



Poetry for Personal Power





Poetry for Personal Power

Main program idea: Everyone has a source of personal strength like spirituality, mindfulness, exercise, volunteering, or of course, poetry.

These wellness tools help people get through adversity or tough times in their lives.



Rolling Bicycle Based Health Fair Display Booth



First Year Successes:

Recovery stories from people outside consumer movement

Personal Power statements from people outside the mental health system

Reinforcement of personal power for people not used to the idea of wellness tools

Use of surprise element to generate interest and discussions





Outputs vs Outcomes

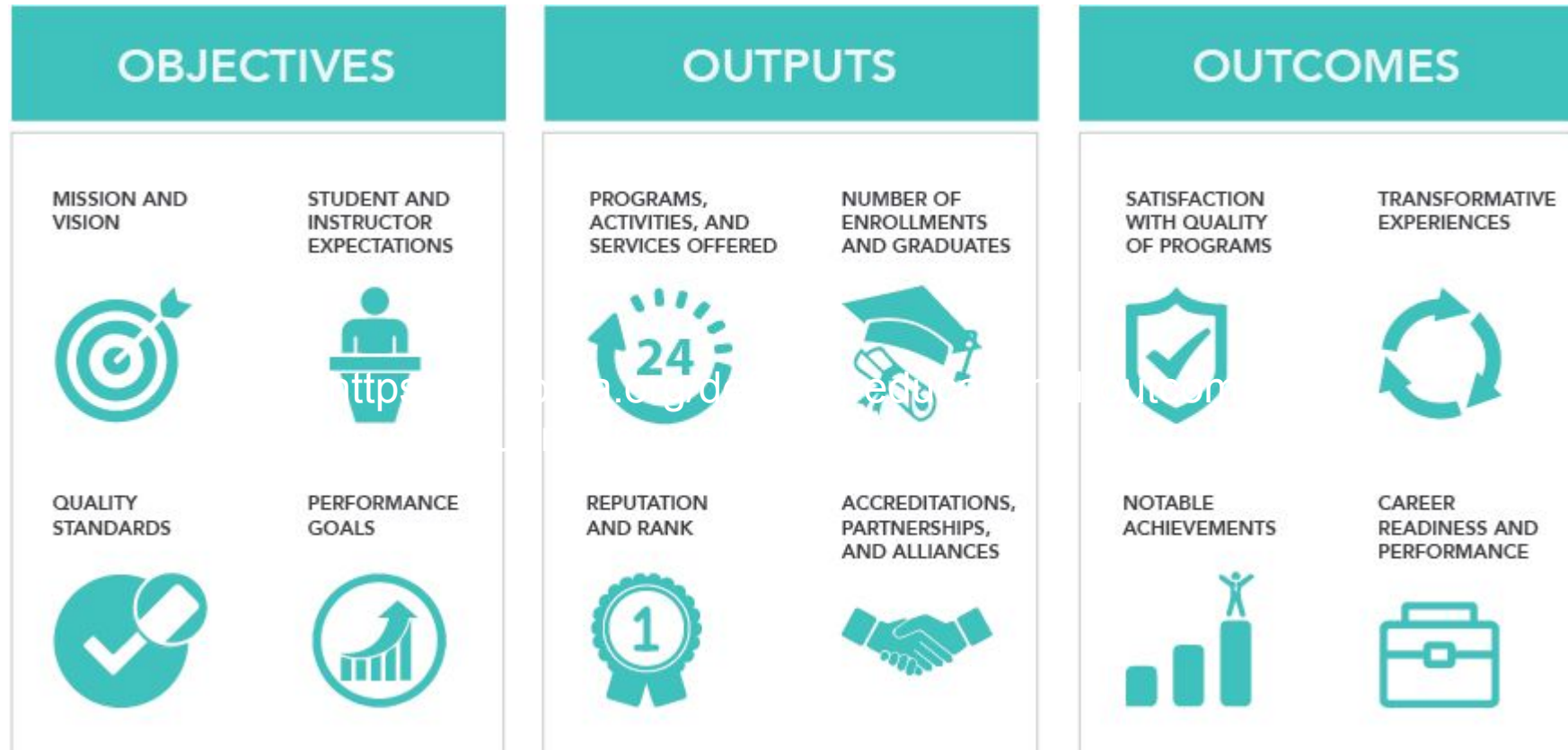
Output: How much, how often, what was completed, demographic audience reached

Outcome: What changed, how the people were actually helped





Outputs vs Outcomes



Source: <https://encoura.org/defining-educational-outcomes-measuring-impact/>



Outcome vs Outputs

OUTPUT: Recovery stories from people outside consumer movement

OUTPUT: Personal Power statements from people outside the mental health system

OUTPUT: Use of surprise element to generate interest and discussions

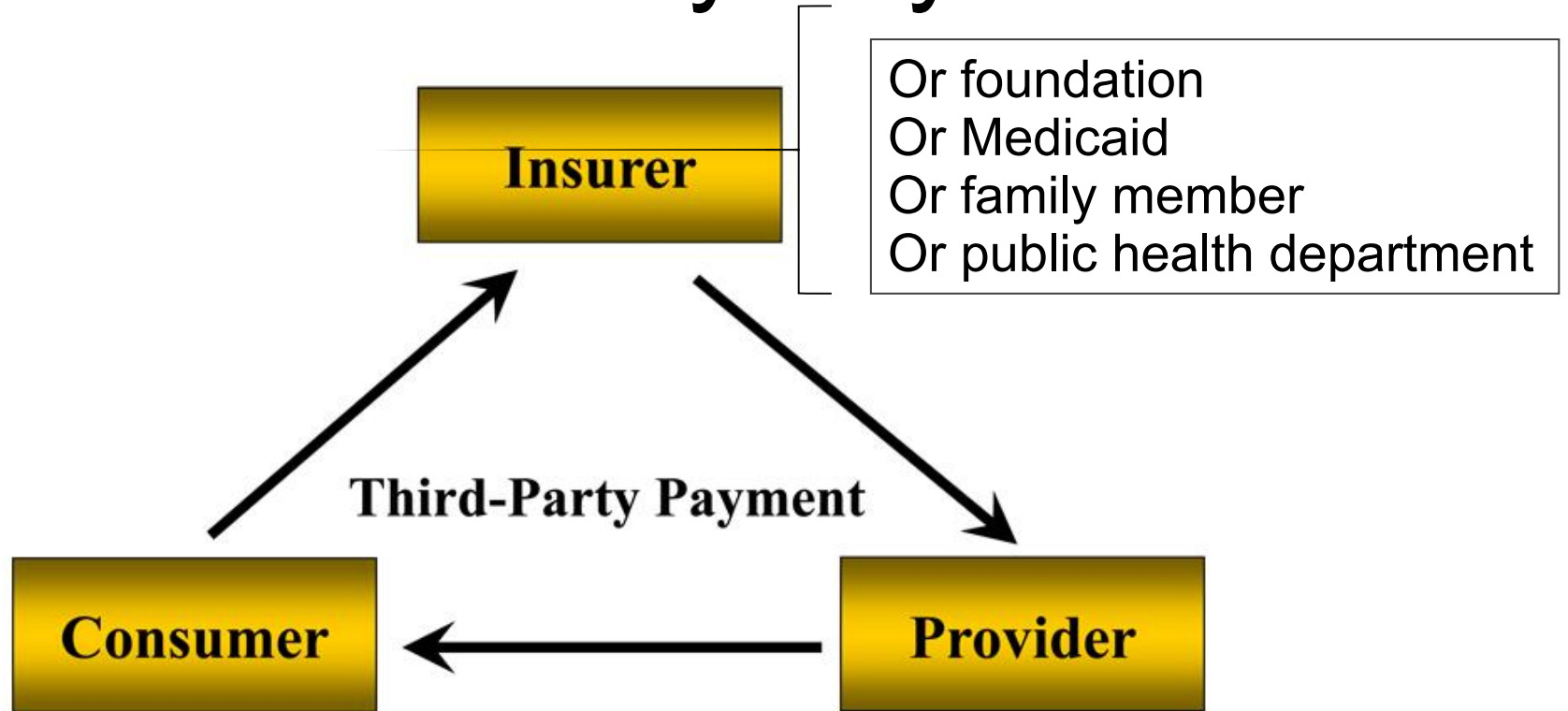
OUTCOME: Reinforcement of personal power for people not used to the idea of wellness tools



Outcomes vs outputs for Judo?



Third Party Payers



Now, what if each group values different outcomes?

Recovery Outcomes vs. Clinical Outcomes

Clinical recovery

- Symptoms
- Disability
- Intervention
- Evidence
- Standardised
- Compliance
- Risk management
- Avoiding incidents
- Relapse prevention
- Remission
- Discharge

relief from symptoms
getting over problems

Personal recovery

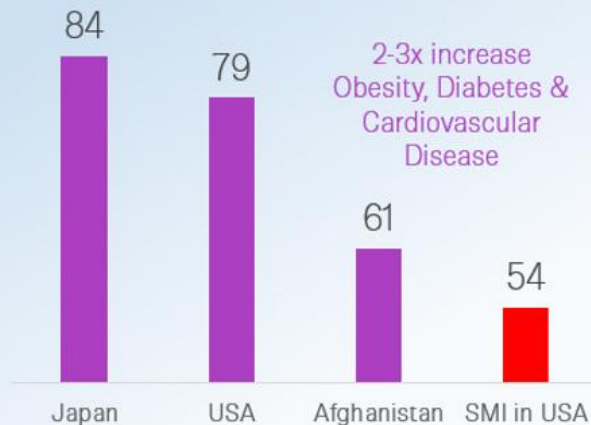
- Strengths
- Empowerment
- Agency
- Experience
- Personalised
- Choice
- Safety planning
- Taking opportunities
- Successful self management
- Resilience
- Discovery: meaningful lives

development of wellbeing
getting into life and living

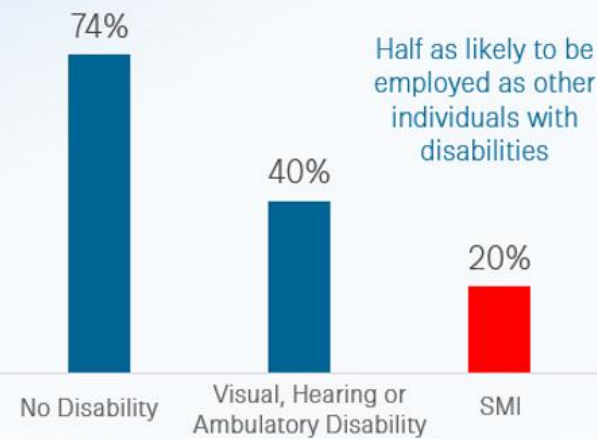
What we Get by Doing this.....

"Valuing" Recovery: Real Outcomes for People with Serious Mental Illness (SMI)

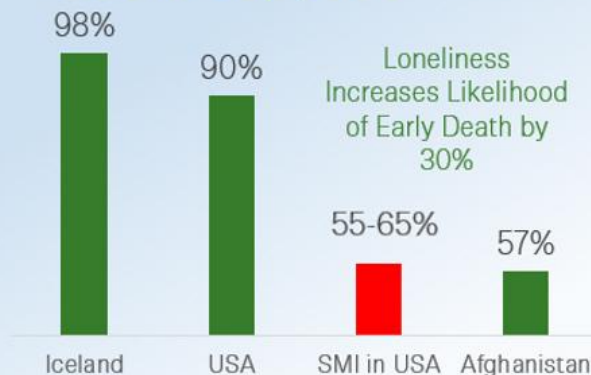
Health: Avg Life Span



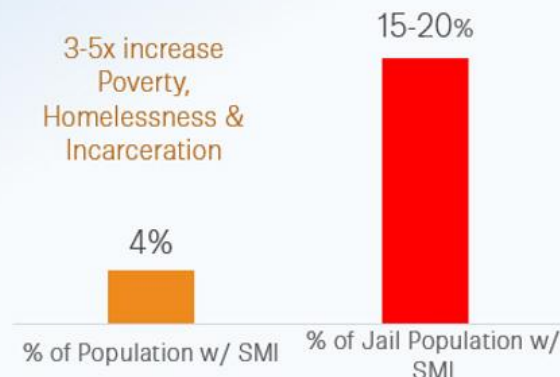
Finance: Employment



Community: Friends & Social Supports



Autonomy: Making Own Life Decisions



Health

Life expectancy data WHO and NASMHPD, and Disease Prevalence from World Psychiatry

Finance

Employment data from American Community Survey and NAMI SMI

Community

Nation data from World Happiness Report ("Someone to rely on in times of trouble"). SMI data from AZ Health Risk Assessments ("Someone to talk to about problems" and "Someone invites me out for dinner/activity.")

Autonomy

"Prevalence of SMI Among Jail Inmates" and "Poverty and Severe Psychiatric Disorder"

Life for the nearly 10 million people with SMI in the US has comparable outcomes to the average person in Afghanistan.

University Open Mics – Harris-Stowe, St. Louis





**University Open Mics -
MU/Moberly, Columbia, MO**

Photo by Corinna West, Wellness Wordworks



Key program elements



Extensive documentation

Persistent marketing and salesmanship in the face of multiple denials

Consistent follow up with program partners

Creativity, flexibility, and ability to change plans rapidly

Willingness to learn social media and viral marketing



University Open Mics Successes



Surprise winners

First time poet entrants

People entering contest
because of “overcoming
adversity” theme

Many people go through
different types of
adversity

Many comments about
openness and usefulness
of hearing other people's
stories



Online Measurement:

How we measure outcomes:

Survey Monkey

Artist Interviews

Facebook Feedback

Wordpress Form Builder Plug in

Paper evaluations

Artist Report Forms





Artist Entrepreneur Outcomes

- 69 sponsored artist/advocates, 50 or 72% earned revenue from us in 2017
- 6 active or semi-active regions: KS, STL, Denver, MO statewide,
- 5 fold increase in artist engagement with Kauffman style entrepreneur resources: 7% at start and 39% at the end
- Supported 48 Artists to make 98 conference appearances at 29 conferences in 2 years.
- Used \$9,152 in funding to leverage \$23,885 in conference scholarships
- 20% increase in the use of financial management tools, 26% increase in the use of marketing tools
- Top 20 sponsored artist/advocates earned an average of \$926 from sponsorship, \$205 in travel honoraria, \$302 in travel costs paid, \$1,514 in conference scholarships, and \$4,050 median income from all art/advocacy sources
- 8 fold median increase in artist/advocate related income



Social media marketing

The Dragonfly Effect by Jennifer Aaker and Andy Smith

Include lots of images and video

Stories and personality are important to building personal connection

Messages should be fun, surprising, connect with emotion, and help people

Interact early and often with your audience via questions and contests

Translate online actions with real world requests for time





Thank you!



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