

NARRATIVE CHANGE SELF-ASSESSMENT FORM '26

This document has been created to help you – as an individual, an organization, part of a collective, etc. – think through how you have done narrative change work in the past, as well as how you may like to do this work in the future. It is also designed to help you think of narrative change efforts as a comprehensive, measurable strategy instead of individual activities. There are no right or wrong answers, and it is OK to leave questions blank. You can respond to the questions thinking about one particular strategy/campaign/output, or you can think about the entirety of your narrative change work as a whole. We are defining narrative change as:

“the effort to challenge, modify, or replace existing narratives that perpetuate inequity and uphold an unjust status quo, through the creation and deployment of new or different narratives.”¹

For more information, please reference the resources included at the end of the document.

1. Which of the following activities have you **engaged in or hired someone to engage in currently or in the past** to advocate for equity/change (i.e., not general organizational branding, marketing, or communications)? Please check all that apply:

Amplifying underrepresented voices	Direct Mail	Print Media (eg. newspaper articles, op-eds)
Billboards	Documentary/ Non-Fiction Films	Printed Newsletter/Newspaper
Blogs	E-zines	PSAs
Books (printed or e-books)	Infographics	Reframing an issue
Broadcast television (eg., local or national news)	Journal Articles	Radio Ads
Bus Ads	Magazines	Shareable graphics/ memes
Comic Books	Music/songs	Social Media Ads
Countering harmful language	Narrative Films	Virtual Newsletter
Creating new messaging	Oral Histories	Visual artworks
Creating new terminology	Photography	White Papers
Other:	Podcasts	

2. Which of the following activities would you like to **engage in or hire someone to create in future** work to advocate for equity/change (i.e., not general organizational branding, marketing, or communications)? Please check all that apply:

Amplifying underrepresented voices

Billboards

Blogs

Books (printed or e-books)

Broadcast television (eg., local or national news)

Bus Ads

Comic Books

Countering harmful language

Creating new messaging

Creating new terminology

Other:

Direct Mail

Documentary/
Non-Fiction Films

E-zines

Infographics

Journal Articles

Magazines

Music/songs

Narrative Films

Oral Histories

Photography

Podcasts

Print Media (eg. newspaper articles, op-eds)

Printed Newsletter/Newspaper

PSAs

Reframing an issue

Radio Ads

Shareable graphics/
memes

Social Media Ads

Virtual Newsletter

Visual artworks

White Papers

3. Is there a difference between your responses to questions 1 and 2? If so, reflect upon why you would want to engage in different activities in the future, and what it would take (resources, time, training, hiring specialists, etc.) to do them. If not, reflect upon why these activities and strategies have been effective and how you could enhance or improve upon them in the future.

4. What existing narrative(s) have you sought to change? Who would benefit from the change(s) and how would it impact them?

5. Who are your typical audiences for the activities you checked off in questions 1 and 2? *NOTE: This answer may or may not differ from who you listed in question 4.*

6. Who do you typically collaborate with on the activities you checked off in questions 1 and 2, if anyone? If you have not worked with collaborators, who would be helpful to partner with in the future (amplification of messaging, thought partnership/strategy, influence/reach, etc.)?

Attitude Change

Behavior Change

Building Community Power

Countering Harmful
Narratives

Other:

Elevating/Amplifying
Community Voice

New Social Norms

Policy Change

Reframing an Issue

Systems Change

7. What have been some of the goals of the activities you checked off above?

Change in attitudes/beliefs

Change in behaviors

Change in how media/popular culture talks about the issue (terminology, messaging, credible messengers, etc.)

Other:

Change in institutional policies/practices

Change in organizational capacity to do the work

Change in social norms

Policy change (big P or small p)

Reach (social media analytics, website hits, billboard views, content downloads, etc.)

8. How have you known if you have attained your goals? How do you measure the effectiveness of your narrative change strategies?

For more information about Narrative Change, check out the following resources:

Color of Change's ["Building Narrative Power" series](#)

Convergence Partnership's [Funding Narrative Change Report](#)

Frameworks Institutes' ["Communicating Now" toolkit](#)

New Venture Fund's ["Narrative Initiative" website](#)

ORS Impact's ["Measuring Narrative Change: Understanding Progress and Navigating Complexity" brief](#)

RadComm's [Resource Directory](#)

Spitfire Strategies' ["Tools" website](#)

W.K. Kellogg Foundation's ["Strategic Communications Planning Hub"](#)



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