

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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Associate Director of Nisonger Center at The Ohio State University

LEND Director

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Mom, life-partner, sister, friend, social justice advocate, clinician – communication specialist, researcher, bicyclist, environmentalist, animal lover



Learning Objectives

- 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:

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



The WHY

WHY: HOW: WHAT

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&vI=e



The Development of Stories (Narratives)

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

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

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

https://www.youtube.com/watch?v=Q3_MYEd3DHg



When and Where might we share stories

Legislators

Action Alerts

Social Media

Letters to the Editor

Media Interviews



Nisonger's 50th Anniversary



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



Stories About Change: Loretta Claiborne

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



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

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

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

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

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

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.



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

Acknowledge the contribution of David Ellsworth, MPH, CHES



Incorporating Data with Storytelling



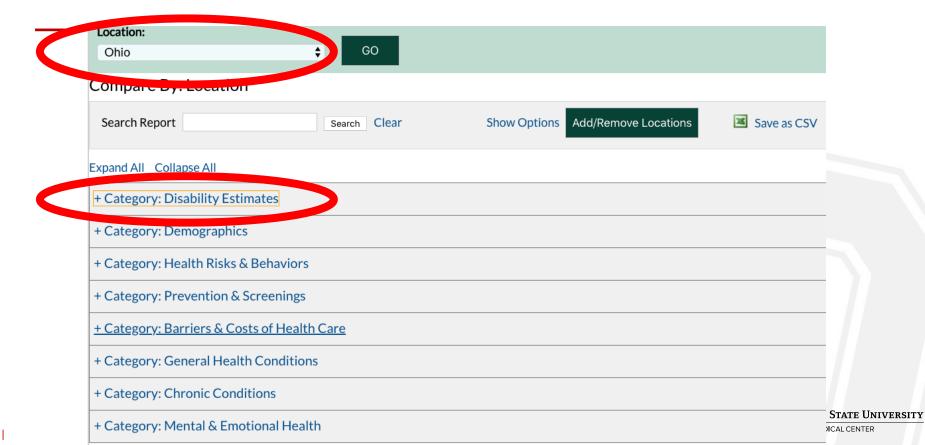


Disability and Health Data System Indicators

- 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



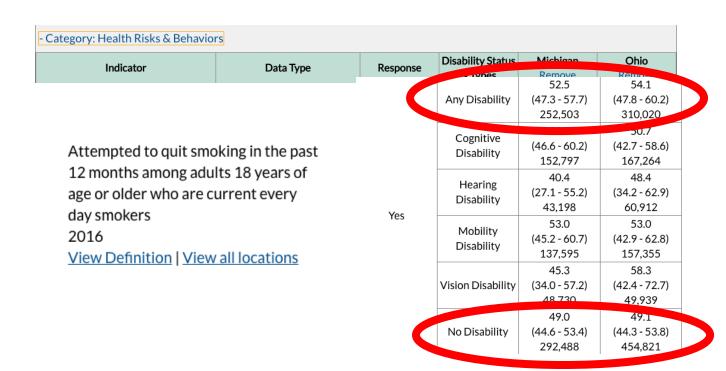
We want funding for a tobacco cessation program for people with disabilities?

	- 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				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
2016 /iew Det	016 ew Definition View all locations		Current Smoker	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)	37.6 (29.5 - 46.5) 125,791
				No Disability	16.7 (15.6 - 17.9)	19.2 (17.9 - 20.7)

864,635

1,219,968

Tell the story...



Questions & Summary

- 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

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/

