



U.S. PAIN FOUNDATION

VIRTUAL ADVOCACY TRAINING SERIES

November 4-21, 2024

Make yourself comfortable.
We will get started in a few minutes.

SESSION 2

THE POWER OF YOUR STORY

Cindy Steinberg, Director of Policy & Advocacy
with guest speaker, **Dionne Dougall**

Agenda

- Introductions (Cindy, 10 minutes)
- The Power of Your Story (Dionne, 20 minutes)
- Workshop (30 minutes)
- Break (25 minutes)
- Share & Discussion (Dionne and Cindy, 30 minutes)
- Closing Reminders (Cindy, 5 minutes)



Rules and Guidelines

Take care of your health and pain first!

- Be comfortable, move around if you need to, stretch, stand, lie down, deep breathing

Be respectful of others.

If you have questions or concerns, contact us:
michele@uspainfoundation.org



Small Group Leaders



Cindy



Janet



Michele



Sam



Rebecca



How Does Media Affect Policy?

- Helps to raise the profile of a topic
- Helps keep issue alive during long legislative sessions or across sessions
- Gives a human face to issues that are hard to explain
- May help you get more supporters & collaborators
- Gives an opportunity to publicly thank lawmakers, other policy makers, collaborators



MEET GUEST PRESENTER

Dionne Dougall

- 30+ years in PR/communications
- Oversaw Mayday Pain Fellowship
- Founder, 9th Sign Ventures, LLC ~ a communications and coaching consultancy for health & wellness
- Dionne will tell us how to make your stories compelling
- Explain a helpful process to develop your story



Mayday Fellows 2013-2014

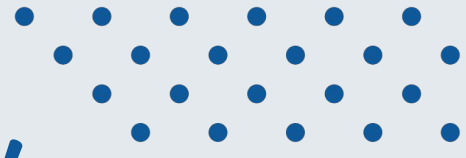


Starting on the left: Karen D. Davis, PhD; Catherine Underwood, MBA, CAE; Brian L. Schmidt, DDS, MD, PhD; Steven P. Stanos, DO; Cindy Steinberg; Bill McCarberg, MD

Let me tell you a story...



Stories Are Powerful Because They...



- Create empathy
- Foster understanding
- Inspire action

This makes stories a valuable tool for raising awareness and driving change.



Crafting Your Story

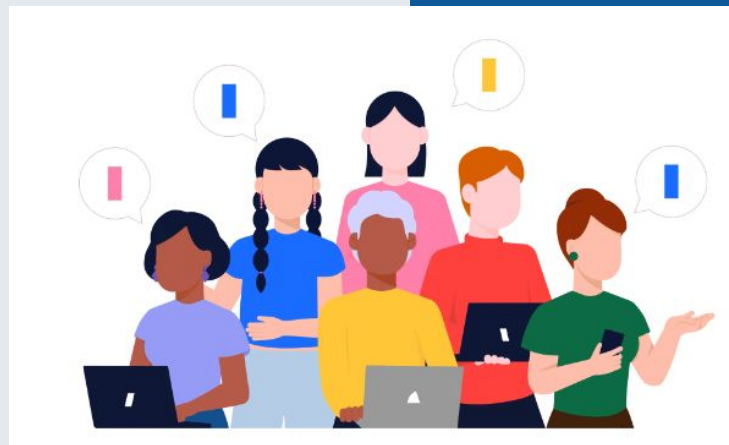
- Who is your audience?
 - How will you grab their attention?
 - What is your message to them?
 - Why should they care?
 - What action do you want them to take?
-



Know Your Audience

You will share your story with one of these audiences:

- Reporter
- Elected Official
- Public Health Leader



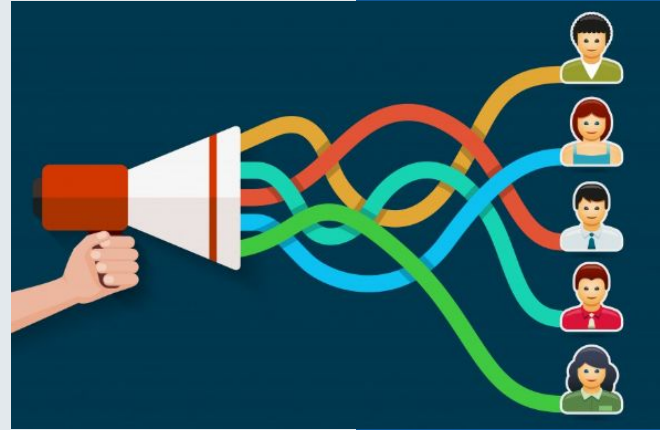
Grab Their Attention

- Provocative statement
 - Surprising fact or startling statistic
 - Question
 - Quote
 - Vivid Description
 - Joke
-



Develop Your Message

- What is the purpose of your message?
- What information, idea or thought are you conveying?
- Tailor the message to your audience.
- Use clear and coherent language.



Explain Why It Matters

- Answering the question “why should I care?” for the audience.
- Relevance is:
 - Memorable
 - More impactful
 - Likely to achieve your goal



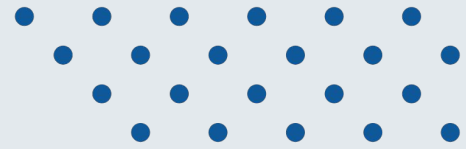
Make the Ask

- What do you want them to do?
 - What do you want them to say?
 - How do you want them to think?
 - How do you want them to *feel*?
-



**KEEP
CALM
AND
SEND ME
AN ASK**

In the End, Make Them FEEL...



PEOPLE WILL FORGET
WHAT YOU SAID,
PEOPLE WILL FORGET
WHAT YOU DID,
BUT PEOPLE WILL NEVER FORGET
**HOW YOU MADE
THEM FEEL.**

- MAYA ANGELOU -

~ *Maya Angelou*
Poet, Author & Storyteller, Activist

Additional Tips for Storytelling

- Be authentic
- Be brief
- Be descriptive
- Be flexible

... and Practice!



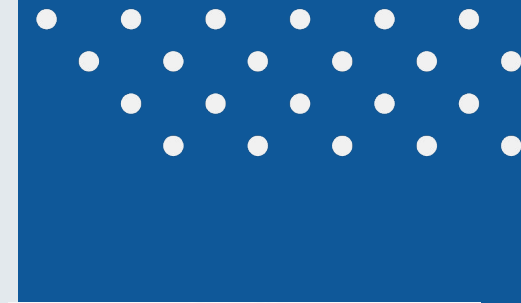
Put it Together...

Attention grabber: I am someone who lives with pain. It's unbearable. I can't sit upright for more than an hour before I start feeling sharp, stabbing pain down my legs. I've used opioids to manage the pain.

Message: Some people really benefit from these medications and use them legitimately. But many of them have been dropped from care because of it.

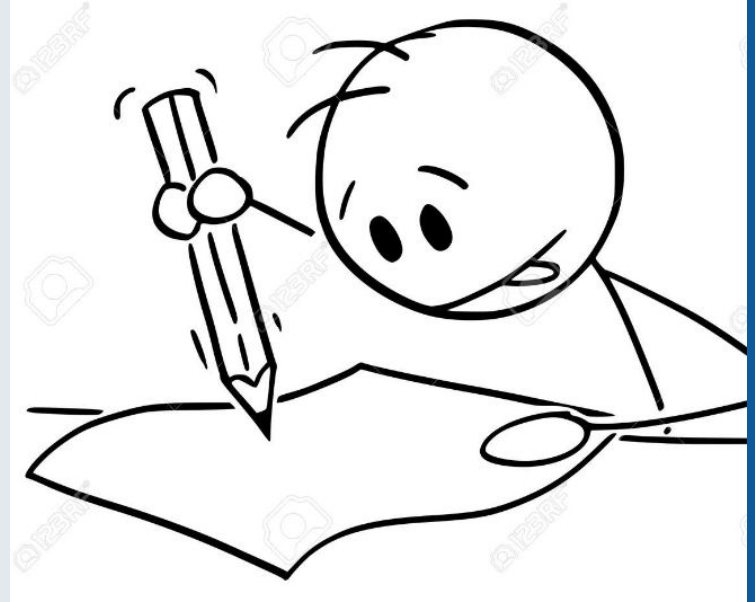
Why care? You should care because chronic pain affects 51 million people – and I bet you know at least one of them. They could be your constituent. And many of those people are being dropped from care.

Ask: We really need you to create a bill that says people in pain should have easy and affordable access to medication if they need it so that they can live a quality of life that we all deserve.



Workshop: Your Turn

- Choose your audience.
 - How will you grab their attention?
 - What is your message to them?
 - Why should they care?
 - What action do you want them to take?
-



BREAK

We'll take a break now.
When we return, we'll ask you to share your stories

Share Your Story and Discuss

How did it go?

Were you able to make your story compelling and concise?

Who would like to share from the group?



Lingering Questions



Reach out to Dionne until Friday, November 22:
dionne.a.dougall@gmail.com

Our Sponsors

The 2024 Virtual Advocacy Training Series was developed independently with funding support from Vertex Pharmaceuticals.



Thank you also to our Corporate Council for their continued support of this program, and other U.S. Pain initiatives.



What's Ahead

- Tuesday, November 12th, 2-4pm ET, “Federal Pain Policy”
 - Tuesday, November 19th, 2-4pm ET, “State Pain Policy”
 - Thursday, November 21st, 2-4pm ET “Your Pain Policy Projects”
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THANKS!

Any Questions?

Homework

- Read Advocacy Guidebook & 1-page Federal Agency Overview
 - uspainfoundation.org/virtualadvocacyseries

Next webinar

Tuesday, November 12, from 2-4 p.m. ET | Same Zoom link!

Any questions or issues?

Reach out to Michele Rice: michele@uspainfoundation.org



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