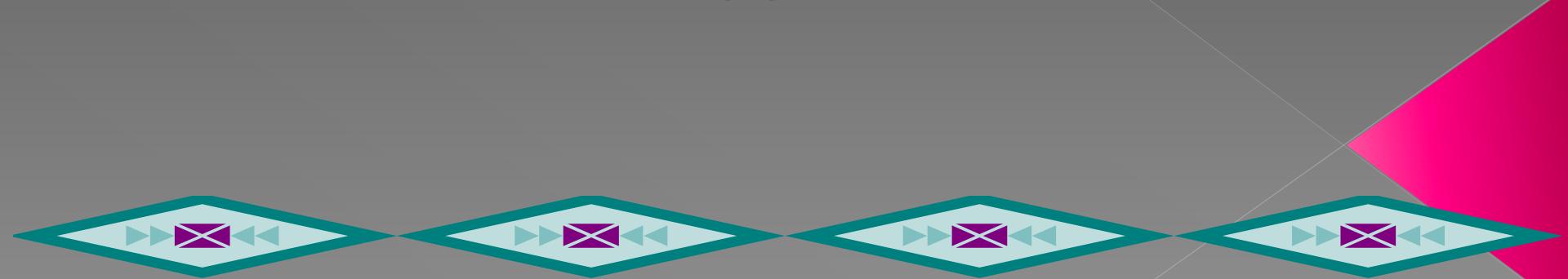


HOW TELLING YOUR STORY MAKES YOU A POWERFUL ADVOCATE

National Indian Head Start Director's
Association Meeting
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Overview

- Demystify the process
- Set goals and objectives
- How to reach decision makers
- Gather and develop stories
- Strategies to deliver your message
- Sample stories
- Q & A



FEARS VS. REALITIES

FEARS

- I'm nervous/intimidated
- I'm not an expert
- They don't care what I think
- I'm not political

REALITY

- They are just like you
- You don't have to be an "expert"
- They want to hear from you
- Educating children isn't a partisan issue.



Goals & Objectives

Considerations	Questions	Notes
Goals	<ul style="list-style-type: none">➤ What are the main things I want to achieve by telling my story ? Example: (Is there a family story that is effective at displaying community needs?) Is there a family story that is effective at portraying the success of your home visiting program? Do I want to influence someone to increase or decrease funding/keep supporting my program?	
Benefits	<ul style="list-style-type: none">➤ Connect the dots➤ Build Relationships➤ Show the Return on Investment of Home visiting as a publicly funded program	
Views	<ul style="list-style-type: none">➤ Who else will be interested in my story➤ Can I partner with another organization	
Target Decision Makers	<ul style="list-style-type: none">➤ Who serves as a key decision maker➤ Which decision makers are not yet familiar with PAT➤ Are there newly elected members I should reach out to➤ Do you need to improve existing relationships	

Who are My Decision Makers?

- Tribal Leadership
- Tribal Education Program
- Regional Early Education Councils
- Legislators
- Health Departments
- Community Based Funders
- School Board Members





Reaching Your Decision Makers

- ◉ It's not always easy to arrange a meeting with your decision makers, but you can improve your chances by...
- Catch them at a community meeting
- Arranging a group meeting with multiple stakeholders
- Find someone who already knows them and ask for an introduction

Why Are Our Stories Important?

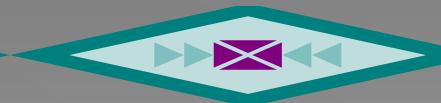
- ◉ It gives a face to programs and families served
- ◉ As a citizen and registered voter your story carries a lot of weight
- ◉ Shows why their investment matters

Advocacy Storytelling

- Advocacy storytelling is about effectively communicating a message to a decision maker and encouraging them to act.

3 A's of Advocacy Storytelling

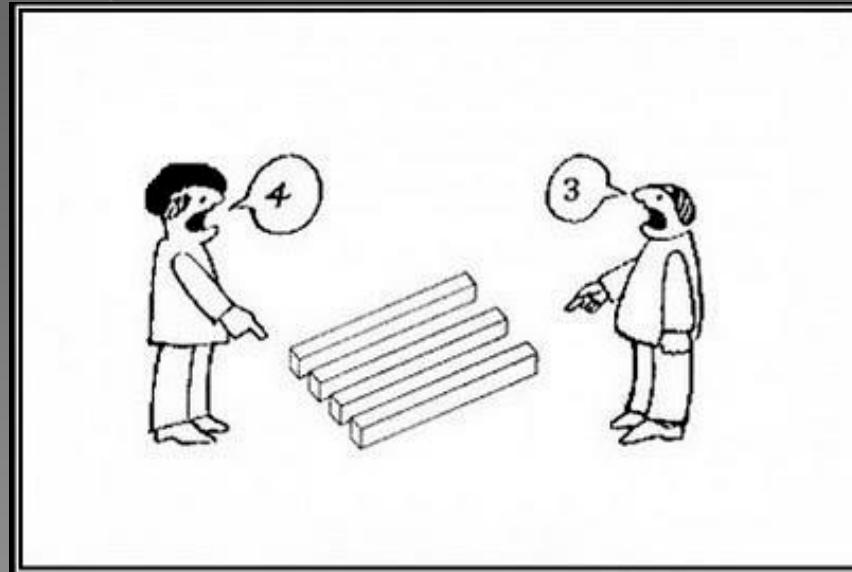
- Audience
- Anecdote
- Ask



Audience And Point's Of View

Your Point of View

- personal story
- professional experience
- community
- families you serve



Their Point of View

What is his/her political philosophy?

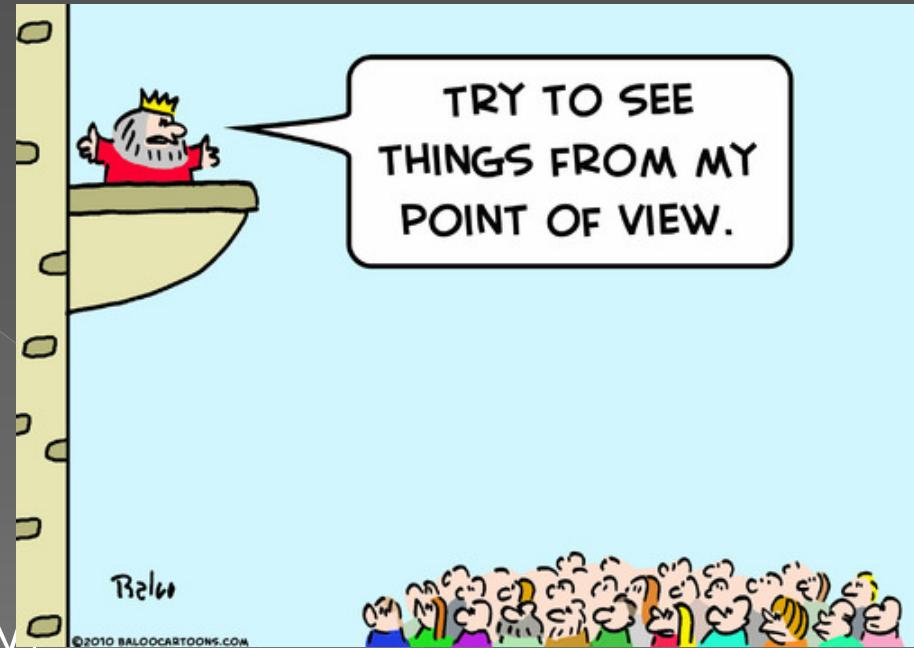
liberal, moderate, or conservative

What are the primary influential factors facing their community?

education, agriculture, housing, labor, taxes, small business, faith groups, poverty, juvenile justice, foster care

Why is your issue relevant to your target?

Do they have children?



Anecdote

Decision makers hear personal stories every day, that's why it's important to move your personal story to the front of their mind by making it efficient and effective.



Ask

Beyond your story, have a specific objective in mind when you meet with tribal leadership, and make sure the objective and your views are addressed during the meeting.



Advocacy vs. Lobbying

ADVOCACY

- Building support
- Educating decision makers
- Sharing stories
- Stakeholder meetings
- Providing information about a law
- Inviting a law maker to see your program.
- Visiting a law maker at the Capitol to talk about your program

LOBBYING

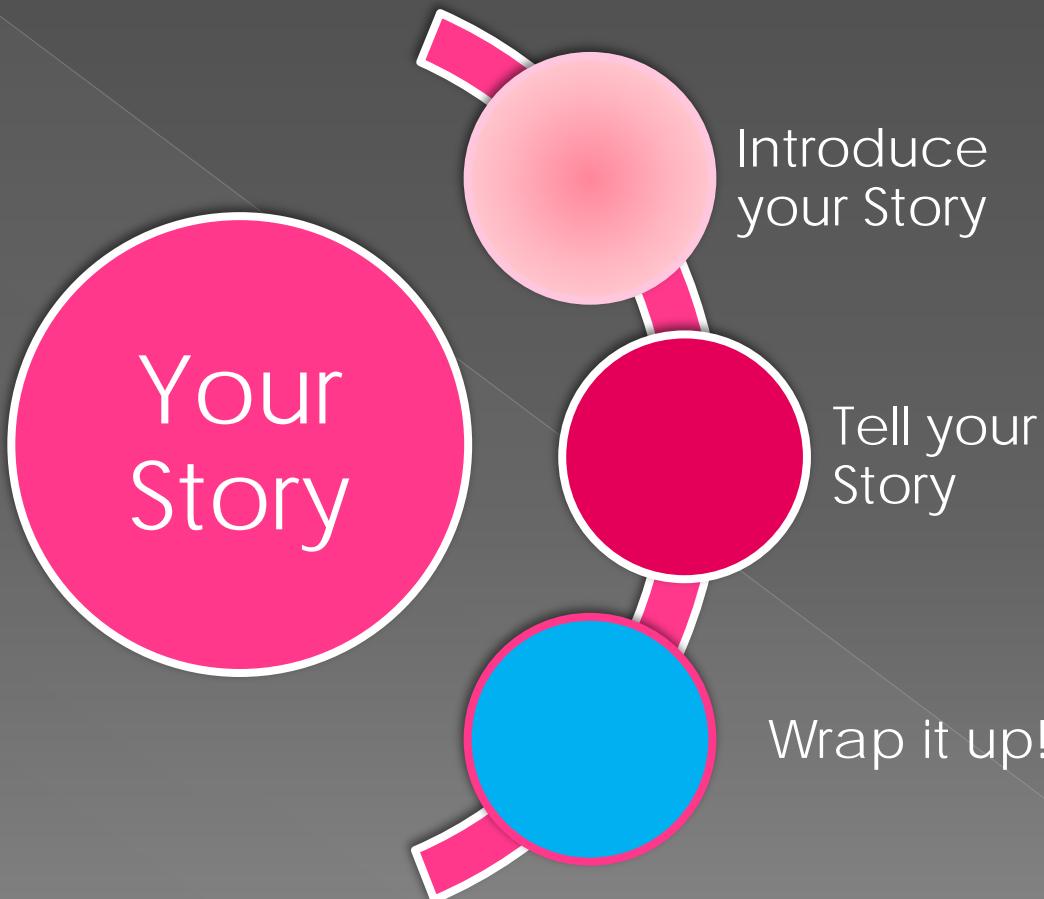
- Asking a legislator to vote a certain way on a specific piece of legislation.

Key Components of Effective Stories

- Visionary
- Authentic
- Legitimate
- Unexpected
- Emotional
- Factual
 - Use Facts on a "One Pager"



Telling Your Story



Sample Story from a Parent

Introduce Your Story

Hello, I am Anne Smith from Oak Forest. My husband and I have two children, Suzy, who is 18 months and, Jacob, who is 5 years old. Maggie Jones has been our parent educator for 5 years now.

I'd like to take a few minutes and tell you about how the Parents as Teachers program helped us help our son, Jacob, to overcome a developmental delay.

When Jacob was just over a year, we noticed during a PAT screening that he didn't make sounds and respond to voices like he should. Maggie explained that we needed to get it checked out because overcoming a delay in language development only gets harder as a child gets older. Maggie referred us to a pediatrician who diagnosed Jacob with a hearing problem. They corrected it with a minor operation and Jacob could hear again. He was new kid immediately!! Over the past few years, Maggie has given us activities to encourage Jacob's language development, referred us to needed resources, and helped us to track his progress. When entering kindergarten this fall, Jacob tested "on target" for his age in all categories and he will enter kindergarten without needing any special education!

So you can see, home visiting helps to detect problems like Jacob's early, which means they are easier to correct and the school districts save money on special education.

Without Parents as Teachers, we know that Jacob would not have overcome this delay at such an early age and with little cost to us and the community. I encourage you to invest in home visiting and early childhood education programs in our state. Families like us count on it.

Thank you for your time. I appreciate the opportunity to share my family's experience with you.

Tell Your Story

Wrap it Up

Sample Story from a Home Visitor

Legitimate



Hello I am Deb Binversie from Family Resource Center in Sheboygan County in Plymouth, Wisconsin. I've been an early childhood educator for 15 years.

Authentic



I'm here to tell you about early recognition of early learning challenges. I started working with the Smith family when their son Elijah was just two months old. We had regular monthly visits and by 18th months the child's language and play development raised some questions for me.

Emotional



The mom, Shirley, observed her son at play and alone and sensed that something wasn't right. Shirley cried while telling her parent educator while sharing her concerns, while alarmed, Shirley was also empowered to ask questions about the need for additional screening.

Anecdote



I connected her to an expressive language skills test to find out if there was any delay in language. The test detected a delay and so I referred the mother to the child's pediatrician. The pediatrician said there was no concern because the child was only 2 years old.

I then referred Shirley to a place that has a program called "Toddler Talk," who does early language skill intervention.

Elijah has made great strides in language development and his mother feels positive about his future and his support at every level. Shirley credits Parents as Teachers for coaching her on what to watch for in her son's development and how to look at his strengths and needs. She said that the support her family received from Parents as Teachers changed her child's life on every level.

I do hope you continue to invest in early learning and home visiting. Families like the Smith's really need the services that Parents as Teachers provides to young babies.

Thank you for meeting with me today, I appreciate that you took the time to listen.

Ask



Ideas for Developing Your Story

- Do I serve a unique community? I am on Tribal lands, an urban city, or rural or remote area
- Why is being a home visitor important? How does it change lives and prepare children for the future?
- What is your reach to special needs children? Do you serve a child with autism, a family with an adopted child or a single or low income parent?
- What is your experience screening children for developmental delays and the outcomes.
- Do you have any stories from a parent that you can share during your visit? Can you add your own perspective?

Next Steps

- Write down your personal story
- Practice telling your story to a friend/colleague
- Use your phone timer to practice
- Record yourself on your phone video and watch it to see if you like the way it sounds
- Make improvements

DISCUSSION



