

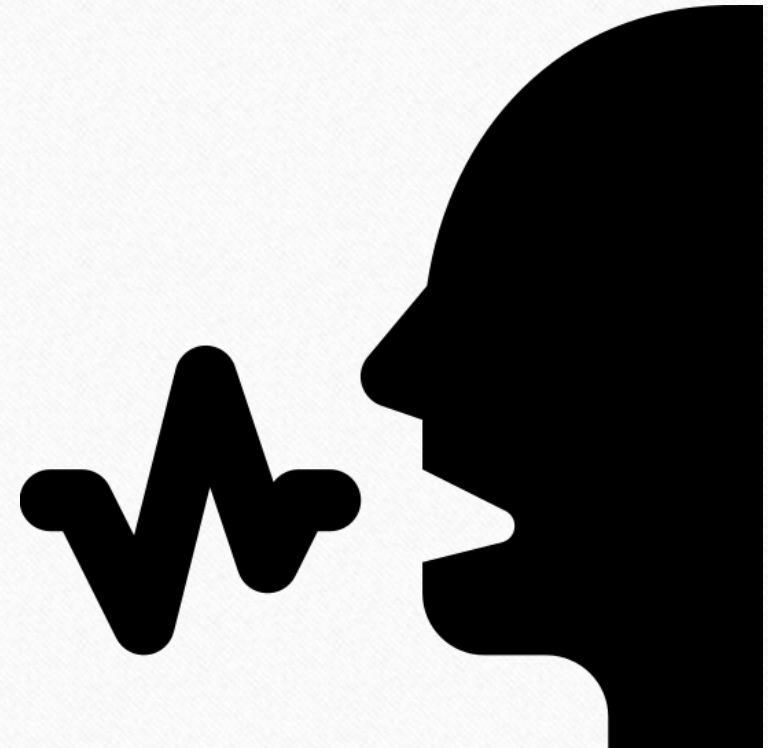
Moving Upstream to Transform
Communities: How to advocate for policy
solutions

Storytelling Strategies

Kinika Young, JD
August 17, 2022

STORIES

- Share a positive or negative personal experience related to a policy or system
- Ideal is first-person narrative
- Most compelling content for digital organizing
- Should be empowering not exploitive
- Avoid re-traumatizing
- Humanize policy issues



LIVED EXPERIENCE IS EXPERTISE

- Proximity → People who are directly affected by an issue often have valuable insights into the problem and solutions.
- Compensation → Stories add value to advocacy. Whenever possible, people should be compensated for giving their time and sharing their expertise.
- Direct service organizations – clients/patients/customers
- Advocacy organizations – community members, partner agencies' clients, etc.



BUILDING (OR BORROWING) TRUST

- Relationships are important
- Avoid being transactional
- Give full disclosure

CONNECTING WITH PEOPLE WHO HAVE STORIES



Direct services



Community
events



Trainings



Phone surveys



In-person
surveys



Social media

SUPPORTING PEOPLE TO SHARE COMPELLING STORIES

- Explain how individual experiences can shape and inform policies
- Hear them out then re-frame to suit messaging
- Prepare them to share live or to speak with reporters
 - Talking points
 - Coaching
 - Resources

Breakout Discussion #1

Is story collection currently a part of your advocacy efforts? Why or why not?

Case study: mass disenrollments

- Noticed declining enrollment numbers
- Heard from individuals impacted
- Went to media with compelling stories
- Led to investigation and class action lawsuit



Abel Sewell, 6, who spent three years battling leukemia, looks to his mother at their home Monday, June 17, 2019, in Chattanooga. Abel is one of at least 220,000 Tennessee children who lost or were slated to lose state insurance due to lacking paperwork in recent years. *Courtney Pedroza/The Tennessean*

■ FOR SUBSCRIBERS

Audit: 177,000 Tennessee children were cut from state insurance due to incomplete paperwork

The new audit revealed children who lost their insurance coverage for paperwork reasons significantly outnumbered kids who were found to be truly ineligible for TennCare or...

HEALTH Brett Kelman



Childrens' insurance: Governor vows to look into TennCare purging kids

Tennessee Gov. Bill Lee said Tuesday that he will examine TennCare's mass disenrollment in response to a Tennessean investigation.

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TennCare sued by kids who lost Medicaid

The lawsuit, filed on behalf of 35 kids and adults, says TennCare's enrollment problems continue even after the launch of TennCare Connect last year.

HEALTH Brett Kelman





KATIE BECKETT OPTION

Why is Tennessee STILL shortchanging children with special healthcare needs?

A LITTLE GIRL AND HER PRESIDENT

Katie Beckett was a happy five-month-old living with her family in Iowa when she contracted a devastating brain infection. She suffered paralysis that left her hospitalized on a ventilator. Katie's middle-class family had a million dollars of insurance, but that was soon exhausted. Medicaid picked up her coverage and paid for her hospitalization for nearly three years, but when she improved enough to live with her family, Medicaid cut her off. The family needed the help of professional nurses to meet her needs at home, but even though home nursing care was much cheaper than hospitalization, Medicaid would not cover it. Medicaid would only pay for Katie's care if she remained in a hospital or nursing home – at much greater cost to taxpayers.

Case Study: Katie Beckett Waiver

- Centered the story of Katie Beckett from the beginning
- Played to the conservative majority in state legislature by evoking President Reagan's legacy
- Made the policy solution explicit while explaining how families were struggling

Caring for children with severe disabilities financially devastates Tennessee families

In Tennessee, nearly all children with severe disabilities who come from middle- and high-income families do not qualify for the state's Medicaid program.

NEWS Jessica Bliss



Lawmakers may address TennCare disability support for 'most vulnerable citizens in the state'

Tennessee has not adopted a Medicaid pathway that meets the needs of young children with significant disabilities living at home.

POLITICS Joel Ebert and Jessica Bliss



■ FOR SUBSCRIBERS

Tennessee families tangled in Katie Beckett program red tape worry funds are going unspent

Some Tennessee families say the state's Katie Beckett program is tangling vulnerable children in red tape and unnecessary bureaucracy.

POLITICS Melissa Brown



Not a
“one
and
done”
situation

Case Study: Trauma-Informed Schools

- Met with editorial board
- Invited reporters to tour school
- Connected the funding request to programs that would produce desired outcomes

Nashville schools asked to dedicate \$432,000 for childhood trauma practices, reducing disciplinary issues

Coalition ACE Nashville wants Metro Nashville Public Schools to place local dollars into trauma-informed practices.

EDUCATION Jason Gonzales



- **Fall-Hamilton Elementary** — 97 percent reduction in year one and a 53 percent reduction in year two over the previous year.
- **Eakin Elementary** — 73 percent reduction.
- **Waverly Belmont Elementary** — 29 percent reduction.
- **Napier Elementary** — 15 percent reduction.
- **Hermitage Elementary** — 60 percent reduction.
- **Inglewood Elementary** — One percent reduction.
- **Tulip Grove Elementary** — 52 percent reduction.
- **Meigs Magnet Middle Prep** — 37 percent reduction.

Source: ACE Nashville

Breakout Discussion #2

What type of stories could support your advocacy efforts?

FRAMING STORIES TO SUPPORT SYSTEMIC CHANGE

- Help the individual when possible but don't just focus on solving one person's problem.

■ FOR SUBSCRIBERS

Struggling Tennessee families now getting more TANF assistance, but hurdles remain

The first change taking effect in the overhaul of Tennessee's TANF program is increasing cash payments to families.

LOCAL Keith Sharon and Natalie Allison



BEST PRACTICES FOR CONSENT

- Make it easy to understand
- Make it easy to give consent
- Explain how the story will be used
- Explain the good things and bad things that could happen
- Make it easy to withdraw consent

Notice of Consent of Personal Story and Information

The _____ and other organizations working with the _____ work to make our government and public programs work better for everyone. One way that we do this is by sharing the stories of people who have been affected by our health care system. We share stories of people who have benefited to make sure that those programs stay in place, and we share stories of people who have been hurt to try to change the system.

Your story allows us to help make the system work better, and we want to help make sure your voice is heard.

You have given the _____ verbal consent to share your story with the public and with the _____. Thank you for sharing your story and helping us make the health care system work for all of us.

How will your story be used?

We will share your story in any way that is helpful to our efforts, such as on websites, Facebook and other social media, and in email, news releases, and communications with government officials. If we use your story in any of these ways, you may be the subject of news coverage, publicity, or public attention.

Currently, the _____ and the _____ have your verbal consent to share your story.

Do you want us to STOP sharing your story?

Right now, you have given the _____ and the _____ your consent to share your story. You can remove this consent at any time. To ask the _____ to STOP sharing your story, you can:

- Call us at _____, or toll-free at _____ or _____
- Email us at _____ or _____
- Send a letter to _____

Thank you for making a difference for Tennesseans across the state.

STORYBANKING

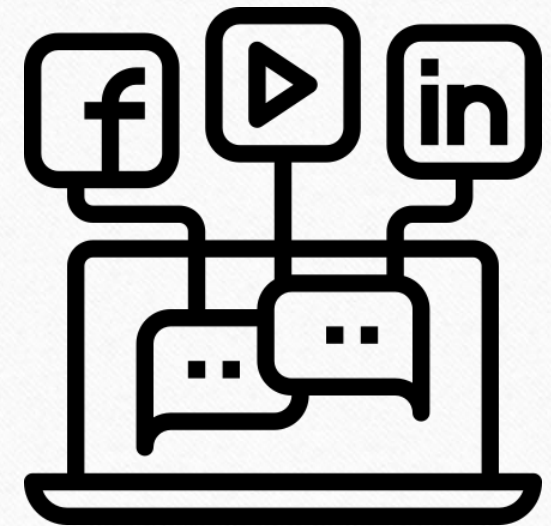
- A story bank is a catalogue of stories that can be retrieved when needed.
- It can be kept in an online database, website, or filing system or however it can be easily organized and accessed.
- Best practice is to reach out to the storyteller for any updates on their situation before disseminating the story if there's a delay in sharing it after collecting it.



WAYS TO SHARE STORIES



- Social media
- Website
- LTE
- Press
 - Proactive: press release, press pitch
 - Responsive: press inquiry



Large Group Discussion

Q & A