



**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

# **NAMI Smarts for Advocacy: Telling Your Story**

## **Module One** **NAMI Smarts for Advocacy** **Rev June 2014**



**SPEAK UP**  
FOR CHANGE  
**#HILLDAY16**

**What does it take to convert  
training into  
practice?**



**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

# What gets the “new stuff” into everyday practice...

**Hearing information = 5%**

**Info + Demo = 10%**

**Info + Demo + Practice = 20%**

**Info + Demo + Practice + Feedback = 25%**

**Info + Demo + Practice + Feedback + In-situation  
coaching = 90%**



# Agenda

1. Why your story is important
2. Tips for telling your story
3. Listen to an example
4. What makes a story “work”
5. Write your own story
6. Practice your story and feedback

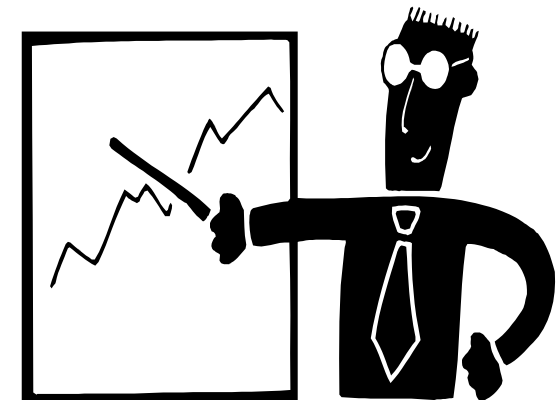
# Ground Rules



**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

To get the most out of this training, we ask you to agree to the following:

- **Participate fully**
- **Help keep us on time**
- **Turn off cell phones**



# Who's in the room?



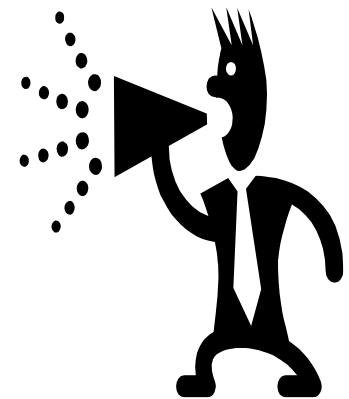
**SPEAK UP**  
FOR CHANGE  
#HILLDAY16





# Warm-up Activity

- What makes a story **less effective** with policymakers?
- What makes a story **more effective** with policymakers?





**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

Now, with an **understanding**  
of what helps make a story  
more effective...

let's get started!



# Why tell your story?



**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

***Because every  
American who  
experiences mental  
illness deserves the  
opportunity for  
recovery***



**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

**Treatment works and recovery  
is possible.**

**Your story is proof.**



**SPEAK UP**  
FOR CHANGE  
**#HILLDAY16**

**But despite the  
prevalence of  
mental illness...**



**SPEAK UP**  
FOR CHANGE  
**#HILLDAY16**

**Most don't get the  
mental health care  
they need.**



**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

**And without mental health care,  
America pays a high price in...**

- **school failure**
- **unemployment**
- **homelessness**
- **criminalization**



**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

**And without mental  
health care, America  
sacrifices its future to**

**suicide**



**SPEAK UP**  
FOR CHANGE  
**#HILLDAY16**

**“Our lives begin to end  
the day we become  
silent about things that  
matter.”**

Martin Luther King, Jr.



**SPEAK UP**  
FOR CHANGE  
**#HILLDAY16**

**real stories  
change hearts  
and minds**





**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

**But, some stories  
are more  
effective  
than others**



**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

**We'll start with some  
tips for telling your  
story...**

**Tip #1**

**Your audience is  
not your therapist**



**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

Tip #2  
Keep it brief—  
stick to the  
highlights





**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

## Tip #3

Emotion should  
move—not  
overwhelm



**SPEAK UP**  
FOR CHANGE  
**#HILLDAY16**

# Tip #4

## Motivate with hope and recovery



**SPEAK UP**  
FOR CHANGE  
**#HILLDAY16**

# Tip #5

## Make an “ask”

# With our tips in mind, let's get started...



**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

- Listen to our guest story
- Notice your reactions as you listen



**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

# Let's look at what makes our sample story work...

- Look at the first sample story
- Compare it with your Seven Steps checklist





**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

# Write your own story...

- Use your Story Practice Sheet to write your story
- Refer to your Seven Steps checklist and sample stories for help

# Practice sharing your story...



**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

Get in a group of three

Take turns sharing your stories

Give and receive constructive feedback to strengthen your impact



**SPEAK UP**  
FOR CHANGE  
**#HILLDAY16**

# What was effective?



**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

# **Congratulations!**

## **What did you learn?**

## **Where will you use your story?**



**SPEAK UP**  
FOR CHANGE  
#HILLDAY16

**We value your  
feedback**

***Please turn in your  
evaluation form***

# Authors

## **Angela Kimball, NAMI**

Associate Director of Policy and Legal  
Affairs

[akimball@nami.org](mailto:akimball@nami.org)

## **Valerie Hunter, NAMI**

National Consultant for  
Organizational Learning

[vhunter@nami.org](mailto:vhunter@nami.org)