Speak Your Truth
Storytelling for Advocates
Storytelling

- Training
- Marketing
- Advocacy
What makes a story an effective advocacy tool?
Storytelling

• They connect us

• People remember them

• They tap into emotion
What is the impact you want your story to make?
Goal:

What do you want to DO?

ssw.umaryland.edu/traininginstitutes
“I want to…"

inspire

change minds

provide hope

Dispel myths
Message:

What are you trying to SAY?

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Recovery is possible for everyone

Seeking help is NOT a sign of weakness!

THERE ARE MANY PATHWAYS TO RECOVERY
The Missing Piece

• Protecting Yourself
• Protecting Others
• Strategic Sharing
How do I do this and stay safe?
How do I do this and be effective?
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Fit

• The organization’s values
  • The theme
  • The format
“My story is about my struggle with depression and the role of acupuncture in my treatment. Medication didn’t work for me.”

• Acupuncture conference

• Rally for forced medication

• Workshop for physicians on new treatments for depression
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Support

• Am I talking about unresolved trauma?

• Am I comfortable saying this out loud?

• Do I have a supporter to practice with?

  • Will I have a supporter in the audience?
In order to determine what level of support I need, I might:

• Talk with a friend

• Talk with my therapist

• Use my own judgment

• Any or All of the Above
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Audience

- Who are they?
- How do I choose the most effective language?
- How do I honor their experience?
“I am speaking to a group of trauma survivors. Since they understand, it would be fine to share every gory detail.”

True or False?
So how do I tell my recovery story?
Hook: How do I get their attention?
Hook: How do I get their attention?

Set the stage: How did it all get started?
Hook: *How do I get their attention?*

Set the stage: *How did it all get started?*

Progression: *How did things unravel? What was it like?*
Hook: How do I get their attention?

Set the stage: How did it all get started?

Progression: How did things unravel? What was it like?

Turning Point: *What was the moment you realized something needed to change and you were willing to try?*
Hook: How do I get their attention?

Set the stage: How did it all get started?

Progression: How did things unravel? What was it like?

Turning Point: What was the moment you realized something needed to change and you were willing to try?

Recovery: What did help look like? What helped, what didn’t?
**Hook:** *How do I get their attention?*

**Set the stage:** *How did it all get started?*

**Progression:** *How did things unravel? What was it like?*

**Turning Point:** *What was the moment you realized something needed to change and you were willing to try?*

**Recovery:** *What did help look like? What helped, what didn’t?*

**Present Day:** *What does life look like now? What supports work for you? What continues to be a challenge? What have you learned from navigating this experience?*
Hook: How do I get their attention?

Set the stage: How did it all get started?

Progression: How did things unravel? What was it like?

Turning Point: What was the moment you realized something needed to change and you were willing to try?

Recovery: What did help look like? What helped, what didn’t?

Present Day: What does life look like now? What supports work for you? What continues to be a challenge? What have you learned from navigating this experience?

Call to Action: What do you want people to understand? What would like them to do with that understanding?