Change the world: Tell your story

Sita Diehl: Director, Policy & State Outreach
Julie Erickson: Manager, National Education Programs
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
#NAMICon16

Thank you!

Questions?

Sita Diehl
sdiehl@nami.org

Julie Erickson
jerickson@nami.org