

# News Release



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## **Southcentral Foundation Places First in National Institutes of Health Storytelling Challenge**

**ANCHORAGE, ALASKA** – Southcentral Foundation (SCF) received top honors from the National Institutes of Health’s Tribal Health Research Office (NIH) storytelling challenge. The NIH challenged organizations to develop a digital story that communicates how heritage and tradition lead to health and wellness in Alaska Native and American Indian communities and how future research can improve the health of these communities.

SCF submitted a video demonstrating the importance of incorporating the cultural value of storytelling into health care and how direct care providers use story when interacting with customer-owners. “Sharing story is the most important thing in driving health outcomes at the individual and population level,” SCF Vice President of Medical Services Dr. Douglas Eby said in the video. “It’s not a nice thing to do on the side, it is the core product of what we are producing.”

Storytelling is a key component in SCF’s globally-recognized health care model. The Nuka System of Care is a relationship-based, customer-owned, whole person care approach to transforming health care, improving outcomes, and reducing costs.

The challenge, *Storytelling about Health and Wellness in American Indian and Alaska Native Communities*, was announced by NIH in November in recognition of Native American Heritage Month and the winner was officially announced on March 9. As the first-place winner, SCF was awarded \$4,000 and received an invitation to attend a meeting of the NIH Tribal Consultation Advisory Committee in Washington, DC to discuss their submission.

SCF’s award-winning video is available at: <https://youtu.be/pbdByBqITdA>

### **About Southcentral Foundation**

Southcentral Foundation is an Alaska Native-owned, nonprofit health care organization. Managing more than 80 health care programs and services, SCF serves 65,000 Alaska Native and American Indian people in Anchorage, the Mat-Su Borough and 55 rural villages in the Anchorage Service Unit.

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