

# From Injury to Opportunity: Narratives Driving Change

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## Introduction

This quality improvement project shares the employment experiences of Veterans with Spinal Cord Injury (SCI) with Individual Placement and Support (IPS), and the scientific process of translating qualitative data into impactful stories.

This presentation will

1. demonstrate the methodology of story development and
2. provide an opportunity to illustrate the value of VA vocational rehabilitation.

IPS is an evidence-based practice assisting individuals with disabilities in securing work that aligns with their interests.

## IMPORTANCE TO VETERANS

Employment following SCI enhances quality of life. Capturing Veterans' employment stories can improve IPS adoption by both Veterans with SCI and SCI providers.

## Methods

### Data Collection and Analysis

- Qualitative Interviews with Employed Veterans
- Analyze data for themes

### Conceptual Development

- Create messages from themes
- Refine messages with strategic planning group

### Translation of Concepts

- Develop Creative Brief outlining aims, audiences, channels, themes, and messages
- Create storyboards using reviewed transcripts and selected quotes

### Video Production

- Deliver creative brief and storyboards to SAGO
- Video creation and editing
- Iterative refinement with partners

### Dissemination

- Identify channels and strategic opportunities by journey mapping with strategic planning partners
- Promote videos
- Assess and evaluate impacts

## Conclusion

Veteran stories using thematic data can increase Veteran engagement with research, illustrate the impact of employment, and improve clinical knowledge and motivation.



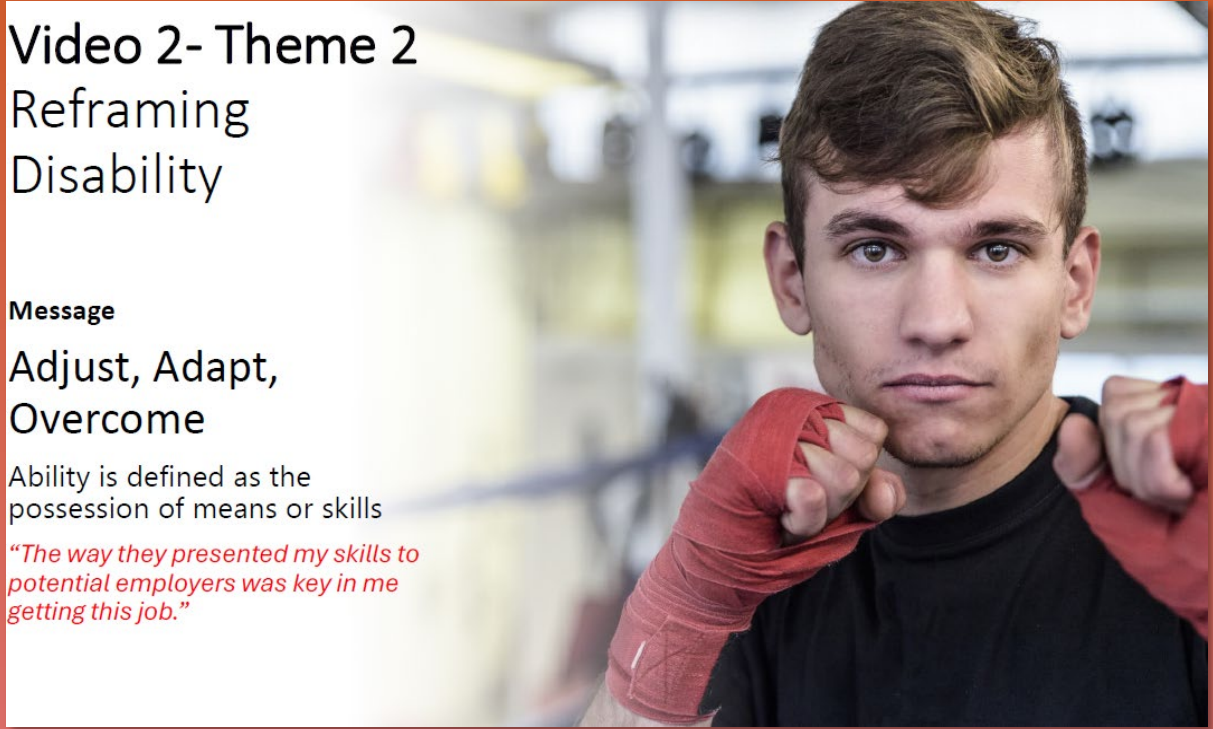
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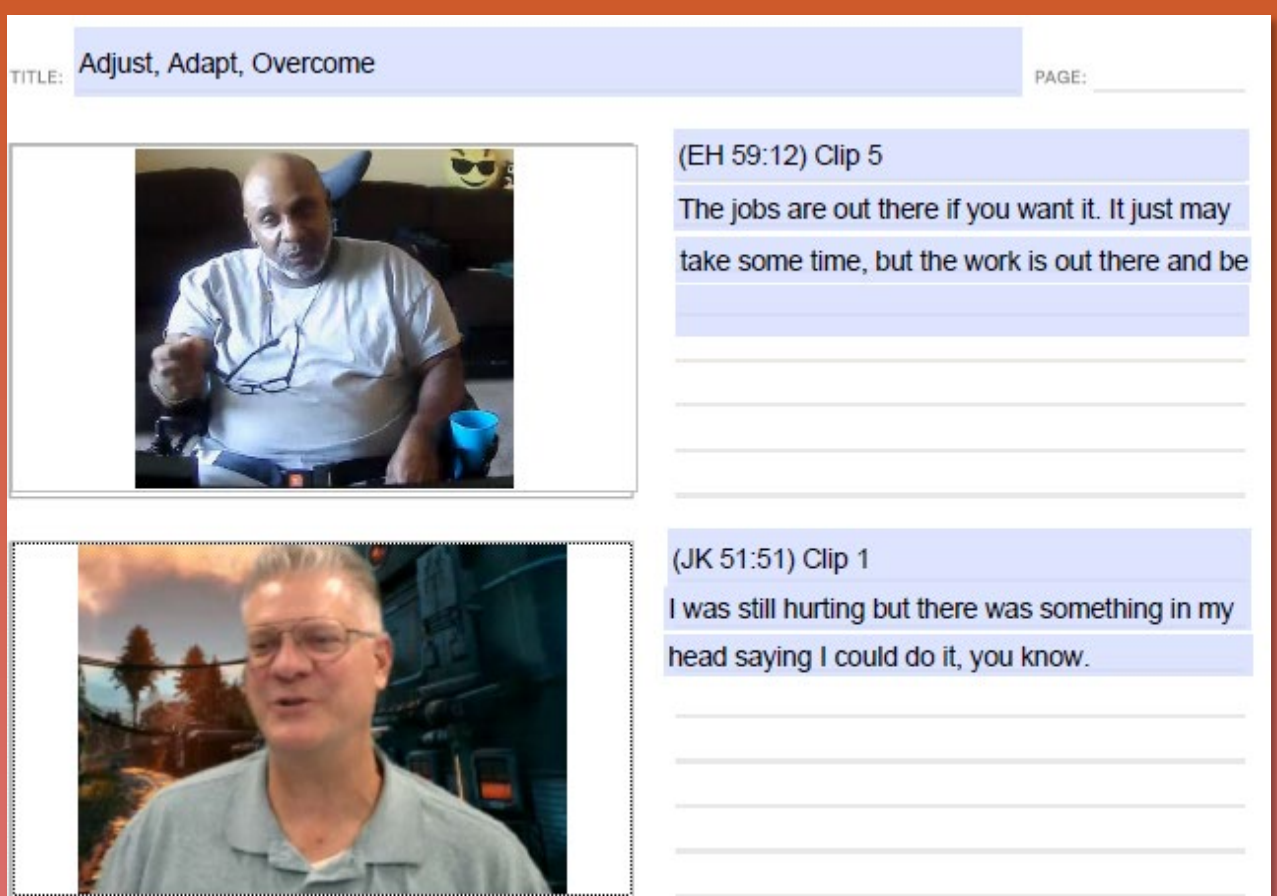
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| Themes                                                                      | Message                                                                                | Quote                                                                            |
|-----------------------------------------------------------------------------|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| Work is Beneficial to Patients (Provider)/ Benefits of Employment (Veteran) | Employment is Treatment/<br>Work is an on-ramp to freedom, connectivity, and happiness | "When I am working...it helps with depression. I feel alive, not just existing". |

Sample Theme to Message



Page of the Creative Brief



Sample Storyboard

Engaging Veterans to share the real-life impacts of vocational care improves awareness and access to services.

**Scan to hear our Veterans' stories.**

