

District Best Practices Session 1: Thursday, October 8, 10:15 – 11:45 am

Session Title: Storytelling: Helping to Connect, Heal and Inspire

Time: 11:00 – 11:45 am

Location: San Carlos 1

Presenters: Blair Barker, Chief Executive Officer & Michelle Rogers, Community Services Manager, Camarillo Health Care District

Session Description: Inspire, empower and connect your community through the power of the spoken word. Camarillo Health Care District's podcast and live storytelling show, *Stories from the Heart: Inspiring Tales of Life, Love and Learning*, elevates diverse, local voices while creating community connection, building empathy, and providing emotional and social support to family caregivers and individuals facing, living with or healing from health challenges.

Learn how the District developed its storytelling initiative and discover how your organization can use podcasting and live storytelling to strengthen community connections and enhance communication. Attendees will receive practical guidance on creating a podcast and making it available on streaming platforms, along with best practices for storytelling coaching, show production and promotion.

This session will also explore how storytelling can boost brand awareness, create meaningful engagement opportunities, and help healthcare districts promote their programs and services while sharing authentic stories that connect, heal and inspire.



Blair Barker is Chief Executive Officer of Camarillo Health Care District and has served the District for more than 13 years. A Certified Special District Manager and Certified Case Manager, Blair holds a master's degree in public health and is currently pursuing her Doctor of Public Health through Tulane University. As CEO, she oversees the District's day-to-day operations, budget, grants and staff management, as well as its strategic direction to ensure programs continue to meet the needs of the community.



Michelle Rogers is Community Services Manager at Camarillo Health Care District. An award-winning journalist and editor with 30 years of experience, she joined the District in 2022 after serving as national manager of USA TODAY's Storytellers Project. At the District, Michelle produces its storytelling podcast, oversees communications and community outreach, and manages its social media strategy. She holds a bachelor's degree in journalism from Eastern Michigan University, is a graduate of the Ventura County Leadership Academy, and holds a People Manager Designation from the Society for Human Resource Management.