



# Telling Your Story: Story Telling for Change, Celebration, and Education

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# About Me

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Thank you to Christine Chilaka for inviting me to this webinar

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# Learning Objectives

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1. Understanding the power of the lived experience (stories)
  1. Children and stories
  2. Advocacy and stories
  3. Supporting stories of people with lived experiences
2. Develop your own storytelling skills
  1. Understand WHY you want to tell a story
  2. Tap your passions
  3. Consider using data to make certain points
  4. Develop a plan for how to use storytelling in your work
3. The science of stories

# In this presentation I will:

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- *Discuss story topics*
- *Discuss components of stories*
- *Discuss supporting storytellers*
- *Show short video examples*

# The WHY

WHY: HOW: WHAT

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The WHY is the purpose, cause or belief that drives us to tell a story.

**If we understand WHY we tell stories we will be better storytellers!**

Simon Sinek's Golden Circle – how to inspire

[https://www.youtube.com/watch?v=u4ZoJKF\\_VuA&vl=e](https://www.youtube.com/watch?v=u4ZoJKF_VuA&vl=e)

# The Development of Stories (Narratives)

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Narrative skills –the ability to use language to tell a story

Children's narrative abilities they follow the rules of story telling of their cultural group(s).

Examples: sequencing of events, establishing a plot, characterization

Storytelling ability starts very young (age 2) and develops basic linguistic structure until age 7

# Storytelling Is Cultural

Storytelling it's about connection and communication.

Oral storytelling cultures (Native Americans, Pacific Islanders) song, chant, and dance can be included s story

Stories can be told to tell history, educate, talk about genealogy

## Examples: Hawaii & West Africa

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### **Hula**

Traditional hula dancers dance not to a beat, but to language, sharing traditional stories, mythology and creation tales, including those of the gods and goddesses of the islands.

### **Griot**

Griots, the traditional keepers of society's history in West African cultures. Griot storytellers often play instruments such as the kora, similar to a lute, and preserve family and cultural histories similar to a genealogist.



# Neuroscience of Storytelling

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Research on the neurobiology of storytelling shows that in the brain the language of stories is processed differently from other types of information such as facts or lists.

What is special about stories?

Again research suggests that narratives bring listeners' brains into sync with one another.

Personal stories are more consistently processed in certain regions of the brain that help us understand what others think and feel more than other types of messages

## Narratives are **powerful tools**.

They can change beliefs and behaviors when people become engaged and people can become **willing to act**.

Can help us feel a **greater sense of connection to one another**.

Can increase our **empathy** and ideals such as compassion and kindness.

As we connect with characters in a story, our brain releases oxytocin, the “bonding” or “love” hormone.

# Video: Uri Hasson

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[https://www.youtube.com/watch?v=Q3\\_MYEd3DHg](https://www.youtube.com/watch?v=Q3_MYEd3DHg)



# When and Where might we share stories

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Legislators

Action Alerts

Social Media

Letters to the Editor

Media Interviews

# Nisonger's 50<sup>th</sup> Anniversary



<https://www.youtube.com/watch?v=SRJHCH0yp68>

# Stories About Change: Loretta Claiborne

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Stories of change are **used to explore and demonstrate change that has occurred as a result of an experience.**

They can be combined with quantitative indicators (data) to build a picture of progress towards an overall goal.

[https://www.youtube.com/watch?v=0XXqr\\_ZSsMg](https://www.youtube.com/watch?v=0XXqr_ZSsMg)

# The best decisions concerning our lives are informed by our lived experiences – our own voices.

Lived experience –

**Personal knowledge about the world gained through direct, first-hand involvement rather than through the experiences of other people.**

Knowledge gained from direct face-to-face interaction rather than through a technological medium.

Nancy Ward – Leader of SABE Interview

<https://www.youtube.com/watch?v=5--CDSCiCkI>

# Sharing Lived Experience

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Sharing a story can be scary so we need to create SAFE spaces to listen to the voices of people with lived experiences

Only share your own story

Consider your own well-being and the well-being of others

The Dignity of Risk – Max Barrows

<https://www.youtube.com/watch?v=LUka52IKtdw>



# Sharing Lived Experiences

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Challenges stigma

Can create a call to act and encourages connection to others

Creates hope for the future – change is possible

Builds community

Can motivate people to ACT

Nothing About Us without Us – Max Barrows

<https://gmsavt.org/resources/video-nothing-about-us-without-us>

# Consider this when creating your story

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Know your comfort zone – what do you want to share publicly

Know who your audience is

What is your purpose

Would the use of data enhance your story – health stories

Sharing lived experiences can influence policy and challenges societal attitudes.

Amplifies the perspectives of the disability community

# Support for Storytellers

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Discuss with the individual how they might shape their story to fit their goals.

Keep the story brief but achieve the goal.

Speak in the first person “I”.

Supporter can ask very specific questions that elicit a quote that is true and powerful.

# BEST PRACTICES FOR PREPARING TO SHARE A STORIES

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Outline a beginning, middle and end to the story - it keeps people on track.

Practice out loud with someone, including timing.

Go over any issues to avoid.

Remember this is about your life – YOU are the expert!

Sometimes people want to tell their story because they're angry.

Passion is important, but don't give the listener an opportunity to stop listening.

Remember you don't need to recite data – just tell your own story.

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# Let's think about Policy: Advocacy and Education, Storytelling and Data

Acknowledge the contribution of David Ellsworth, MPH,  
CHES

# Incorporating Data with Storytelling

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# Disability and Health Data System Indicators

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1. Disability Estimates
2. Demographics
3. **Health Risks and Behaviors**
4. Prevention and Screenings
5. Barriers and Costs of Care
6. General Health Conditions
7. Chronic Conditions
8. Mental & Emotional Health



# Let's look at data on disability and Health Risks and Behaviors

Location: Ohio GO

Compare By: Location

Search Report  Search Clear Show Options Add/Remove Locations Save as CSV

Expand All Collapse All

- + Category: Disability Estimates
- + Category: Demographics
- + Category: Health Risks & Behaviors
- + Category: Prevention & Screenings
- + Category: Barriers & Costs of Health Care
- + Category: General Health Conditions
- + Category: Chronic Conditions
- + Category: Mental & Emotional Health



# We want funding for a tobacco cessation program for people with disabilities?

- Category: Health Risks & Behaviors

Indicator	Data Type	Response	Disability Status & Types	Michigan Remove	Ohio Remove
Smoking status among adults 18 years of age or older 2016	Current Smoker		Any Disability	32.8 (30.3 - 35.4) 654,252	38.2 (34.7 - 41.8) 738,385
			Cognitive Disability	36.5 (33.2 - 39.9) 384,420	42.2 (37.7 - 46.7) 408,771
			Hearing Disability	31.6 (24.7 - 39.4) 124,189	42.2 (33.8 - 51.0) 157,766
			Mobility Disability	36.0 (31.8 - 40.3) 353,129	40.7 (34.8 - 46.9) 385,166
			Vision Disability	41.1 (34.7 - 47.8) 121,700	37.6 (29.5 - 46.5) 125,791
			No Disability	16.7 (15.6 - 17.9) 864,635	19.2 (17.9 - 20.7) 1,219,968

Smoking status among adults 18 years of age or older  
2016

[View Definition](#) | [View all locations](#)

# Tell the story...

- Category: Health Risks & Behaviors

Indicator	Data Type	Response	Disability Status	Michigan	Ohio
Attempted to quit smoking in the past 12 months among adults 18 years of age or older who are current every day smokers 2016 <a href="#">View Definition</a>   <a href="#">View all locations</a>		Yes	Any Disability	52.5 (47.3 - 57.7) 252,503	54.1 (47.8 - 60.2) 310,020
			Cognitive Disability	50.7 (46.6 - 60.2) 152,797	50.7 (42.7 - 58.6) 167,264
			Hearing Disability	40.4 (27.1 - 55.2) 43,198	48.4 (34.2 - 62.9) 60,912
			Mobility Disability	53.0 (45.2 - 60.7) 137,595	53.0 (42.9 - 62.8) 157,355
			Vision Disability	45.3 (34.0 - 57.2) 48,730	58.3 (42.4 - 72.7) 49,939
			No Disability	49.0 (44.6 - 53.4) 292,488	49.1 (44.3 - 53.8) 454,821

# Questions & Summary

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- Understand why you want to tell a story
- Focus on lived experience
  - Show your passion
- Practice with a friend
- Use data if it would help
- HAVE FUN



# Resources

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<https://thearc.org/wp-content/uploads/forchapters/Story-Toolkit-Final.pdf>

<https://archive.storycorps.org>

<https://www.npr.org/podcasts/510200/storycorps>

<https://www.aucd.org/template/page.cfm?id=997>

<https://ideas.ted.com/how-stories-are-told-around-the-world/>