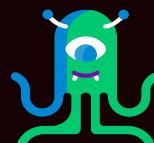




# CRAFTING COMPELLING NARRATIVES THAT INSPIRE ACTION



Kim Nguyen

# AGENDA

1. Introduction to Public Narrative
2. 27-9-3
3. Workshopping
4. Q&A



ECKSTEIN  
Family - Photo



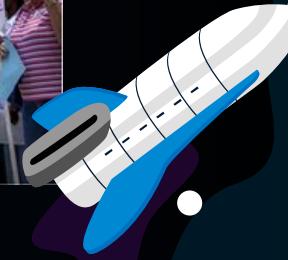
Grant and Angela feel the CHIP program is misunderstood in the public eye as it helps families like theirs who are well-educated and work hard to provide for their children. Before, the Ecksteins viewed government programs as a tool for people who

were "lazy or looking for a free ride." They know that they were mistaken. Now, they understand these programs are used by people like them who have been diligent taxpayers and contributing citizens that simply hit a rough period in their lives.

The Ecksteins have been married for almost six years, and they have a baby girl, Victoria. Grant recently graduated with a Masters degree and teaches at a language school on the BYU campus in Provo. Prior to having their daughter, Amanda was insured through her



**Tips for sharing power:** this is a helpful frame to explain WHY consumer/community stories matter



# HOW TO CRAFT A PUBLIC NARRATIVE?



## Acknowledgement:

Originally adapted from the works of Marshall Ganz, Harvard University and modified for the purpose of this learning call

# WHAT MAKES A GOOD STORY?



# STORY OF SELF

Using Our Stories as Change Agents

Communicates the values that called you to lead in this way, in this place, at this time.



When did I learn to care?  
When did I find hope?

# STORY OF US

Shared Values & Shared Experiences

When did we  
learn to care?

When did we  
find hope?



# STORY OF NOW

Urgent Challenge, Hope, Choice

...if the story does not have a human face, people will not be able to connect and feel motivated...





27

27 WORDS

9

9 SECONDS

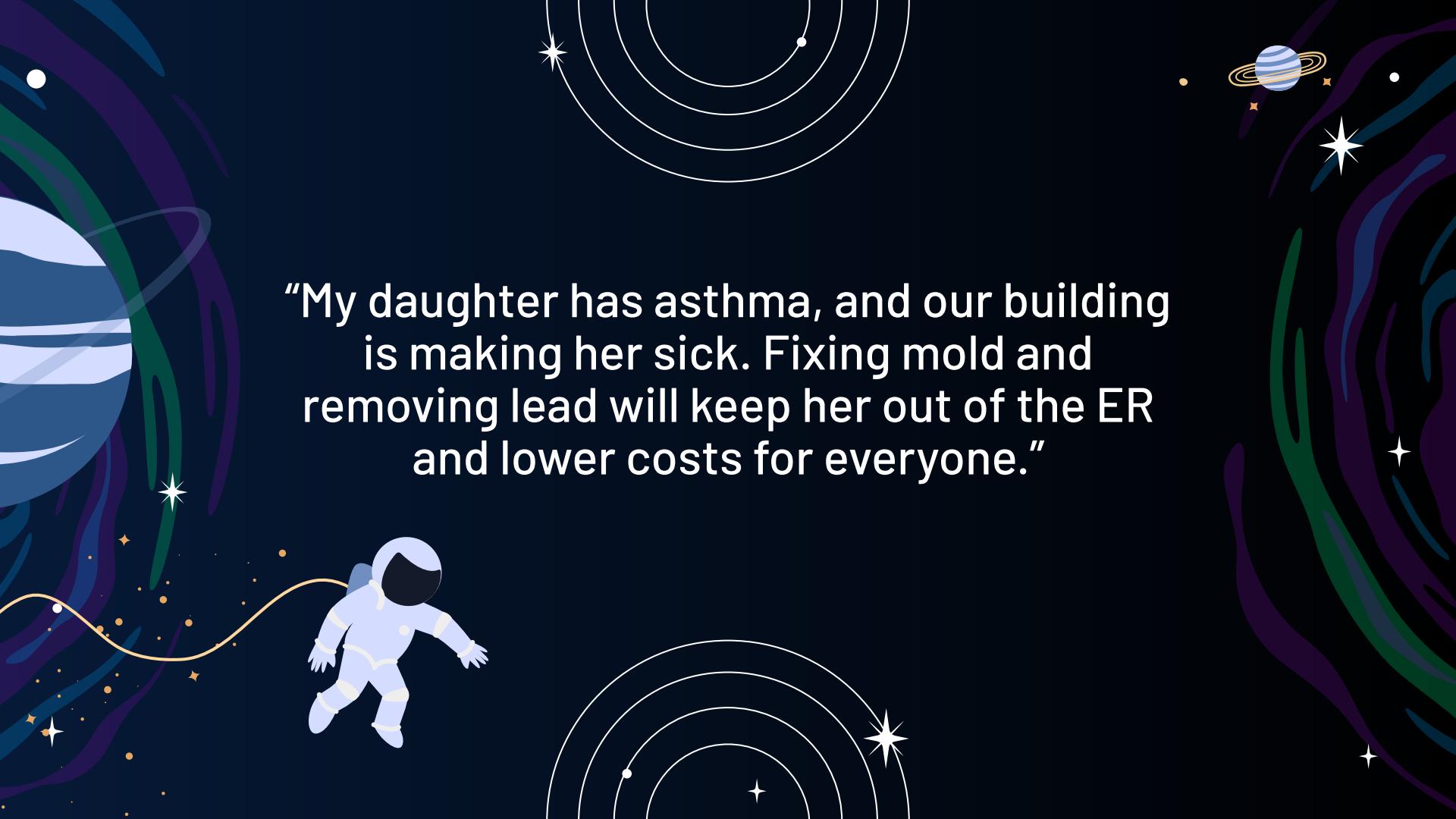
3

3 POINTS OF  
INFORMATION

# 27-9-3

Example: Sonya is a mother of three active kids. She works two jobs so she can pay for rent, groceries, and utilities. While she and her kids are mostly healthy, her youngest daughter has asthma. Twice in the past three months, Sonya has had to take her daughter to the emergency room after an asthma attack. While Sonya is grateful for the care her daughter received, the hospital is expensive, and Sonya is worried that her daughter's attacks are getting worse. The hospital gave Sonya a break on the bills, but she's struggling to pay them the money she still owes.

Between work and her kids, Sonya doesn't have much time to get involved in her building. Recently, however, she's been attending community meetings in her building after a neighbor told her that their Corporate landlord has refused to take care of mold and pest problems-problems that Sonya knows make it harder for people with asthma, like her daughter to breathe. Sonya and some of her neighbors have a meeting with leaders from the hospital and the public health department. They want to ask for advice and help on how to get their landlord to do the right thing and fix the problems in the building.



**"My daughter has asthma, and our building  
is making her sick. Fixing mold and  
removing lead will keep her out of the ER  
and lower costs for everyone."**

# AN ACKNOWLEDGEMENT

Storytelling, Resistance, and Justice

- Need to meet people where they are at!
  - Cultural compassion
- Share knowledge+power
- Build trust and give something back

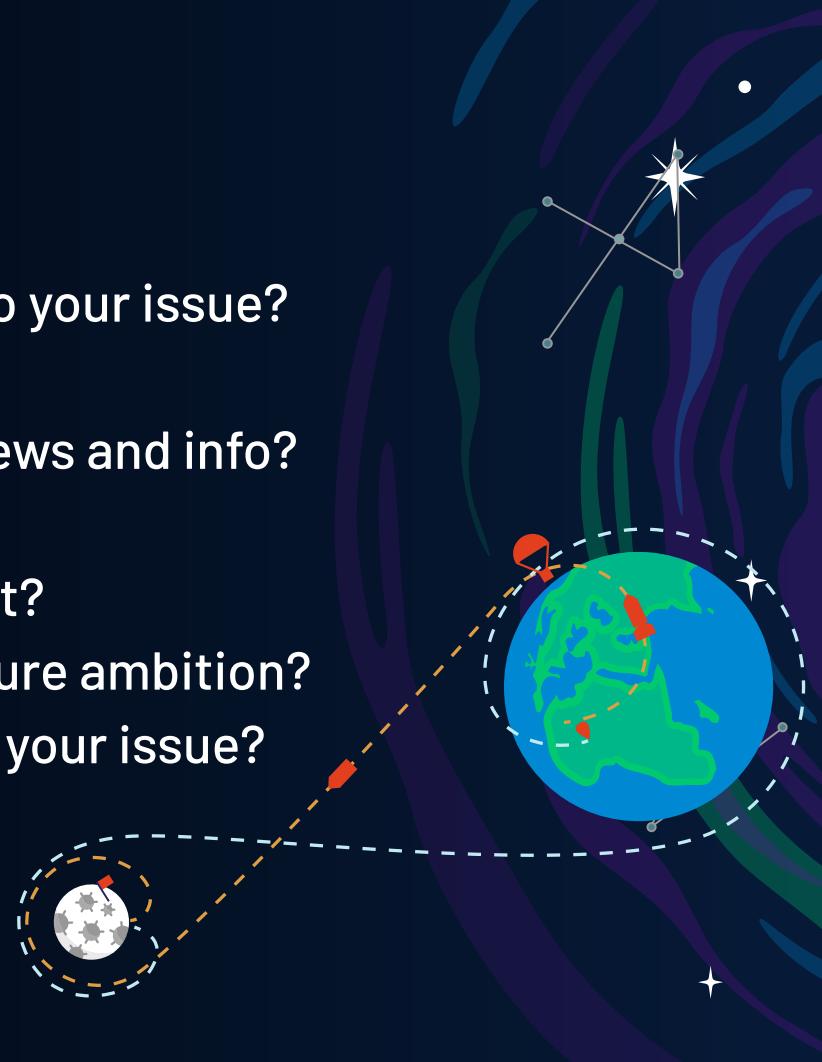


# DECISION MAKERS



# CONNECTING THE DOTS

- Do they have a personal connection to your issue?
- What are their pet issues?
- What are their favourite sources of news and info?
- What are their financial supporters?
- What do their constituents care about?
- What is their current position and future ambition?
- How have they talked about/voted on your issue?
- What is their social media presence?
- What motivates their colleagues?



# QUESTIONS?

What else do you need?



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