Communications Training:
Your Story in a Nutshell

Presenters:

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Questions

1) Who has worked on telling their story before?

2) Has anyone shared their story in a public setting? Interview, panel, meeting, etc.?
Session Goals

1) Develop the building blocks for your story that is timely and compelling.

2) Feel comfortable with story details to practice.

3) Have an understanding of how to adapt your story depending on the setting.

*Everyone has a story to tell.*
Developing Your Story Worksheet

1. Hi. I’m [name] from [place].
   
   If meeting with a Congress Member, identify yourself as living in their district.
   
   插入文本

2. My life changed when [describe your diagnosis or a loved one’s].
   
   Example: A free mammography screening van came to my work one day.
   
   Example: My sister was having headaches and didn’t know why. It turned out to be a brain tumor.
   
   插入文本
3. Fortunately/Unfortunately, [describe the intervention you did/did not receive].
   
   Example: Fortunately, my insurance plan covered almost everything.
   Example: I was out of work and didn’t have insurance. Luckily, the nurse at the hospital signed me up for Medicaid.

4. Where I am today.
   
   Example: I just celebrated five years of survivorship.
   Example: My husband would be alive today if he had health insurance.
5. I am not alone. There are millions of people like me.

Example: I had employer-sponsored health insurance and was able to afford my co-pays and deductibles, but that’s not the case for many people. Everyone should have affordable health insurance that covers cancer treatment.

Example: I feel lucky to be alive, but now I am worried that my cancer treatment will be considered a pre-existing condition and I won’t be able to keep affordable health insurance. There are nearly 16 million cancer survivors like me.

6. Can you help by [state the call to action].

Example: Will you support the Cancer Care Planning and Communications Act, H.R. 5160?

Example: Will you oppose efforts to dismantle pre-existing conditions protections?
Adapting Your Story

• Format/venue you are in?
  – Interview
  – Press conference
  – Panel
  – Op-Ed

• Know your audience.
  – Member of Congress
  – Patients

• Confirm/define your ask (match details).
Practice Telling Your Story

1. Find one person near you as a partner. Preferably someone you don’t already know.
2. Take a few minutes and write down some notes on the worksheet.
3. When prompted, describe your personal story in 2 minutes.
4. Get feedback and then partner tells their story.

The ASK: Will you cosponsor/support the CCPC Act?
STAT: over 1.6 million people diagnosed with cancer in the U.S. annually, many of these are Medicare beneficiaries.

NCCS
NATIONAL COALITION FOR CANCER SURVIVORSHIP
Thank you

Questions?

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