

Persuasive Narrative Workshop

April 16, 2024

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AGENDA



- Welcome & Introductions
- What is a Persuasive Narrative
- Building Your Persuasive Narrative
 - » What's Your Story?
 - » Story Development
 - » Packaging Your Story
- Next Steps



Housekeeping Reminders

- » Coffee, tea, light bites (am/pm breaks) at the **Nutrition Hub**
- » Lunch at the **Plateia A**
- » Bathroom locations
- » Lactation room
- » Pens/Pads/Outlets
- » Wifi
- » Questions

Program Updates

Mini College

- Date: Wednesday, May 22, 2024, All-day
- Location: San Diego

Works-in-Progress Call

- Date: June 6, 2024, 12:15-1:15pm

Webinar: Fresno County Mobile Health Program

- Date: June 13, 2024, 12:15-1:15pm
- Presenter: Dr. Trinidad Solis

To register and for more information: <https://championprovider.ucsf.edu/events>

Champion Provider Fellowship Blog

300-600 words in length

Editorial assistance from BMC and UCSF

Published on the Champions website and featured in the newsletter

Blog

Peer Support for Those Living with Mental Illness

Youth mental health is the defining public health crisis of our time.

-Vivek Murthy, US Surgeon General



Kim Newell Green,
MD
April 9, 2024

There is a crucial need for more mental health care support in our country. Today, 157 million Americans live in areas with a shortage of mental health providers. (1) Limited provider capacity means that of the 46% of young adults who have diagnoses of substance abuse or mental illness, 55% of them receive no care. (2) And for historically underserved communities, including BIPOC and LGBTQ+ populations, finding a culturally sensitive provider can be even more challenging. (3)

I'm a doctor. A doctor's toolbox includes medical education and training, a license to diagnose, and the ability to prescribe treatment. So, when a colleague suggested that unlicensed folks with lived experience might be as good or even better at meeting the needs of people who are struggling with mental health, you might think that I'd be skeptical.

Learning Objectives

- » Understand the power of persuasive narratives
- » Know the key elements of a persuasive narrative
- » Develop stories that break through the clutter
- » Know how and where to present persuasive narratives



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How often do you currently share stories about your practice to help people understand an issue?

ⓘ Start presenting to display the poll results on this slide.

What is a Persuasive Narrative?

- » Use of human drama to win interest and support
- » Door opener for engaged discussion



Elements Of Communication

- » Understand your audience
- » **WHAT** does your audience need to know?
- » **WHY** should they care?
- » **ACTION:** What should they do with the information?





But to be
memorable...

...Tell a story

Why a Persuasive Narrative?

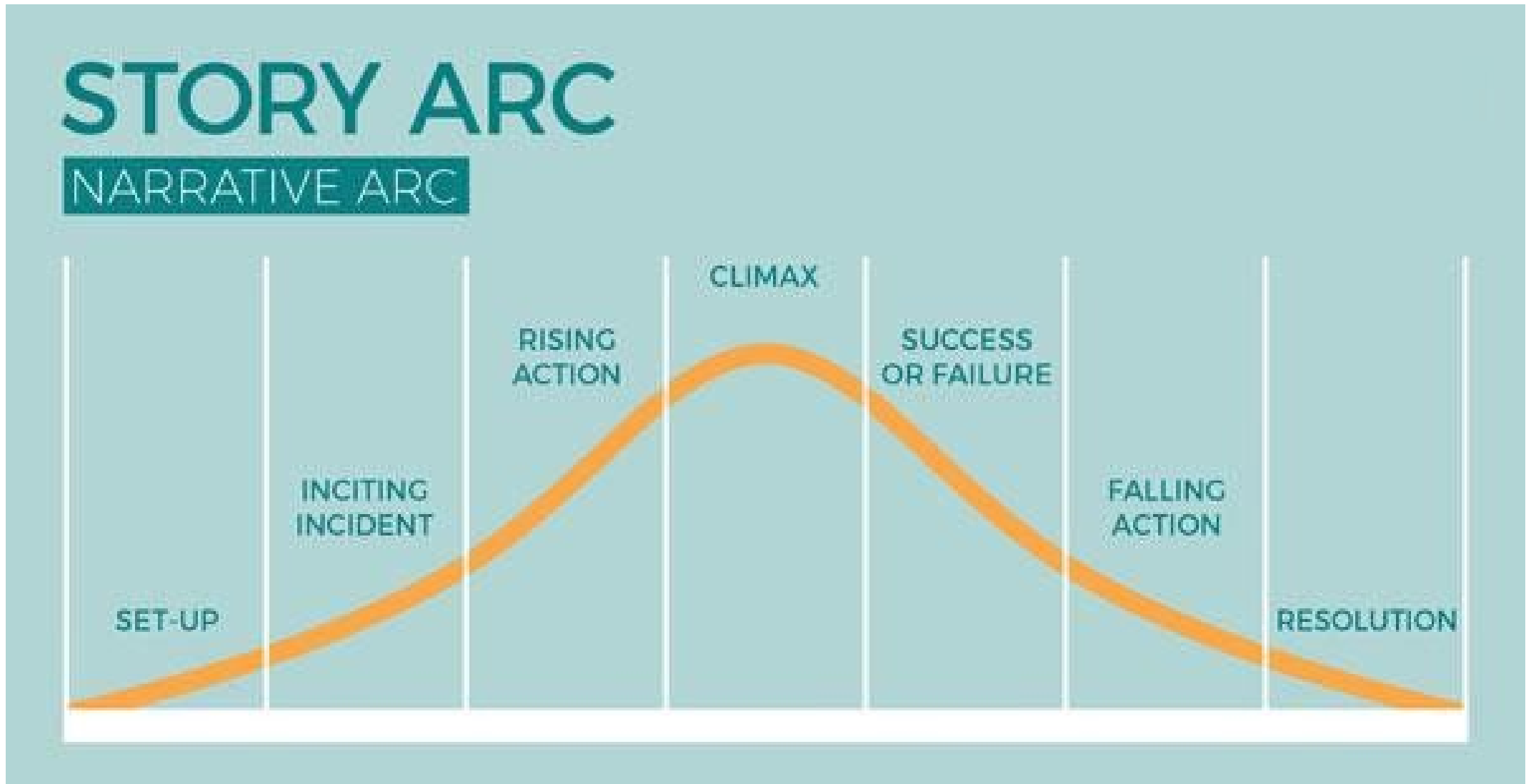
- » We remember
- » We connect
- » We empathize
- » We commit
- » Offers tangible evidence
- » Human perspective

What Makes a Story Powerful?



- » Believable
- » Relevant
- » Tension
- » Human
- » Visual
- » Impactful

Understanding the Story Arc



Presenting the Facts...

- » High unemployment, especially in low-paying service sector jobs
- » Lower-income families struggling to pay rent, utilities, bills
- » Families food insecure— many for the first time
- » Families stretch budget by buying cheap, typically unhealthy foods which exacerbate existing chronic health issues
- » CalFresh under-utilized among Pandemic's newly impoverished

...Versus Telling a Story





Manny's Story

Manny's been my patient for years – a hard-working, dedicated family man especially proud of his two young children. Manny is pre-diabetic but we've worked together to keep his condition under control.

When he came in five months ago, however, I was shocked. He looked 10 years older. His sugar levels had spiked and his spirit seemed broken. Both he and his wife had lost their food service jobs and we're worried about eviction. They were stretching their budget by buying cheap processed foods, which were wrecking the careful diet we'd worked out together and left Manny too ill to even look for new work.

Manny was too proud to ask for help but I told him about the CalFresh program. I also reminded him that his health was too valuable to let pride get in the way of seeking help.

Last week, Manny was back. He's starting to look like his old self again. He'd signed up for CalFresh, his family was eating better and he and his wife were even taking some nutrition classes. He's still struggling financially, but with a better diet he has the energy to hunt for new work.

I just hope other people who, like Manny, have been devastated by this pandemic will also learn about the government programs that are out there to help.

Following Your Story Arc



- » **Set Up:** Hard-working family living on edge
- » **Inciting Incident:** COVID-19 Recession
- » **Rising Action:** Unemployment, Lost Income, Stress, Anxiety, Poor Diet
- » **Climax:** Weight gain, pre-diabetes
- » **Success or Failure:** Access CalFresh
- » **Falling Action:** Improved diet, health
- » **Resolution:** Re-employed

Did It Work?



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What stood out most about that story?

ⓘ Start presenting to display the poll results on this slide.



When the Arc Falls Flat

- Story is too sterile
- Facts and figures dominate
- Exhaustive detail
- Resolution doesn't feel concrete
- Audience doesn't connect

Building Your Persuasive Narrative



Photo by Karolina Grabowska: <https://www.pexels.com/photo/drawing-with-the-text-thank-you-doctors-4386503/>



Photo by Kampus Production: <https://www.pexels.com/photo/woman-in-purple-blazer-presenting-8190814/>



Photo by Diva Plavalaguna: <https://www.pexels.com/photo/man-in-sweatshirt-in-front-of-people-6150527/>



Developing Your Persuasive Narrative to Support Your PSE Work

Defining Audience & Actions

The focus is on two key issues: who you need to reach and what action you want them to take.

1) Who do you need to reach and persuade?

- Schools (Administration, Teachers, PTA)
- Government (City, County, State)
- Health Care Providers/Health Plans
- Nonprofits

- Patients, Parents, Community
- Local Business
- Other: _____

2) To help make this exercise concrete, now name one specific organization/individual within the audiences that you highlighted above.

3) Now that you have identified an audience, think about what you want that audience to do. Check off all of the ways below that describe how this audience, through its actions, can support your work.

- Commit to a specific funding request
- Support/Endorse/Champion a specific PSE
- Collaborate on a grant application
- Provide expertise to your PSE work

- Provide staffing, expertise or other non-fiscal resources
- Use influence to grow support for a PSE
- Other: _____

4) Who would need to approve this action? For example, are there steps involved? Is this a coordinated action that requires other participants?

Empathizing & Connecting

We'll look more closely at the audience you need to reach by empathizing with their needs and how your ask can support their goals.

- What are the professional priorities of your targeted audience?
- What are their biggest concerns, or threats?
- How will your action benefit them?
- What downsides might they bring up?
- What would they need to know? For example, are there data you could communicate to help them understand your PSE initiative and how they might play a role?

Exercise



What's Your Story?

- » Audience
- » Desired Outcome
- » Personal story
(clinical experience)

Defining Audience and Actions



- » Who do you need to reach?
- » What action do you want them to take?

Identifying Your Audience



Who do you need to reach?

- » Schools (Administration, Teachers, PTA)
- » Government (City, County, State)
- » Health Care Providers/Health Plans
- » Nonprofits
- » Patients, Parents, Community
- » Local Business
- » Other

What do you need to persuade them to do?

How can your audience support your work?

- » Commit to a specific funding request
- » Support a specific Policy, System, Environmental (PSE) change
- » Collaborate on a grant application
- » Provide expertise to your PSE work
- » Provide staffing, expertise or other non-fiscal resources
- » Use their influence/clout to grow support for a PSE initiative
- » Other



Emphasize & Connect

- » Look closely at the audience
- » Emphasize with their needs
- » Learn how to support their goals

Photo by August de Richelieu: <https://www.pexels.com/photo/mother-helping-her-son-to-get-changed-4260760/>

Connecting with Your Audience

- » **What are their professional priorities?**
- » **What are their concerns or threats?**
- » **How will your proposed action benefit them?**
- » **What downsides might they bring up?**
- » **What would they need to know?**
 - » E.g.: Data to help them understand your PSE initiative and how they might play a role

Your Story

- » **In your practice, think of a real-life example of someone you've treated who would have benefited from the action you are proposing.**

Lunch Break



Review & Discuss Personal Stories

Elements of a Successful Narrative



- Short (About 250 words)
- Compelling (strong story arc)
 - Set Up
 - Climax
 - Resolution
- Human and personal
- Relevant to audience
- Visual (paint a picture)
- Invitation to Action
- Leave them wanting more

Presenting the Facts...

- » High unemployment, especially in low-paying service sector jobs
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...Manny's Story





Asthma Meets A Class Act

I love teaching. My students always lift my spirits. So you can imagine how hard it is to miss class when my asthma knocks me out of commission. I've tried to soldier through and do my best, but it all came to a head a few months ago when I had a bad attack and had to be ambulated to the emergency room. I don't know what was worse, the attack, or seeing the fear in my students' eyes.

At the emergency room, they got my asthma under control and told me to get in touch with my provider. All I wanted to do was get back to the classroom, but a fellow teacher told me I couldn't risk putting myself and my students through that trauma again. Doctor Luis has really helped me turn things around. On the spot he referred me to the Asthma Community Linkage and they've been wonderful in helping me get my asthma under control. Do you know, they even gave me a really expensive Dyson Air Purifier for my home. What they don't know is that instead, it's sitting in my classroom. I figured if the air in the room was contributing to my asthma, maybe the purifier could help my students as well. Dr. Luis got a real kick out of that story when I told him last week. He's so proud of the improvements I've made. I feel like I've got a whole team taking caring of me... and my students!



Knock It Out of the Park

My son loves baseball. He'd play it every day of the year if he could. But he can't. His asthma means that I have to keep him indoors on most days, especially when the wind is blowing. It breaks my heart, but Manny has already missed so many days of school, I can't risk him falling behind any more in school. I go over to Mexicali to pick up some inhalers and meds for him but even so, his wheezing is a problem. It got so bad that we had to rush Manny to the emergency room.

They took good care of him and told me to get in touch with my provider. I'm not sure what they meant, and I didn't have the time to go see a doctor – besides, Manny was feeling better and my husband picked up some more meds in Mexicali. But then he had another bad attack. This time, some people from the Asthma Community Linkage program called me and they arranged for a meeting with a doctor. I didn't really think we needed to go but didn't know what else to do.

Thank God for Dr. Templeton. She referred us to the ACL and they've really jumped in. They told me how dangerous the drugs I'd picked up in Mexicali were and they even arranged for me to get the proper meds at no cost! Manny now has a regular asthma treatment plan and he's doing great. His grades are up since he's attending school more regularly. When we saw Dr. Templeton last week for a follow up appointment, Manny gave her the winning ball from his baseball game – said she'd earned as much as winning homerun had!

Weave Your Message Into a Story



Photo by Tima Miroshnichenko: <https://www.pexels.com/photo/business-meeting-5686105/>

Exercise

- » Draft a story that puts a human face to the ask that you'll be making to your audience
- » Tell the story in about 300 words

Prompts for storytelling

- » Think of an individual who has benefited from the change you are proposing
- » Briefly describe their situation, background relevant to that change
- » What challenges did they face relevant to that potential change?
- » What did it look like when they reached the climax of their challenge – what was the turning point?
- » What was the resolution?
- » How did the change you're advocating for help lead to the successful resolution?
- » How might your target audience see themselves as part of that resolution role?

Discussion

Packaging Your Story



Putting the Persuasive Narrative to Work

- » Where does it fit?
- » How do you introduce it?
- » Remember, this is the first step to building a relationship
- » Know your audience, what matters to them, and tailor appropriately
- » Different audiences may want to receive information in different ways
- » Pilot your stories with your target audience
- » Value of using composite characters

Next Steps

- » Virtual Meeting on April 30
- » BMC will review drafts and fine tune stories
- » Email drafts by end of today to muriel@brownmillerpr.com

Keep the Conversation Going

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Thank you



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