcast #85) https://medium.com/@Brian_G_Peters/6-rules-of-great-storytelling-as-told-by-pixar-fcc6ae225f50
4. **APA Inclusive Language Guide** - <https://www.apa.org/about/apa/equity-diversity-inclusion/language-guidelines>
5. **Cole Nussbaumer Knaflic's *Storytelling with Data: A Data Visualization Guide for Business Professionals* and *Storytelling with You: Plan, Create and Deliver a Stellar Presentation***. Available at Amazon.com or special order from bookstores.
6. **Clear + Vivid with Alan Alda** (Podcast - <https://clear-vivid-with-alan-alda.simplecast.com/>) – topics range from truth telling to sources of empathy in storytelling. Our favorite episode is with Tina Fey who talks about the transformative power of improv.
7. **The Alda-Kavli Learning Center at Stony Brook University** - <https://www.aldacenter.org/aklc>
8. **The Art of Storytelling, According to the Founders of StoryCorps and Humans of New York** - <https://ideas.ted.com/the-art-of-storytelling-according-to-the-founders-of-storycorps-and-humans-of-new-york/> (there are also 138 videos on storytelling at <https://www.ted.com/topics/storytelling>)
9. **StoryCorps** - <https://storycorps.org/>
10. **Humans of New York** - <https://www.humansofnewyork.com/>
11. **The National Storytelling Network** – <https://storynet.org>
12. **Patricia Rutledge, PhD, MBA. “The Psychological Power of Storytelling.”** *Psychology Today*, January 26, 2011. <https://www.psychologytoday.com/us/blog/positively-media/201101/the-psychological-power-storytelling>