

DPAC: Storytelling With Facts

Who Are You?

This doesn't change. You are an advocate - and there is a reason why you are advocating. Write who you are (patient/self, family member, friend) in relation to your advocacy efforts. "I was diagnosed with diabetes in 1996..." "My daughter was diagnosed at the age of 9 months..." "I am the fourth generation of my family to be diagnosed with diabetes..."

Write who you are:

What Is The Issue?

This will change, obviously, based on the issue you want to discuss. (Yes, sometimes you'll talk about two issues during a meeting, but keep that limit in a meeting. More isn't better.)

Write the issue:

What are The Facts?

Stories are just stories without the facts to anchor them (Oh no, was that a reference to fishing?). And those facts could be statistics, budgetary, but should be from a trusted source.

Write the facts you need to weave into your story here:

What is the Solution? (And Your Ask?)

There is always a solution - it's important to write it down and weave the facts into your ask. Remind them why it's important to you and your community and their constituents.

Write the solution and your ask here:

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Stories change hearts. Facts change minds.
You need both for effective policy advocacy.
Keep it short and simple. (Think Hemingway.)

Hook

Who is the representative? What is the connection between you and the other person?

Write your representative here:

Write the hook here:

Line

Put it together and cast that line:

1. Who you are
2. Your personal story and the issue and why it's important
3. Facts to support the position you take

Sinker

Now you've got it out there, sink that line and then...reel it in.

1. Present the solution
2. Ask for agreement
3. Listen (and respond if there are concerns raised)
4. Thank them