

Learning Objectives

- Improve participants' ability to craft compelling stories that resonate with diverse audiences in the context of behavioral health.
- Equip participants with the ability to integrate local stories into their behavioral health messages for increased community engagement.
- Develop participants' ability to assess the impact of storytelling on behavioral health outcomes through measurable indicators.

Big Question to Answer: *How do we tell more compelling stories that increase the value of our work in Behavioral Health?*

Quotes to Ponder

"Many stories matter. Stories have been used to dispossess and to malign. But stories can also be used to empower, and to humanize. Stories can break the dignity of a people. But stories can also repair that broken dignity."

- Chimamanda Ngozi Adichie,
Author

"Story, as it turns out, was crucial to our evolution -- more so than opposable thumbs. Opposable thumbs let us hang on; story told us what to hang on to."

- Lisa Cron, *Wired for Story*

IceBreaker: Story through Song

Children's Story-Slick Rick



Hurricane-Bob Dylan



The Stories We Tell



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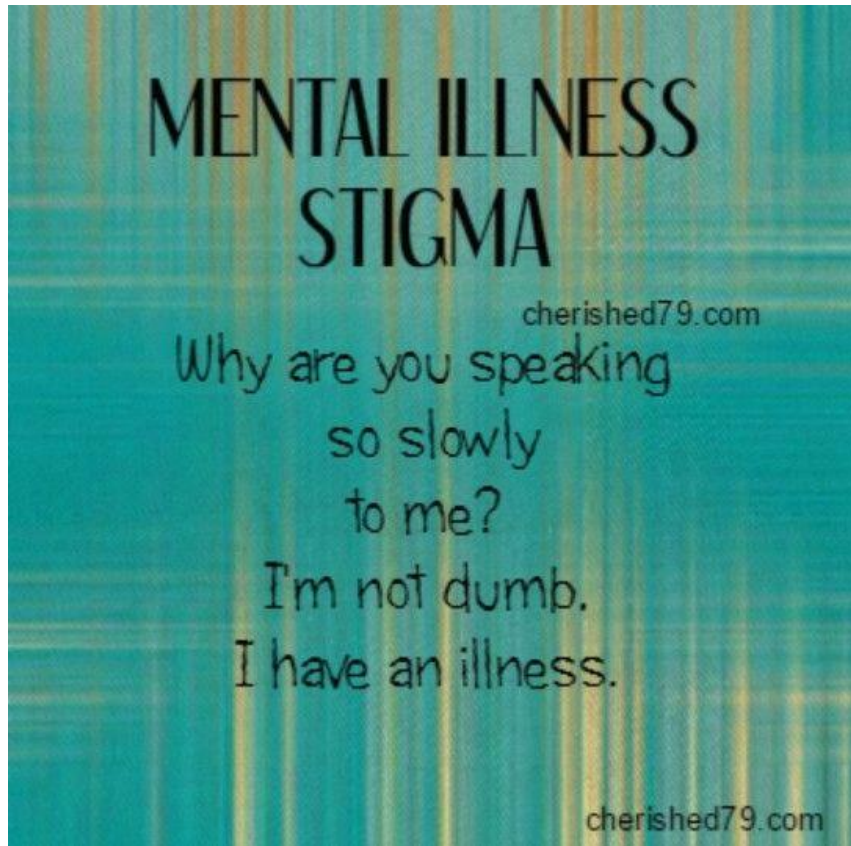
What are some stories we tell ourselves?

What are some stories our clients tell themselves?

How do stories impact our work?

Why do we want to change the stories/narratives we tell?

Why are Stories Important to Behavioral Health?

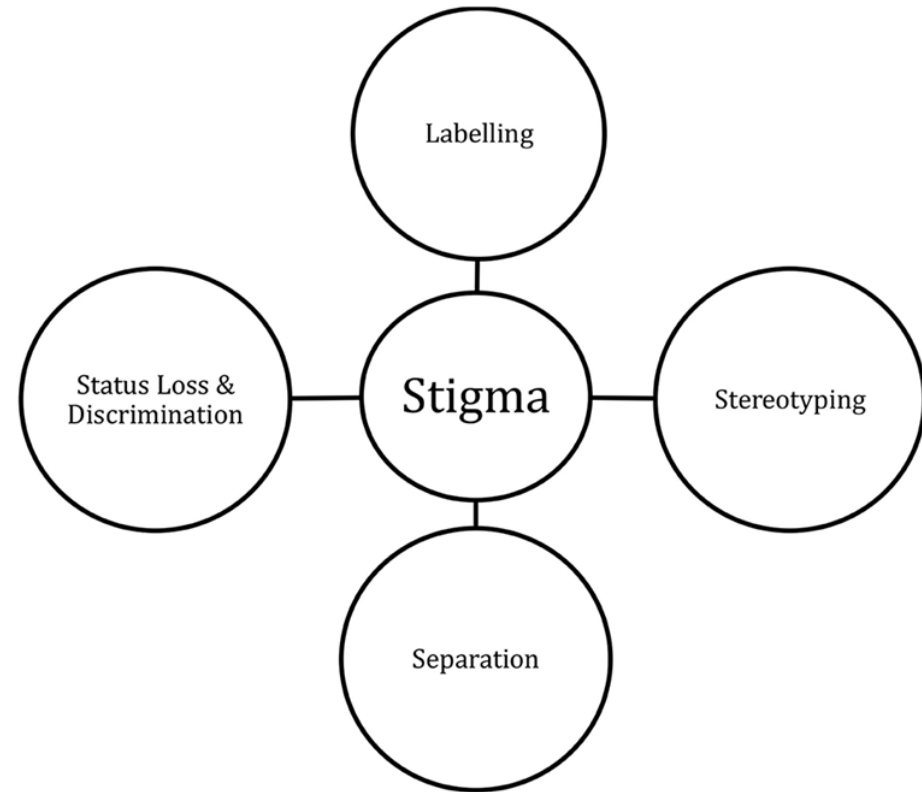


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What is the Current Narrative of Behavioral Health?



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An Opportunity to Change the Narrative

*"Show, don't tell...
but don't show it all"*



Elements of a Story

- Character
- Conflict
- Plot
- Setting
- Theme



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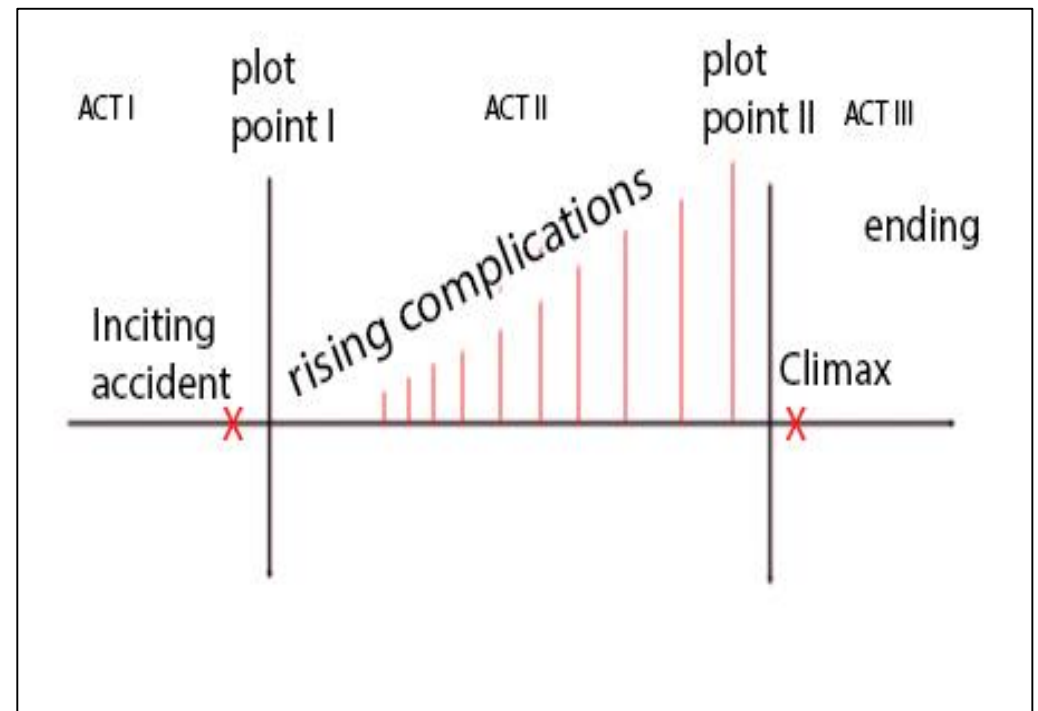
What Makes a Good Story? What makes a Good Storyteller?



1. *"Show, Don't Tell"*
2. *"Make It Personal"*
3. *"Tap into a Moment"*
4. *"Focus on the Feeling Beneath it All"*

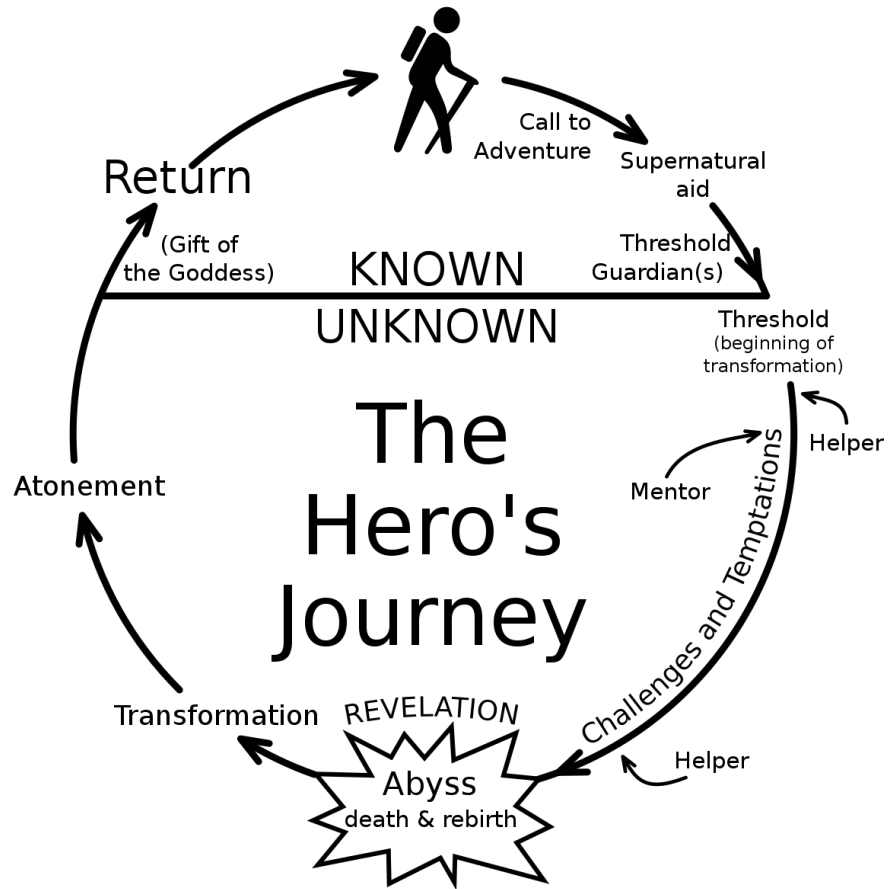
“Show, Don’t Tell”: 3 Act Structure

- **Act 1:** Exposition/Inciting incident
- **Act 2:** Rising Tensions
- **Act 3:** Climax/Resolution



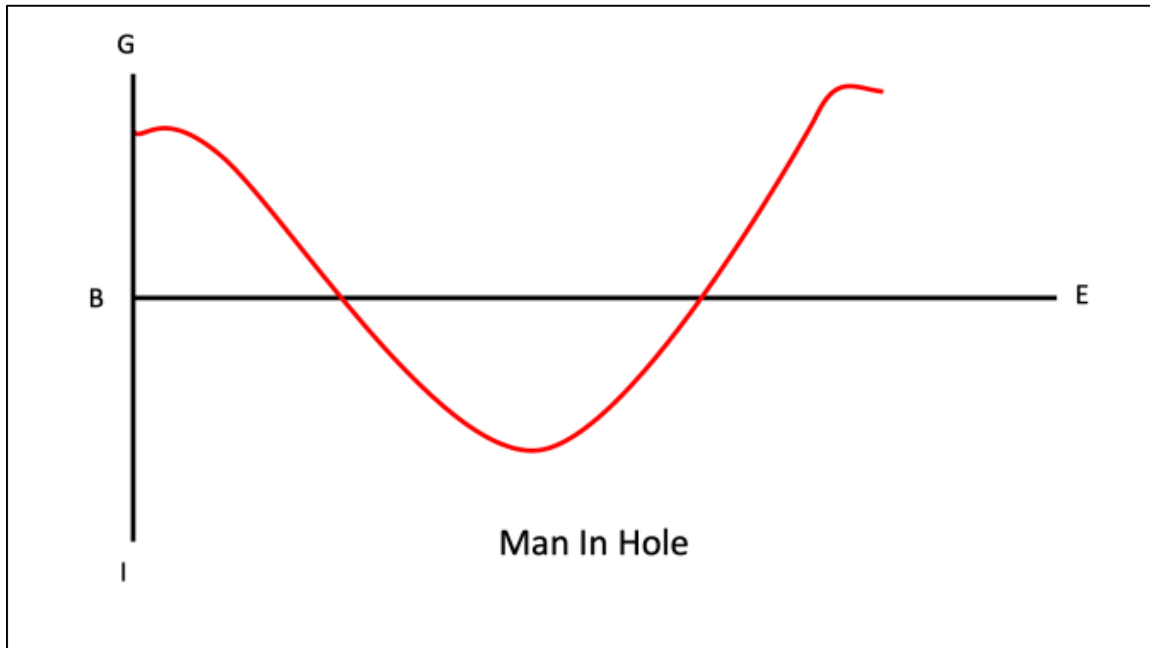
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Make It Personal: "The Hero's Journey"



1. Departure
2. Initiation
3. Return

Tap into a Moment: "Man in the Hole"



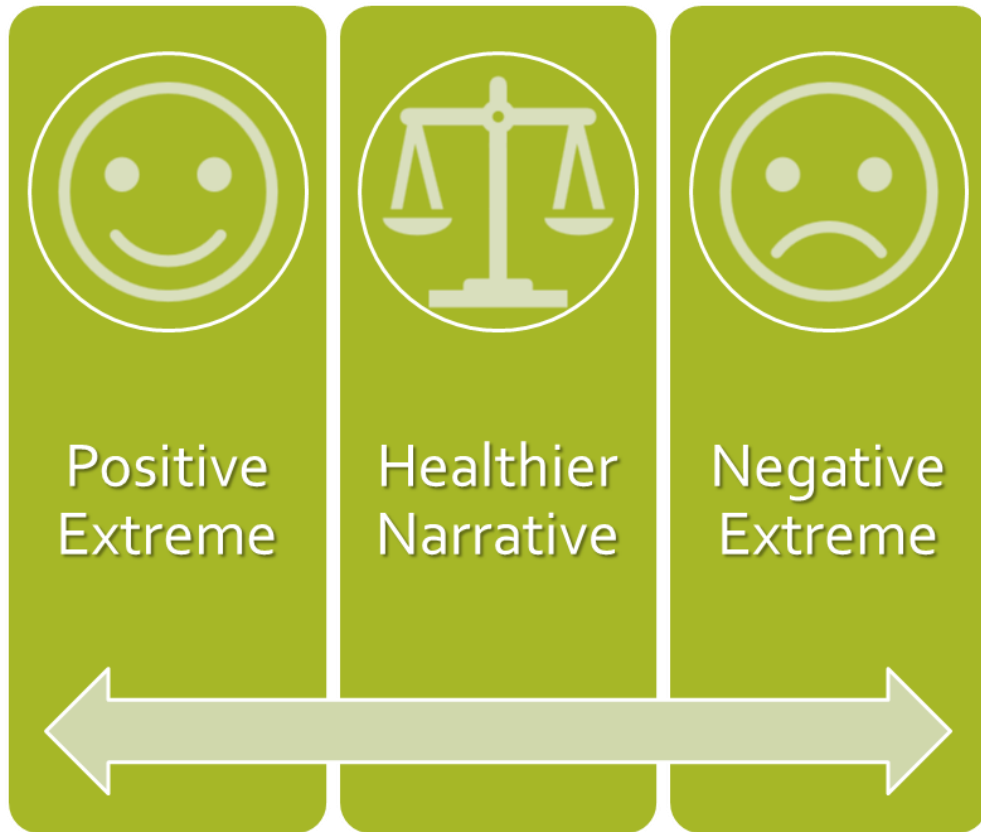
1. Comfort Zone
2. Trigger
3. **Crisis**
4. **Recovery**
5. Better Place

Focus on the Feeling Beneath it All: A Journey through Change



- The situation before
- The unexpected event
- The new world after
- What you learned

Narrative Shift



What do I want to express?

What is it I want my audience to experience?

Who/what am I telling the story to?

Who/what am I telling the story of?

Plot/Story Driven vs.

Character Driven

What is the story BEHIND the Story?



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1. Identify Your Audience
2. Define Your Narrative
3. Choose Relevant Data
4. Provide Context
5. Tell the HUMAN Story

Data is people...

Thank you!!!

The AMAZING Region 10 Team



Northwest (HHS Region 10)

MHTTC

Mental Health Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

- Lamarr Lewis

www.LewisFamilyConsulting.net



Lewis Family Consulting

