



Thrive Through Civic Health: We Will Vote Storytelling Toolkit

Introduction and Call To Action

You can help make sure the health sector shows up and votes for health this year.

Voting is a public health issue because it helps shape the conditions in which everyone can thrive. All of the conditions for health are represented in the candidates and the issues “down ballot”¹ (e.g., affordable housing, education, climate, jobs) and everyone who goes to the polls impacts public health when they cast their vote.

Share Your Story, Advance Health Equity

Personal stories are a powerful way to create change and support health sector voter participation, and we’re inviting you to share your voting story! [Human Impact Partners](#) and [Public Health Awakened](#) are participating in the [Thrive Through Civic Health: We Will Vote initiative](#) by recording and sharing stories about why democracy matters to you and the health of your community. We’re organizing public health professionals to take action collectively, alongside the entire health sector to promote voter participation with your colleagues, organizations and communities. This is an opportunity for you to share the hopes you have for our shared future and how you are taking a step towards that future by voting.

Overall, the goal with this story sharing is to showcase to the broader health sector that:

- Health and democracy are on every ballot.
- Health professionals are committed to voting in all elections.
- Voting is an important tool to address long-standing health inequities that persist in your community.
- Your colleagues, coworkers and communities should commit to voting this year.
- YOUR story matters!

The video of your story will be used by the Public Health Awakened Election Workgroup in a narrative initiative showcasing (via social media and emails geared toward public health professionals) the critical role democracy has in advancing health equity. Your story may also be featured in national communications from the [Thrive Through Civic Health: We Will Vote](#) initiative. We encourage you to share your story across your personal networks and organizations to inspire more people to take action and commit to voting this year.

Thank you for sharing your story and inspiring others in the health sector. We look forward to seeing your unique perspectives come to life.

Submit your video [here](#).



¹ “Down Ballot” refers to candidates or issues that appear in a lower position on the ballot, typically state and local races and issues.

Included in this toolkit are:

1. [Directions on how to share your voting story in a 30–60 second video](#)
2. [10 reflection questions to explore your personal experiences as a public health professional and the importance of voting](#)
3. [Example scripts & script templates you can personalize](#)
4. A [story submission link to share your story with the Thrive Through Civic Health: We Will Vote initiative!](#)
5. [Templates to share the initiative across your networks!](#)

1. Directions on how to share your voting story in a 30–60 second video

1. **Determine a video topic or civic engagement call-to-action that connects public health, social justice and community well-being in your own life and the lives of those around you.** For example, you may want to focus on how voting aligns with your [values](#), or on a [specific ballot initiative](#) that is important to you.
2. **Reflect on your personal and professional experiences.** Take some time to reflect on your own experiences, beliefs, and values related to voting. Check out the [10 reflection questions](#) to help you get started.
3. **Write your script using the fill-in-the-blank template as a guide:** Using the template and the insights gained from reflecting on your personal experiences and values, begin writing your script. The template helps organize your thoughts by including sections for the opening greeting, personal connection or experience, impact statement, call to action, and closing statement or call to reflect.
4. **Edit and refine your script:** Once you've drafted your script, review and revise it to make sure it's 30–60 seconds (or 75–150 words). You can also ask for feedback on your script from your friends or colleagues.
5. **Practice recording:** Practice recording your script until you feel comfortable and confident with your delivery.
6. **Share your video with the [Thrive Through Civic Health: We Will Vote initiative](#).**
7. **Continue the conversation with your network:** Share your video with colleagues, friends, and family. Use your video as a starting point for further discussion and engagement around the importance of voting. Encourage others to share their own stories and perspectives with the [Thrive Through Civic Health: We Will Vote initiative](#), and work together to create positive change in your community and beyond.

Need hands-on support?

Reach out to Gnora Mahs, Gnora@hdhp.us to schedule a 15-minute call to answer any questions or concerns you may have. Our team is here to help!

2. 10 Reflection Questions to explore your personal experiences as a public health professional and the importance of voting

Start by choosing a few questions (up to three) that resonate with you to help shape your voting story.

- 1. Why is voting important to you as a public health professional?**
Example: "Voting is crucial because it directly impacts policies that determine community conditions and health resources."
- 2. Can you share a personal experience that highlights the connection between voting and public health?**
Example: "I remember a time when local ballot initiatives brought about better funding for our public school, local library, and community clinic, changing countless lives."
- 3. How does voting contribute to health equity in your community?**
Example: "By voting, we can ensure that everyone, regardless of income or race, has access to quality healthcare."
- 4. What changes do you hope to see in your community as a result of increased voter participation?**
Example: "I hope to see more investments in preventive health measures and support for underserved populations."
- 5. In what ways does voting support social justice and the fight against health disparities?**
Example: "Voting allows us to elect leaders who prioritize policies that address systemic inequalities and health disparities."
- 6. How has your work in public health influenced your views on the importance of voting?**
Example: "Working in public health, I see firsthand how policies shaped by elections can either harm or help community health."
- 7. What message would you like to send to your fellow public health professionals about the power of voting?**
Example: "Our collective voice can drive the change we need to see in all policies. Let's make sure we use it."
- 8. How can voting empower marginalized communities and improve public health outcomes?**
Example: "Organizing by people in marginalized communities around elections can bring about leaders and policies that ensure all members of a community can thrive."
- 9. What role does voting play in creating a just and equitable healthcare system?**
Example: "Voting is a powerful tool to advocate for a healthcare system that serves everyone fairly and justly."
- 10. Why is it important for health sector workers to participate in elections?**
Example: "As health sector workers, our participation in elections ensures that our expertise and the needs of our communities are represented in policy decisions."

Now, use the space below to reflect on your personal experiences and perspectives as a public health professional.

A large, empty rectangular box with a thin black border, intended for the user to write their reflections on their experiences and perspectives as a public health professional.

3. Moving from Reflection to Script

Now that you've had a chance to reflect on your experiences and values, it's time to craft your story. We suggest including these three elements that make it impactful for narrative change:

1. **Personal Experience:** Share your personal connection to voting and public health.
2. **Values:** Highlight the values that drive your commitment to voting.
3. **Call to Action:** Encourage others to see the importance of voting in creating a healthier and more just society.

Approaches to telling your story

While there's flexibility in how you tell your story, we've provided the following three approaches and template scripts to help guide you. Feel free to adapt them to fit your unique perspective and voice. Clicking on a blue link will send you straight to the template for the approach you choose.

1. [Template script for the public health professional approach](#)
Share how your role and experiences in public health inform your views on the importance of voting. Connect your professional insights to the impact of voting on community health and policies.
2. [Template script and reflection questions to speak from your values](#)
Reflect on the values that drive your commitment to voting, such as collective care, empowerment, belonging, and social justice. Explain why these values are important and how voting helps to uphold them.
3. [Template script in support of a state or local ballot initiative](#)
If there's a specific ballot measure or initiative that resonates with you, use your story to highlight its importance. Discuss how voting for this measure aligns with public health goals and benefits the community.
4. [Template script to move from apathy to action](#)
Acknowledge the tension of feeling powerless in the face of societal malaise, while emphasizing the importance of committing to vote as a means of empowerment and change.

Template script for the public health professional approach

Share how your role and experiences in public health inform your views on the importance of voting. Connect your professional insights to the impact of voting on community health and policies.

Here's a template to support your voting story that reflects your personal experiences as a public health professional and the importance of voting.

Template Script Framework	Example Script
<p>[Opening Greeting], I'm [Your Name], a [Your Profession/Role] specializing in [Your Specialization/Area of Focus]. This November, I'm committed to voting because Public Health is on the Ballot! Today, I want to talk about why voting is crucial for [Key Value/Question].</p>	<p><i>Hello, I'm Dr. Alex Martinez, a public health professional specializing in housing and homelessness. This November, I'm committed to voting because Public Health is on the Ballot! Today, I want to talk about why voting is crucial for creating opportunities for health and social justice.</i></p>
<p>[Personal Connection or Experience that highlights the key value or answers the question].</p>	<p><i>Every day, I see the impact that safe, stable housing has on people's health. Without secure housing, it's nearly impossible to maintain good health, access medical care, or achieve a sense of stability.</i></p>
<p>[Impact Statement: How does this value or question relate to voting?]</p>	<p><i>Right now, many of our policies don't reflect the urgent need for affordable housing and homelessness prevention. But when we vote, we have the power to change that. Voting allows us to support leaders and policies that prioritize housing as a fundamental human right.</i></p>
<p>[Call to Action: Encourage viewers to take action related to voting, such as registering, researching candidates, or encouraging others to vote].</p>	<p><i>I know it can feel overwhelming and frustrating with the current state of the world, but that's why our votes matter more than ever. By voting, we're not just advocating for ourselves, but for every person in our community who needs a safe place to call home.</i></p>
<p>[Closing Statement or Call to Reflect].</p>	<p><i>So, let's turn our frustration into action. Let's vote for the policies and leaders that will make a real difference in housing and health. Together, we can create a healthier, more just society. Your vote is your voice—let's use it to build a better future for all.</i></p>

Template script and reflection questions to speak from your values

These questions can help you think deeply about the connections between voting and the values of *collective care, empowerment, belonging, and social justice*. Choose values that speak to you and use them as a guide to craft your story.

1. **How do you see voting as an act of collective care within your community?**
Example: "Voting is a way we can all come together to ensure our community's health and well-being. It's about making sure everyone has access to the resources they need to thrive."
2. **How has voting made you feel more empowered as a public health professional?**
Example: "Voting allows me to advocate for policies that directly impact the health and well-being of my community and the power to choose leaders who will fight for our health and rights."
3. **Can you share an instance where voting made you feel more connected to your community?**
Example: "During the last election, our community came together to support a candidate who truly understands our needs, fostering a sense of unity."
4. **What new possibilities for social justice and movement building do you hope to see as a result of increased voter participation?**
Example: "I hope to see more collaborative efforts between elected officials and grassroots organizations working towards systemic change."

For more values-based inspiration, read Narratives for Health's [civic health transformative narratives](#).

Template Script Framework	Example Script
[Opening Greeting], I'm [Your Name], and this November, I'm committed to voting because Public Health is on the Ballot! I believe voting is [Key Value].	<i>Hello, I'm Sophie and this November, I'm committed to voting because Public Health is on the Ballot! I believe voting is an act of collective care.</i>
[Personal Connection or Experience that highlights the key value or answers the question].	<i>When we vote, we're not just making decisions for ourselves—we're shaping the health and well-being of our entire community.</i>
[Impact Statement: How does this value or question relate to voting?]	<i>Our votes have the power to influence policies that impact access to healthcare, clean air and water and other vital resources. By voting, we create opportunities for better health outcomes for everyone.</i>
[Additional Point or Story to reinforce the importance of voting]. Or [Highlight an example or statistic related to voting and the key value or question].	<i>In my community, we saw a significant improvement in public health when voter turnout increased. After a local election brought in officials committed to healthcare reform, we witnessed expanded access to healthcare services, cleaner public spaces, and more resources for mental health support, proving that voting can truly transform community health.</i>
[Call to Action: Encourage viewers to take action related to voting, such as registering, researching candidates, or encouraging others to vote].	<i>So, let's come together and prioritize the health of our communities at the ballot box.</i>
[Closing Statement or Call to Reflect].	<i>Together, we can build a healthier, more resilient future for all. Let's show that we care. Let's vote.</i>

Template script in support a state or local ballot initiative

First, identify your state/local-level ballot initiatives. The [Public Health Awakened's Ballot Tracker](#) is a good place to start. If your state isn't listed, [Ballotpedia](#), your Secretary of State's website, community advocates for or against measures, and local forums or discussions will have more information. Then, use these questions and template script to consider the importance of a specific state or local ballot initiative and its impact on public health, equity and justice in your community.

- 1. What positive outcomes do you envision for your community if this initiative passes?**
Example: "Passing this initiative could lead to [positive outcomes], improving overall [community well-being, health equity, etc]."
- 2. What personal experiences or observations motivate your support for this initiative?**
Example: "I've seen firsthand how [related issue] affects [specific community members], and this initiative provides a critical opportunity to address these challenges."
- 3. How can voting for this initiative contribute to social justice and equity in your community?**
Example: "Supporting this initiative aligns with our community's values of [values such as equity, justice, fairness], ensuring that all residents have access to [specific benefits]."

Template Script Framework	Example Script
[Opening Greeting and Key Value], This November, I'm committed to voting because Public Health is on the Ballot!	<i>Hi, I'm My-Linh, a public health professional dedicated to improving health equity. This November, I'm committed to voting because Public Health is on the Ballot!</i>
[Information about ballot measure and support (Yes) or oppose (No)]. [What positive outcomes do you envision for your community if this initiative passes/fails?]	<i>Colorado voters will decide on the Colorado Right to Abortion and Health Insurance Coverage Initiative. This ballot measure will create a right to abortion in our state constitution and allow public funds for abortion, making sure all Coloradans can access comprehensive care. By voting 'yes,' we can make sure our state supports reproductive freedom and justice.</i>
[Impact Statement: How does this value or question relate to voting?][How does this ballot initiative address pressing issues in your community?]	<i>Voting is more than a personal choice—it's an act of collective care. When we vote 'yes' on this initiative, we're supporting reproductive justice and ensuring everyone has access to the healthcare they deserve. This is about protecting our community's health.</i>
[Call to Action: Encourage viewers to take action related to voting, such as registering, researching candidates, or encouraging others to vote].	<i>Please join me in voting Yes on Initiative #89, supporting candidates who embody reproductive justice values, and letting your friends know that public health is on the ballot.</i>
[Additional Point or Story to reinforce the importance of voting]. [Highlight an example or statistic related to voting and the key value or question].	
[Closing Statement or Call to Reflect].	<i>Together, we can make a difference in healthcare equity and reproductive justice. Let's make our voices heard at the ballot box.</i>

Template script to move from apathy to action

The following template script acknowledges the tension of feeling powerless in the face of societal malaise and frustration with the current geopolitical state of the world, while also emphasizing the importance of committing to vote as a means of empowerment and change, grounded in values around public health and social justice.

Template Script Framework	Example Script
[Opening Greeting], I'm [Your Name], and this November, I'm committed to voting because Public Health is on the Ballot! I believe voting is [Key Value].	<i>Hi everyone, it's Monica. I'll be honest, lately, I've been feeling powerless.</i>
[Personal Connection or Experience that highlights the key value or answers the question].	<i>It seems like no matter what we do, things just keep getting worse. But then I realized something: voting isn't about solving all our problems overnight. It's about taking a stand and refusing to accept the status quo.</i>
[Impact Statement: How does this value or question relate to voting?]	<i>So, I'm committing to vote. Because voting is one way we channel our collective power to make a difference. It's how we fight for public health, for social justice, for a brighter future!</i>
[Additional Point or Story to reinforce the importance of voting]. Or [Highlight an example or statistic related to voting and the key value or question].	<i>I'm making a commitment to vote. Because when we vote, we're not just expressing our opinions—we're shaping policies that impact public health and social justice. It's time to reclaim our power and make our voices heard.</i>
[Call to Action: Encourage viewers to take action related to voting, such as registering, researching candidates, or encouraging others to vote].	<i>Let's not allow the challenges of today deter us from the possibilities of tomorrow. Let's vote like our future depends on it—because it does.</i>
[Closing Statement or Call to Reflect].	<i>Together, we can build a healthier, more resilient future for all. Let's show that we care. Let's vote.</i>


Your Turn!

Now it's your chance to craft your own compelling script. Use the template and examples provided to guide you in writing your own script.

[Opening Greeting],	<i>I'm [Your Name], and today I want to dive into the importance of [Key Value/Question] when it comes to voting. / I'm passionate about [Key Value/Question]</i>
[Personal Connection or Experience that highlights the key value or answers the question].	
[Impact Statement: How does this value or question relate to voting?]	
[Call to Action: Encourage viewers to take action related to voting, such as registering, researching candidates, or encouraging others to vote].	
[Additional Point or Story to reinforce the importance of voting]. [Highlight an example or statistic related to voting and the key value or question].	
[Closing Statement or Call to Reflect].	

4. Ready? Set? Record!

Now that you've got your script and practiced, let's make sure your video shines:

1. **Choose a Great Location:** Pick a spot with good lighting and minimal background noise.
2. **Clear Visibility:** Ensure your face and body are clearly visible with no obstructions.
 - Watch this 3-minute video with expert tips on creating impactful user generated content on how to achieve the best quality video.
 [How to get UGC right](#) (3 minutes)
3. **Record a vertical selfie video:** Record in vertical orientation for the best framing. Hold your phone steady and at eye level.



Thrive Through Civic Health:
We Will Vote

Congratulations on recording your video!

Submit your video [here](#) to inspire health professionals and organizations to promote civic and voter participation.

Thank you for sharing your personal story with the [Thrive Through Civic Health: We Will Vote Team](#). By submitting your story, you agree to have any and all aspects of your submission shared publicly by the Public Health Awakened Election Workgroup and Thrive Through Civic Health: We Will Vote coalition.

Need more Support?

- Reach out to Gnora Mahs, Gnora@hdhp.us to schedule a 15-minute call to answer any questions or concerns you may have. Our team is here to help!
- Consider using [ChatGPT](#) with a prompt,
 - e.g., "I want to create a 45 second script that includes reference to a ballot measure. Include reference to public health is on the ballot, supporting reproductive rights and reproductive justice for all Coloradans. Include a statement with the value of voting as an act of collective care. Use this template to help shape the script:
 - [Opening Greeting], I'm [Your Name], and I'm here to talk about [Key Value/Question].

- [Personal Connection or Experience that highlights the key value or answers the question].
- [Impact Statement: How does this value or question relate to voting?]
- [Call to Action: Encourage viewers to take action related to voting, such as registering, researching candidates, or encouraging others to vote].
- [Additional Point or Story to reinforce the importance of voting].
- [Closing Statement or Call to Reflect].”

Note: While ChatGPT can assist in shaping your ideas, it's important to verify information for accuracy and relevance. Ensure that facts, figures and details about ballot measures and public health issues are up-to-date and factual. Consider consulting reliable sources or experts in the field for validation.

5. Templates to share the initiative across your networks!

We encourage you to share your story across your personal networks and organizations to inspire more people to take action and commit to voting this year.

1. Post your stories with the captions below.

Social Media Captions (meets character limit on X)

- Voting is public health because it helps shape the conditions in which people can thrive. Join me in committing to vote this year: <https://tally.so/r/3xY2dG>
- This year I am joining public health colleagues to share stories about voting so we show up and vote for health this year. Will you join me by pledging to vote? <https://tally.so/r/3xY2dG>
- Voting is an important way to ensure our voices are heard on issues that affect our health. Will you join me in pledging to vote this year? <https://tally.so/r/3xY2dG>

If posting or sharing on Instagram, use the hashtag: #PublicHealthIsOnTheBallot and tag [phawakened](#)

2. Share this opportunity internally and externally

a. Share this email with your relevant community

To	Colleagues
Cc	gnora@hdhp.us , sophia@humanimpact.org
Subject	Could you share why you're going to vote? Your voice matters!

Hello!

As you know, there are hundreds of elections happening across the country that will impact public health this year.

Voting is a public health issue because it helps shape the conditions in which people can thrive. All of the conditions for health are represented in the candidates and the issues we vote on throughout the entire ballot (e.g., affordable housing, education, climate, jobs).

This year I am joining public health colleagues to share stories about voting to ensure the health sector shows up and votes for health this year. Personal stories are a powerful way to create change and support health sector voter participation.

Will you join me and add to the chorus to public health professionals sharing stories about how voting is critical to advancing community health?

Attached is [a resource we can use to guide us through sharing stories](#) that highlight the important connection between health and voting. Personal stories from health leaders build trust and go a long way in promoting civic and voter participation.

Let me know if you have any questions, and I'd be more than happy to connect. CC'd is Gnora who can help answer any questions about the initiative!

Best,
[signature]

b. Share this template with your community in a newsletter.

Voting is a public health issue because it helps shape the conditions in which people can thrive. All of the conditions for health are represented in the candidates and the issues we vote throughout your ballot (e.g., affordable housing, education, climate, jobs). This year I am joining public health colleagues to share stories about voting to ensure the health sector shows up and votes for health this year. Personal stories are a powerful way to create change and support health sector voter participation. [Will you join me and add to the chorus of public health professionals sharing stories about how voting is critical to advancing community health?](#)

This [storytelling toolkit developed by Public Health Awakened](#) provides guidance and templates to help craft your story and make your voice heard. Together, let's ensure that public health is well-represented at the ballot box this year!

This toolkit was Compiled by Jed Amurao, My-Linh Luong, and Gnora Mahs as members of the Public Health Awakened Election Workgroup. Special thanks to Ericka Burroughs-Girardi, Anglea Acker, Sophie Simon-Ortiz for their review..

Public Health Awakened - National

Public Health Awakened is a national network of public health professionals organizing for health, equity, and justice. We work with social justice movements on strategic and collective action to create a world in which everyone can thrive and to resist the threats faced by communities of color and low-income communities.

We are calling on public health nonprofits, government agencies, academics, and others to courageously step up and use our power — our evidence, expertise, voice, and resources — to protect and promote people’s lives and communities.

For more information, visit our website: <https://publichealthawakened.org/>.