

SHIFTING NARRATIVES WITH LISA CREASON

Change Lives with
Compelling Storytelling

CLIENT:
Illinois Policy

IRON LIGHT



Signature Victory

THE CHALLENGE

Ex-offenders in Illinois like Lisa were banned from working in the health care field. Lisa had served her time for a crime she committed when she was 19 and had completed the proper schooling to become a nurse, but according to Illinois law, none of that mattered.

THE SOLUTION

We created a solutions journalism program that told Lisa's story and showed readers how public policy affects individuals. We gave our audience a solution to remedy the suffering and the tools to take effective action.

THE RESULTS

With Lisa's help, we passed occupational licensing reform into law, allowing thousands of Illinoisans the opportunity to provide a better life for their families.

SERVICES:

Messaging
Storytelling
Video



The Challenge

Despite working as a certified nursing assistant for nearly a decade and passing her nursing courses with flying colors, the state of Illinois denied Lisa access to the final test she needed to get her license to become a registered nurse – all because of a crime she committed as a teenager. More than two decades prior, she tried to steal money from a sandwich shop in a moment of desperation to provide for her baby girl.



The Solution

Iron Light produced a documentary-style video, a photojournalism story and newspaper op-eds detailing Lisa's fight.



SENATE BILL 42

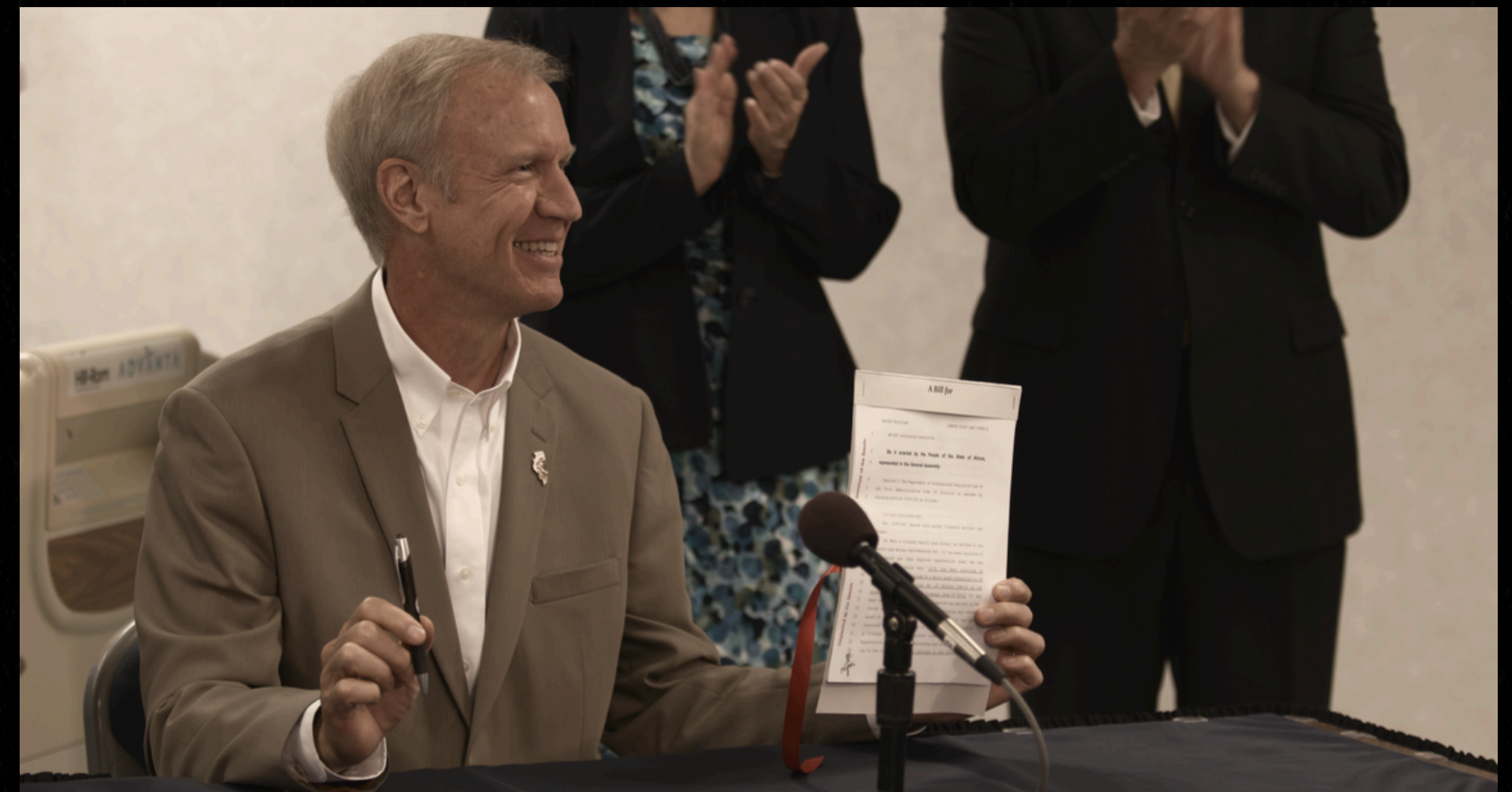
Lisa's struggle took the form of Senate Bill 42. The bill would allow those with forcible felonies on their records (other than sexual offenses) to seek waivers from the state to obtain health care worker licenses, provided the convictions occurred more than five years prior to applying for a waiver.





The Results

In 2016, the General Assembly passed Lisa's bill, with Gov. Bruce Rauner signing it into law alongside Creason, as well as Director of Content Strategy Austin Berg. Iron Light ensured this victory was reported across the state in local media, including the Chicago Sun-Times, as well as national outlets such as the Washington Post. SB 42 took effect Jan. 1, 2017.



EXPANDING OUR OUTREACH

The Illinois Policy Institute's black community members doubled from

5% to 10%

of their active community.

AWARD WINNING WORK

This content netted five nominations for Lisagor awards, Illinois' top honor in journalism: Best Short Film Documentary, Best News Column or Commentary, Best Multimedia Feature Presentation, Best Individual Blog Post and Best Individual Blog. The Institute took home two Lisagor wins for the photojournalism pieces on Lisa.



IRON LIGHT

Solving Wicked Problems