

Persuasive Narrative Workshop Series

SESSION 3: How to Put Your Persuasive Narrative in Action

April 27, 2021

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Persuasive Narrative Workshop Series

Fellows Persuasive Narrative Workshop Series		
Session 1	Introduction to Persuasive Narratives	Feb. 23
Session 2	Building Your Persuasive Narrative	March 23
Session 3	Putting Your Persuasive Narrative to Work	April 27

Activity Update (Dec. 2020 – March 2021)

- Cohort 3 Final Activity Update
 - **Due: Monday, May 10, 2021**
 - December 2020 – March 2021
 - Additional program questions

Upcoming Events

- **Tuesday, May 4, 12:15 – 1:15PM:** Webinar: *Sugar & Oral Health Messaging: Implications for PSE Change* | Presenter: Cristin Kearns, DDS, MBA, Assistant Professor, UCSF School of Dentistry
 - 1) Understand common problem definition claims related to sugar and dental caries
 - 2) Contrast public health and industry problem definition claims
 - 3) Understand facilitators and barriers to increasing dentists' engagement in policy action on sugar
- **Thursday, May 13, 12:15 – 1:15PM:** Work-In-Progress call

<https://championprovider.ucsf.edu/events>

Upcoming Events

- **Thursday, June 10, 9:00AM – 6:00PM: The OpEd Project**
 - Limited to 30 people

The **OpEd** *Project*

<https://championprovider.ucsf.edu/events>

AGENDA




- Homework Narratives
- Ways to Use Persuasive Narrative
- Role Play Exercise
- Conclusion

Persuasive Narratives


- Fadra Whyte
- Gila Dorostkar
- Kristen Hughes
- Melissa Campos
- Vivian Yang
- Madhu Raghavan
- Marie Buell



Critique and Recommendations



I had a sense... even before I saw my patient's high ACE score. But now what? I'm dealing with an understandably frightened young mother who looks like she's ready to bolt.



She knows. I can feel it. If she brings this up, I'll deny it. I'll just stop talking. Why did I even come here in the first place? This cough is bad, but not as bad as things will be if the police get involved.

- Humanize
- Base story on your experience
 - In my practice...
- Stay focused
- Don't try and do too much
 - One story to achieve one objective
- Speak to the sensibilities of your audience
- Offer a resolution

Ways to Use Your Persuasive Narrative

- Storytelling
- Testimony
- Leave behind
- Video
- PowerPoint
- Podcast



Too Much Income to Get By

Robert and Trisha were part of the American dream. Both employed in rewarding careers, they just had their first child. After returning from maternity and paternity leave, however, they realize that their high rent and the cost of daycare will drain their resources. With their combined incomes, they make just enough to get by, yet too much to qualify for assistance programs. In desperation, the couple realizes their only option is for one of them to quit their job to care for their son.

Like many of us in Long Beach, Trisha and Robert face challenges like this that make raising happy and healthy kids an uphill battle.

No single organization in Long Beach can hope to remedy this, but there's a new model, called **Accountable Communities for Health**, that transform systems by harnessing the power of a network of community-wide interventions.



\$69,901

Income Needed in LA County to Make Ends Meet for a Family with an Infant



\$55,872

Median Income in Long Beach for Families with Children

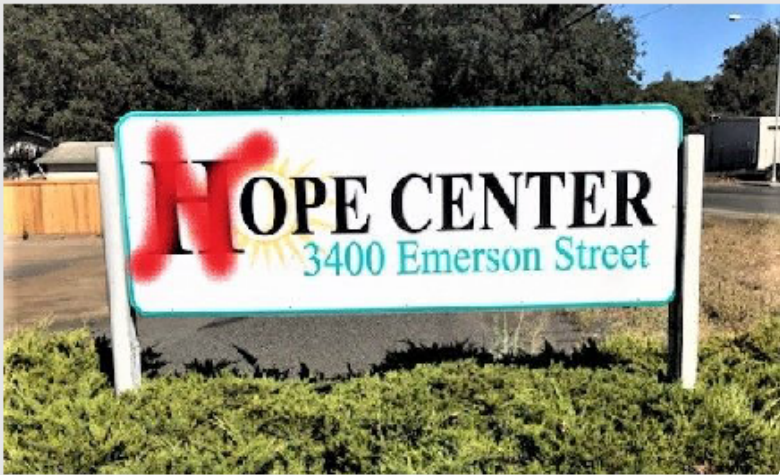
From 'Nope' to 'Hope'

We were frustrated. It seemed like we'd run into every conceivable roadblock in building the Hope Center, Lake County's first transitional housing center. Despite being in the midst of the county's worst homeless and housing crisis, construction for the Hope Center had stalled out, along with our spirits.

Just as we gathered at the site to discuss next steps, we saw our sign had been vandalized. "Hope" had been painted over to "Nope." We weren't angry. We were sad. The vandal's pun resonated after months of disappointment.

Discouraged and frustrated, we dragged ourselves to our meeting, eventually noticing a woman walking the property peering through windows. She knocks and asks to speak to someone in charge.

"It was me," she says forlornly. "I painted over your signs. I want to make it right." She then grabs a bucket and brush and starts scrubbing away.



CHAMPION PROVIDER FELLOWSHIP

PERSUASIVE NARRATIVE Exercise Worksheet #3

How to weave your persuasive narrative into conversations by asking the following questions:

- Who is your audience?
- Are they more of "numbers person" or a "people person"?
- How much time do you anticipate having to speak to them?
- Is it likely that you will get a second chance to speak with them and follow up?
- What is their preferred means of communication?
 - In-person
 - Phone
 - Email
- Where are the logical places you might meet/converse with them?
 - Office
 - Community Setting
 - Board Room
 - Outdoors
 - Group Setting
 - Other _____
- Who influences them?
 - Colleagues
 - Boss
 - Friends
 - Family
 - Zoom Call
 - Restaurant
 - Other _____

- Church
- CBOs
- Trade Groups

Conclusion

- Put a face on the crisis
- Help people understand the situation
- Make it real and relevant
- Create Empathy
- Identify with the character
- Memorable and re-tellable
- Offer a realistic first step
- INVITE ACTION!



Comments & Questions

Keep the Conversation Going

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Thank you



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Funded, in part, by USDA SNAP-E, an equal opportunity provider and employer.