

#NAMIcon16

Change the world:
Tell your story

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Mental health in America

- 1 in 5 adults experience a mental health condition
- Negative stereotypes are still strongly associated with the experience of having a mental health condition
- Stigma is a barrier to treatment
- Stigma can lead to discrimination in the workplace, education, housing and healthcare



Why share your story?

We all have a story to tell.

Learning first-hand about mental health makes a difference.

- Help ourselves
- Help others
- Fight stigma
- Create change



Real stories change hearts & minds.



Effective storytelling

- Introduce yourself
- Your relationship to the issue: which hats?
 - Low point
 - Turning point: What helped?
 - What's going right?
 - What do you hope for?
 - When to have an ask



TIP #1: Know your audience



TIP #2: Keep it BRIEF

Stick to the highlights



TIP #3: Paint a vivid picture



HOW?

- Descriptive language
- Clear examples



TIP #4: Emotion should *MOVE*, not overwhelm



HOW?

- Dial it back just enough
- Understand your limits



TIP #5: Motivate with HOPE & RECOVERY



NOTE: If your story doesn't have a hopeful ending, talk about what would have helped or what could help others.



TIP #6: Know when to make an *ASK*



If you're...

- Advocating
- Fundraising



TIP #7: Practice, practice, practice



NOTE: Your delivery is part of your message, be sincere, confident and clear



Your Turn!

Write your story



REMEMBER...

1. Your story is always RIGHT (it's your story)
2. Your lived experience has value and meaning
3. You don't need to have answers



NAMI Smarts for Advocacy



- Grassroots advocacy skill-building
- Shape your powerful story to move policymakers
- 4 lessons: stand-alone or combined
 - **Telling Your Story**
 - **Contacting Your Policymaker**
 - **Meeting Your Policymaker**
 - **Medication: Protecting Choice**
- Want a Smarts Workshop?
 - **Contact your NAMI State Organization**



NAMI In Our Own Voice

www.nami.org/ioov

- Furthest reaching presentation program
- Features two presenters sharing what it's like to live with a mental health condition
- Creates a safe space for dialogue on mental health
- Breaks down stigma
- Empowers presenters



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Thank you! Questions?



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