#NAMICon16

Change the world: Tell your story

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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?



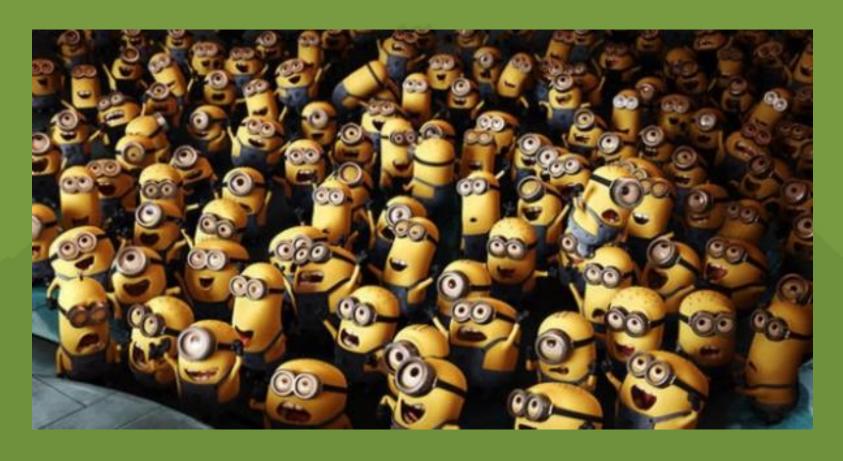
- Low point
 - Turning point: What helped?
 - What's going right?
 - What do you hope for?
 - When to have an ask







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?



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