



How to Tell Your Personal Story To Advocate for MPS and MPS Related Diseases

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National MPS Society

Welcome

Why are you here?

Why are personal stories powerful?

There are 2 ways to
share knowledge
YOU CAN PUSH INFORMATION OUT
YOU CAN PULL THEM IN W/ STORY



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 or call 216 781 2944.



Diane Jones,
Ohio

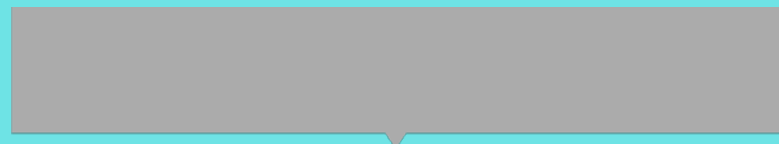
Responded to a request to share stories about the impact of secondhand smoke

Nearly 100 people per day took action on the campaign website on the days her ad ran.

The Connelly Family, ME

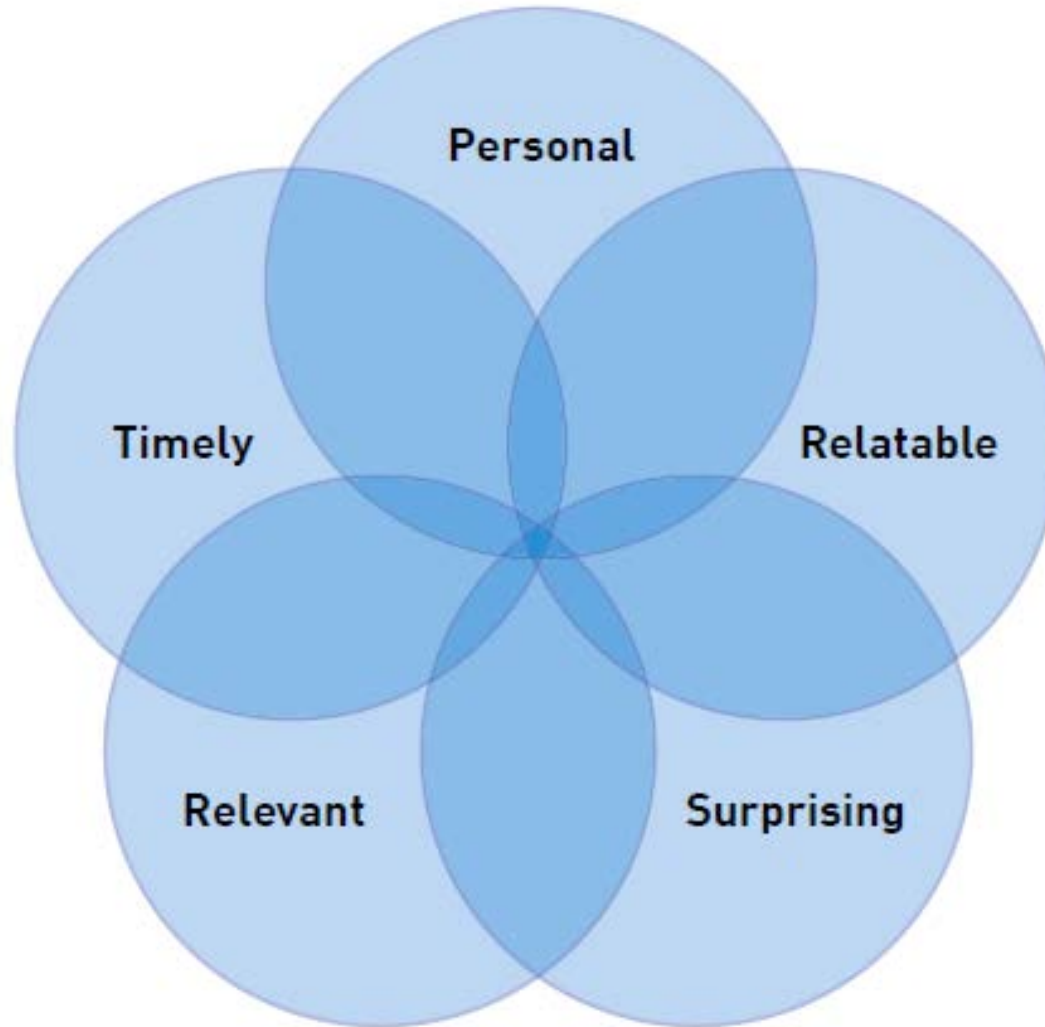
"The canary in the coal mine"





What's unique
about storytelling
for advocacy?

What makes a good advocacy story?



Why is it
hard to tell
our story?



Why is it
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our story?

Soooo much
information...



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It's emotional

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Details are
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Adults have the
attention span of
an ant

So...

How do I tell my
personal story
effectively for
advocacy?

Big picture recommendations

- * Be concise
- * Go light on the details
- * Don't fear emotion
- * Be strategic based on the specific listener
- * Capture attention with a short elevator message...and then expound

Answer key questions

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Who is your
audience?

Answer key questions

Who is your
audience?

What might
appeal to their
direct self-
interest?

Answer key questions

Who is your
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What might
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What do you
want them to
think or
understand?

Answer key questions

Who is your
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What might
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What do you
want them to
think or
understand?

What do you want
them to feel?

Answer key questions

Who is your
audience?

What might
appeal to their
direct self-
interest?

What do you
want them to
think or
understand?

What do you want
them to feel?

What do you
want them to do?

27 words
or less

9 seconds or
shorter

No more than 3
points

The 27-9-3 Rule for Compelling
Messages

Example

“My son has had 3 open heart surgeries. Despite having health insurance, our family has suffered significant medical debt from high premiums, deductibles, and co-pays.”

Example

“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.”

Ready to give it a try?

- * Use the 27-9-3 messaging worksheet
- * Answer the key questions and draft a 27-9-3 message
- * Send to dpickles@mrss.com by next Wednesday, December 10th, for customized feedback



Questions?

Thank You

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