



Telling our Stories  
for Advocacy  
Impact

Diane M Pickles,  
Vice President, M+R







# What is advocacy?

Advocacy is the application of **pressure** and **influence** on the people and institutions that have the **power** to give you what you want.



How do we  
apply pressure  
and influence?

- Research and data
- Coalitions of supporters
- Media advocacy
- Lobbying
- Grassroots
- REAL STORIES***

## Pop Quiz: Match the individual(s) to the Cause

- Alicia Garza, Patrisse Cullors, & Opal Tometi
- Rosa Parks
- Marian Wright Edelman
- Gloria Steinem
- Gabrielle Giffords
- Civil Rights
- Feminism
- Gun violence prevention
- Black Lives Matter
- Children's Rights

## Harder Quiz: Match the STATS to the Cause

- 50,000
- 480,000
- 40%
- 10%
- 23
- 255,900
- 54%
- Coal miners
- Tobacco-caused deaths
- Divorce
- Female US veterans
- Fortune 500 Female CEOs
- Women living with HIV
- Military spending



*Diane Jones*

***Secondhand smoke steals the freshness  
from your clothes, but even worse it can  
steal someone you love.***

I quit smoking 23 years ago on Mother's Day in 1980 and I thought I was home free. But I continued to be exposed to secondhand smoke. When they told me that I had COPD (Chronic Obstructive Pulmonary Disease), it was like someone hit me with a shovel. The hardest part is that it shortened my lifespan and I have five kids.

My best friend Sherry died five years ago from lung cancer at the age of 50 and she never smoked. But she was a bartender, and worked at restaurants in Cleveland. And when I have a crisis in my life or a happy bit of news, I want to call her, but I can't. Neither can her kids.

Restaurant and bar workers exposed to secondhand smoke have 200 times the acceptable risk for lung cancer and 2,000 times the acceptable risk for heart disease. (Source: U.S. EPA 2004)

To support smoke free public places  
in Cleveland, visit [smokefreeohio.org](http://smokefreeohio.org) or  
call 216 781 2944.



It's about health.  
It's about time.

[www.smokefreeohio.org](http://www.smokefreeohio.org)

## Meet Diane Jones

- Tobacco-Free Ohio asked Diane to record a radio ad and featured her in newspaper advertisements.
- Nearly 100 people per day took action on the website while the advertisements ran.

Stories are  
among our  
most powerful  
advocacy tools  
– but it takes  
some skill to  
tell them well

- 📖 Quick opportunity to capture attention
- 📖 Less is more – really!!
- 📖 The goal is to generate interest, create curiosity
- 📖 What matters to us isn't always relevant or impactful
- 📖 Emotions are tricky



The background of the image is a close-up, slightly out-of-focus photograph of an elevator control panel. It shows several circular buttons, some with numbers like '18' and '16' visible. A prominent red emergency stop button is located in the lower right quadrant. The lighting is dim, with some highlights on the metallic surfaces of the buttons.

# 27-9-3 "ELEVATOR PITCH"

## HOW TO





Who is your audience?





What do you want them to think or understand?





What do you want them to feel?



What do you want them to do?





27-9-3 Rule

Cardiac arrest kills 250,000 people yearly.

In 2001, one of these people was my husband Joel.

If an AED had been available, it could have saved his life.

# MESSAGE

PERSONAL STORY



Despite having private health insurance, the out of pocket costs of co-pays and deductibles from my son's three open heart surgeries caused devastating medical debt.

# MESSAGE

PERSONAL STORY

# Do's and Don't's

## Do:

- 📖 Revise and practice until you are comfortable – say it out loud!
- 📖 Have an elevator message and a FEW bullet points as follow up
- 📖 Be yourself
- 📖 Use visuals
- 📖 Remember the goal is to generate questions and interest

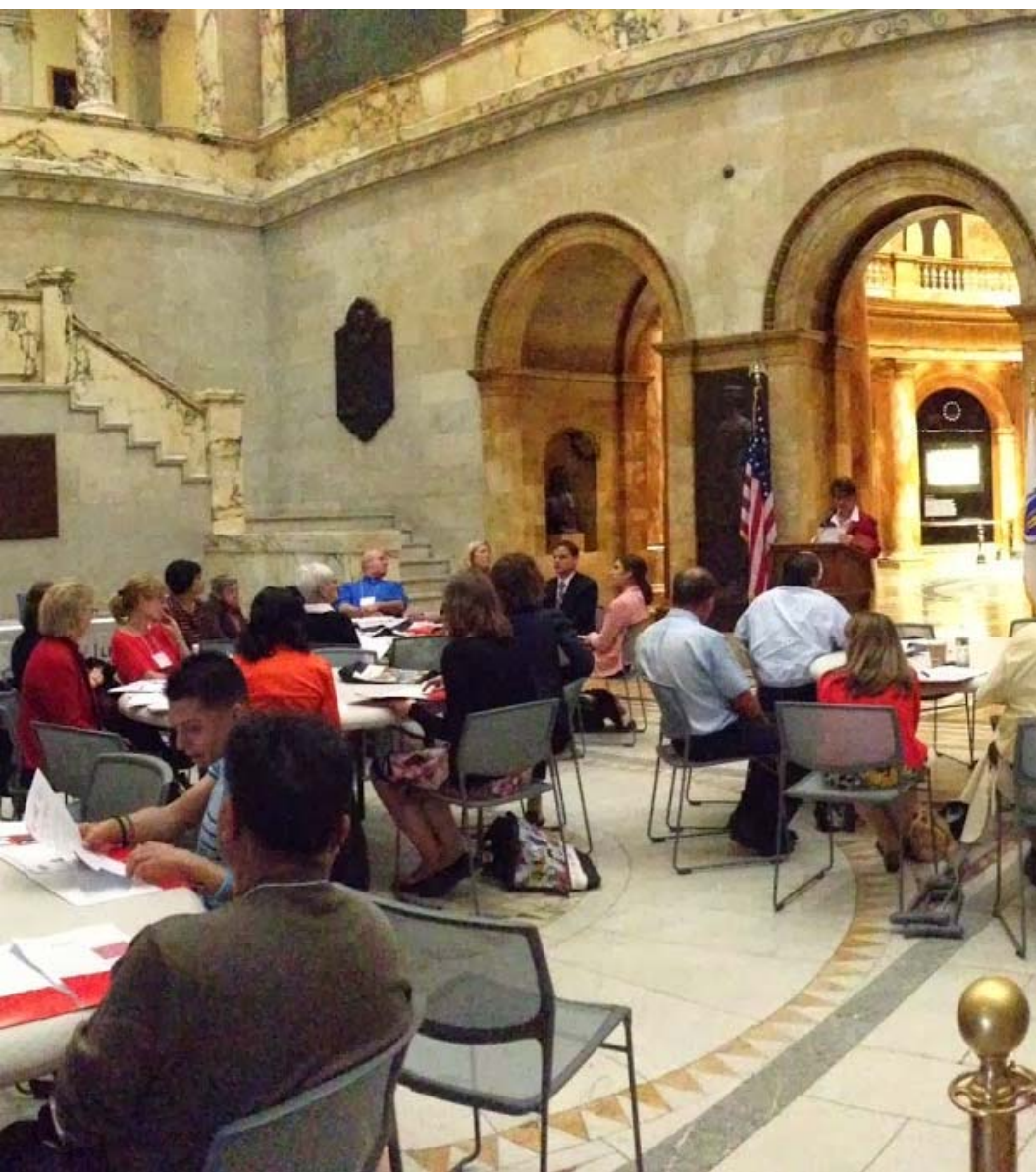
## Don't:

- 📖 Try to be a lobbyist
- 📖 Ramble or talk too long
- 📖 Take reactions personally

## Expanding on your elevator message

- 📖 Less is still more
- 📖 Stay focused
- 📖 Let bullet points guide you
- 📖 Allow for questions and conversation
- 📖 Allow the lobbyist (sometimes that's you) to connect your story to the policy ask





There are two ways to  
share knowledge...  
You can push  
information out  
or  
you can pull them in  
with a story.



# Thank you!!!

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