

2022 POLICY INSTITUTE

STORYTELLING FOR  
POLICY CHANGE:

*Stories in Action*

October 19, 2022

# OUR FLOW TODAY

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## WE WILL DISCUSS

- Lessons learned from NC Child's storytelling work
- Tips for effective story collection
- Using stories in advocacy
- A conversation with advocates
- Q&A



# Getting on the same page



Storytelling is the social and cultural activity of sharing stories. Every culture has its own stories or narratives, which are shared as a means of entertainment, education, cultural preservation or instilling moral values.

# HOW STORIES ARE USED IN ADVOCACY



Why do  
**YOU**  
speak up  
for kids?

I push every day for my families. I see what they need. I see what we've been through this past year. And we will keep pushing.

Cassandra Brooks,  
Owner + Operator, Little Believer's Academy &  
2021 Tom V. Child Advocacy Award Winner

- Educate and inform
- Inspire action
- Direct advocacy
- Social media campaigns
- Earned media

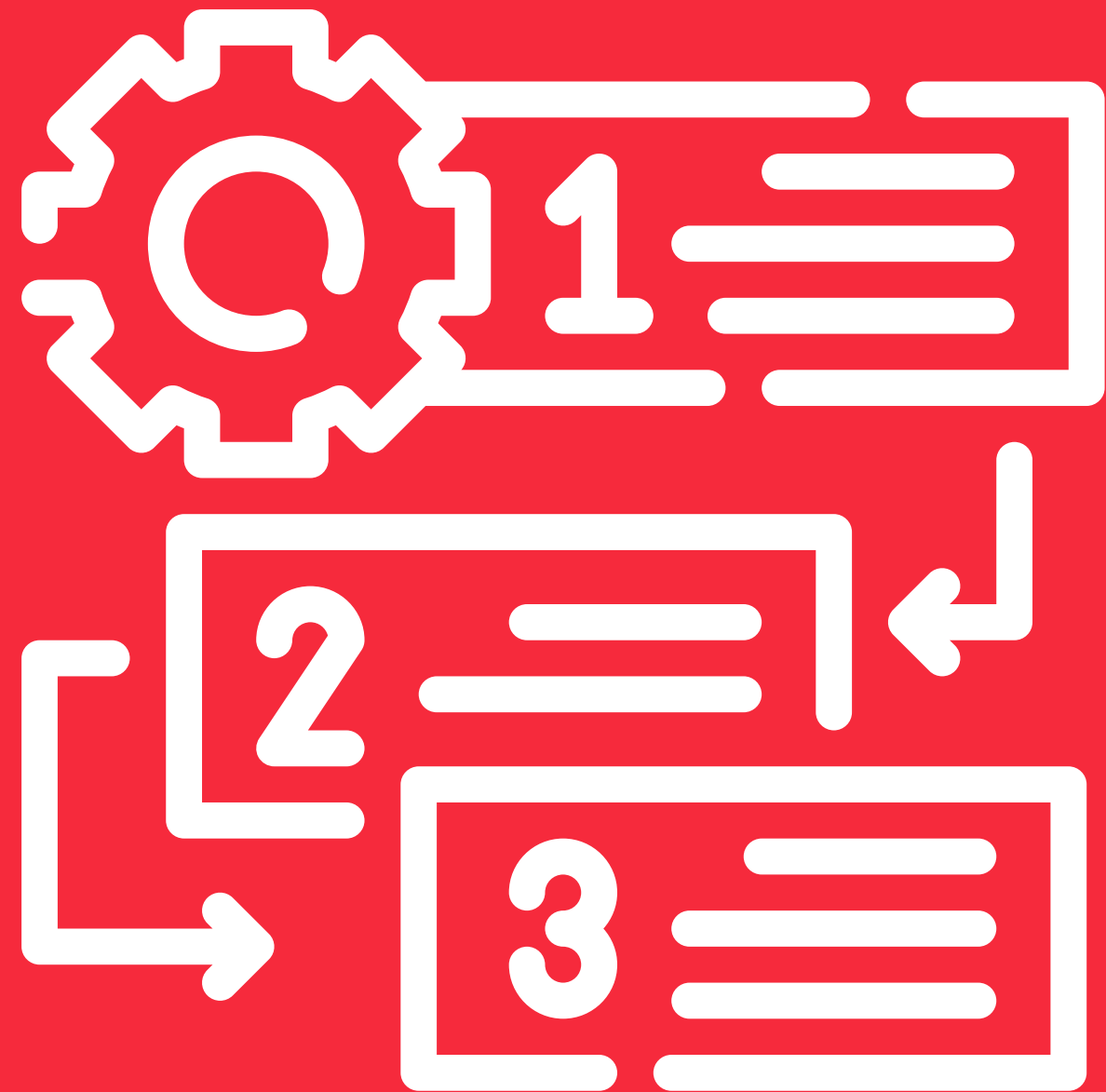
# THE JOURNEY



# TIPS FOR EFFECTIVE STORY COLLECTION

# PLANNING

- What is the goal?
- Who is the audience or target?
  - What characteristics will be most impactful?
- What is the call to action?
- What is the timeline or when will the story have the most impact?



# RECRUITMENT



Share your ideas for  
recruitment in the chat

- Where are the people impacted by the issue?
- What connections do you have in your personal and professional networks?
- Are there active groups on social media?
- Can existing storytellers help you recruit?



# IT'S ALL ABOUT RELATIONSHIPS



- Time and labor intensive
- Share a little about you
- Make it reciprocal
- Be transparent
- Clear is kind
- Keep in touch

# CONSENT



- To record
- To share publicly
- To use on social media
- To feature in a publication
- To share on website
- To use in the media
- To use any identifying information
- To follow up

# COLLECTING



Online Forms  
or  
Story Collection Apps



Telephone  
Interviews



Virtual video  
Interviews  
(Zoom, Google Meet, etc.)



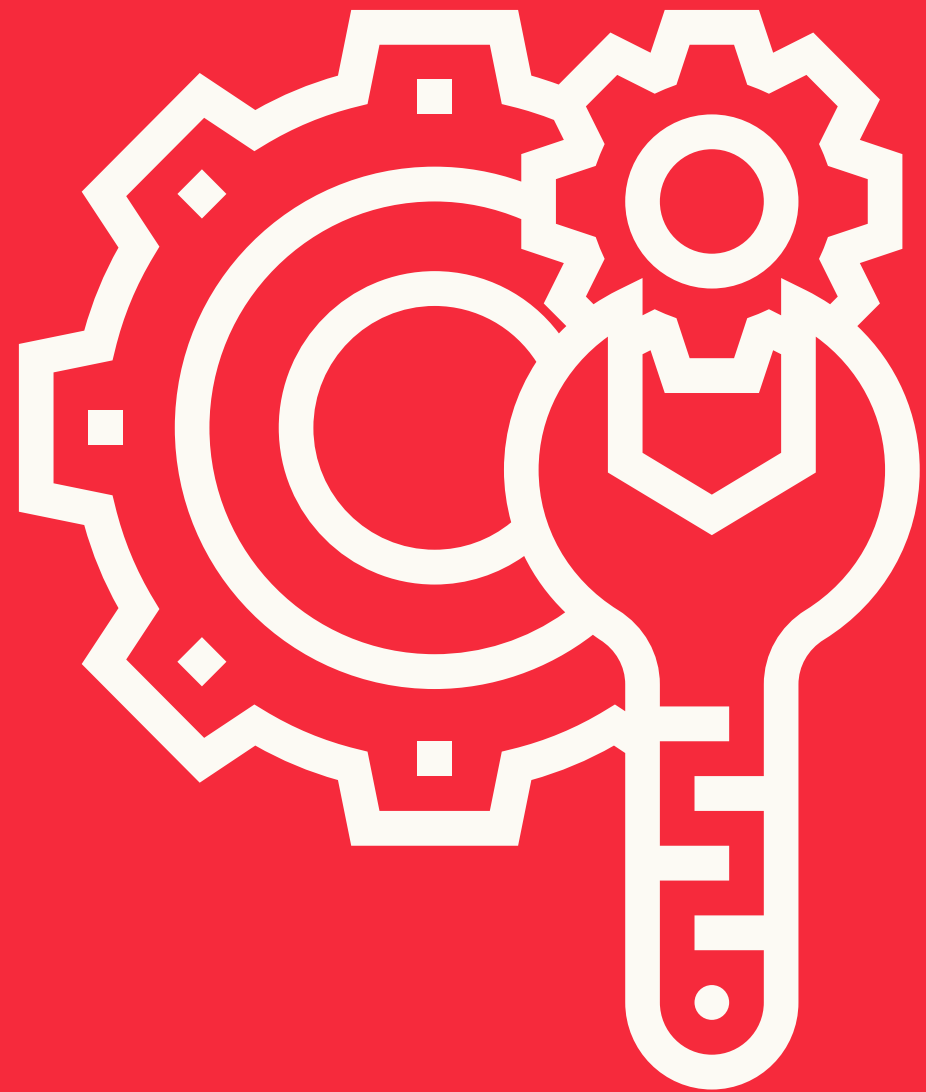
In Person  
Interviews

# COLLECTING



- Introduction
- Explain how their story will be used
- Be clear about consent
- Use open ended questions
  - Ex: Can you tell me about your experience with ...
- Get contact information
- Follow up

# STORYTELLER MAINTENANCE



- Maintain a database of your data
- Connect with available resources
- Follow up on any promises or incentives
- Provide relevant policy updates
- Offer other opportunities for advocacy

# MOVING UP THE LADDER OF ENGAGEMENT



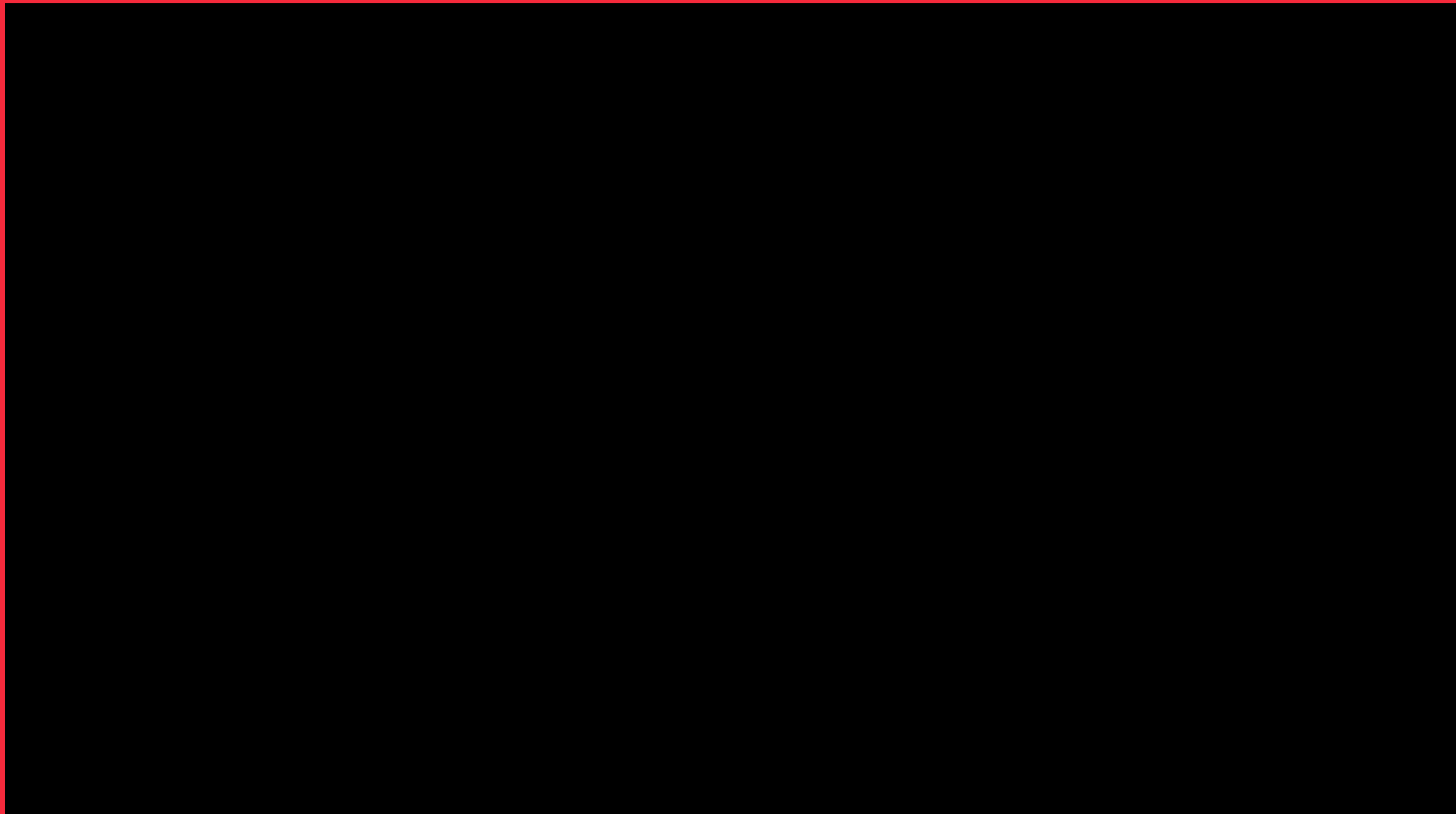
I just heard a  
powerful  
Story?  
Now what?

- Is the storyteller willing to:

- Ghostwrite or write and op -ed
- Contact a decision maker
- Share their story publicly
- Speak with the media

2. How will you support them?

TIFINI FERRELL



# USING STORYTELLING IN ADVOCACY



**FAMILIES CAN'T  
WAIT FOR  
HEALTH CARE**



# DEFINING A STORY

- A person or group
- faces a challenge
- and makes a choice
- that has a consequence.

An advocacy story invites us to become part of the story and act.



# ELEMENTS OF SUCCESS

- Relationships
- Timeliness
- Multichannel approach





# GET IN TOUCH WITH US

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# Find Us On Social Media



[ncchildorg](https://www.facebook.com/ncchildorg)



[@ncchild](https://twitter.com/ncchild)



[@n.c.child](https://www.instagram.com/ncchild)

# SOURCES

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Gould Kruzel , A., & Whitworth, S. (2021, March). Telling the Story of Medicaid in North Carolina. NC Child Storytelling Training . Raleigh; 10/11/2022.

Wikimedia Foundation. (2022, September 2). Storytelling. Wikipedia. Retrieved October 12, 2022, from <https://en.wikipedia.org/wiki/Storytelling>

THANK YOU FOR  
PARTICIPATING!

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Questions? Let us know!