



Advocacy & Leveraging Narrative

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Disclosures

No financial disclosures or conflicts of interest.

Advocacy can be political.



Goals & Objectives

Define Policy & Advocacy

Discuss your WHY

Provide a framework for Storytelling

Agenda

Intro to Advocacy

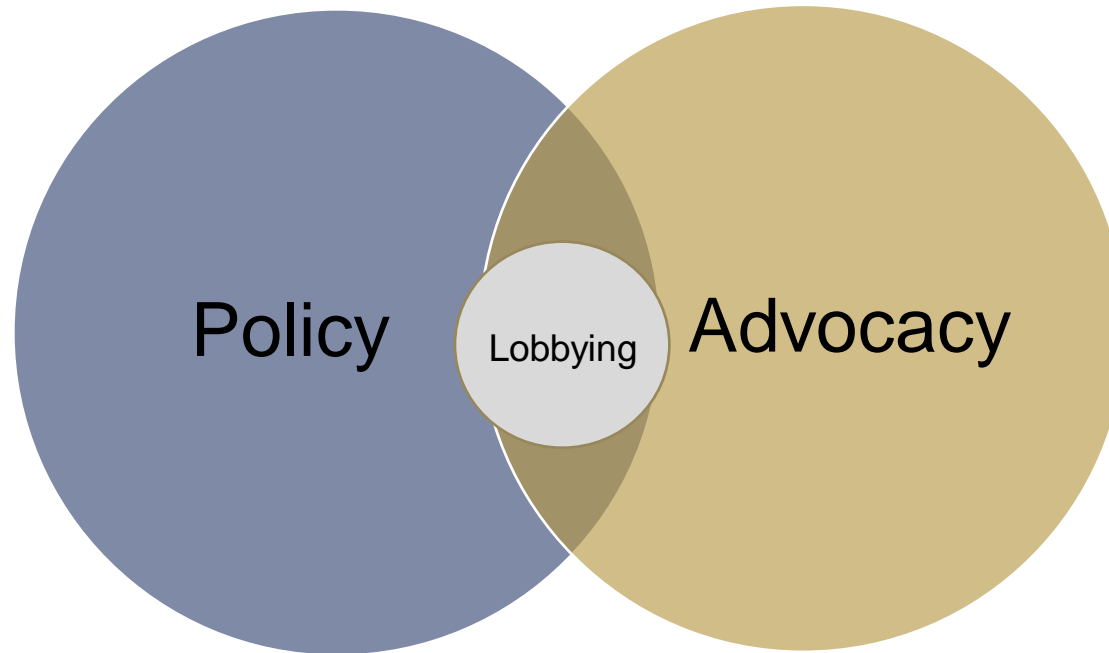
Why Stories Matter

Public Narrative Overview

Video Example

Debrief and Q&A

Policy, advocacy, and lobbying are not the same

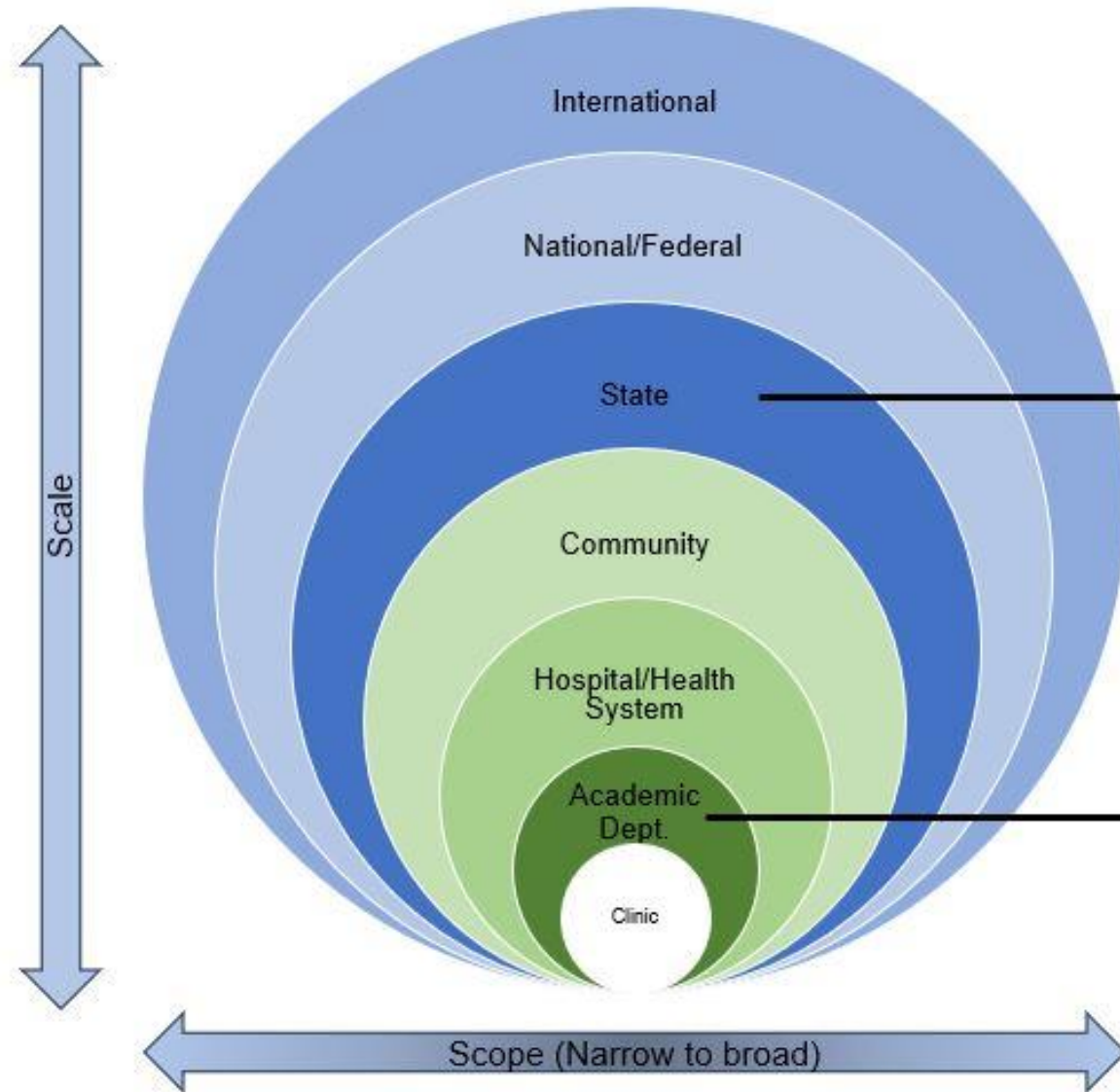


Policy = a course of action adopted and pursued by government, business, or another group.
Another definition = a movement in a direction for a purpose

Advocacy = activities intended to influence decisions regarding a particular cause or policy

Lobbying = any attempt to influence specific legislation (in support or opposition)

Levels of influence



Levers of change

- Executive order
 - Judicial action
 - Regulatory change
 - Legislative process
 - Budget process
 - Revenue generation from state taxes
-
- Department leadership team decisions
 - Fellow chairs + Dean's office, SOM
 - Community and/or patient advisory groups
 - Research dollars
 - Clinical revenue



Different policy dimensions

- Levels of **influence**
 - Individual, local, state, federal, and more
 - Little “p” versus big “P” policy
- **Environments**
 - Community organizations, academics, government, think tanks, associations, foundations, advocacy organizations
- **Issues**
 - Numerous! Take your pick! Bonus points if the issue aligns with a “hot” policy window!
 - Is what you wish to advocacy for something that you’re ***passionate*** about and willing to be ***persistent*** and ***patient*** about?

Your role in advocacy?

Why stories?

Why do we care about stories & narrative?

The key to motivation is understanding that values inspire action through emotion.

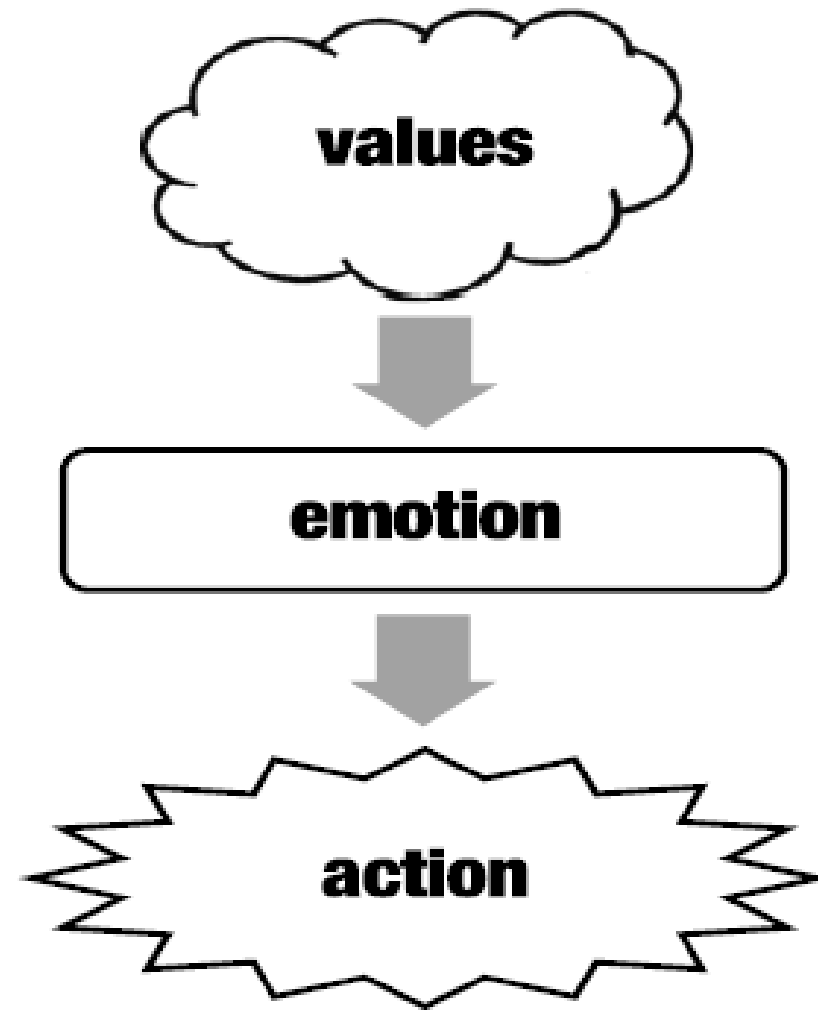
You need both strategy (the head) and narrative (the heart) to mobilize others towards action.



Illy adapted from the works of Marshall Ganz, Harvard Uni

Why do we care about stories & narrative?

Stories draw on our emotions and show our values in action, helping us feel what matters, rather than just thinking about or telling others what matters.

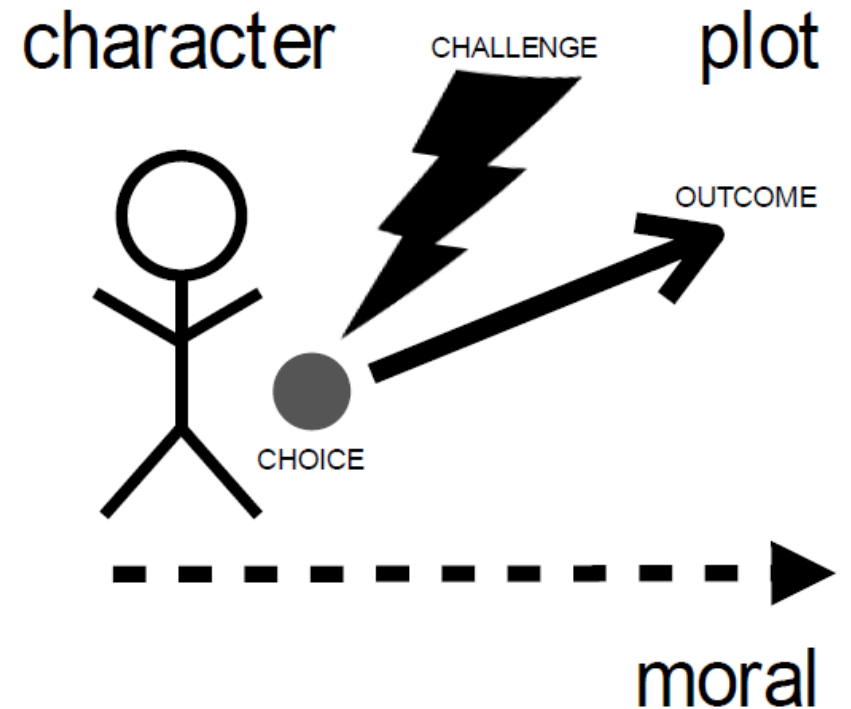


Story Framework

Challenge: Why did you feel it was a challenge? What was so challenging about it? Why was it your challenge?

Choice: Why did you make the choice you did? Where did you get the courage – or not? Where did you get the hope – or not? How did it feel?

Outcome: How did the outcome feel? Why did it feel that way? What did it teach you? What do you want to teach us? How do you want us to feel?



Public Narrative

Story of self: a way to share the values that define who you.

- Why were you called to action?

Story of us: a way to demonstrate shared values and experiences of a community.

- What shared purpose or goal brings together your community, or organization?

Story of now: a way to demonstrate a call to action for your audience to overcome a challenge & promote change.

- What challenge does this community now face, what the choices it must make, and what is the hope to which “we” can aspire?



James Croft's Harvard LGBT Bullying Speech

<https://www.youtube.com/watch?v=lymvc5d6qxY>

Content warning: Some graphic imagery and brings up topics including suicide

Questions to consider:

What resonated with you from the story?

Any element of the story you would have loved to hear more about? (think about the story framework of challenge, choice, outcome)

Debrief



Food for thought

Think about why you want to be an advocate or change agent

Why were you called to the work that you do?



Resources for Public Narrative

Intend Health Strategies

Has some free online resources for clinicians and healthcare leaders looking to learn about relational leadership and public narrative. Great opportunity for future training sessions or to join the organization.

<https://www.intendhealth.org/>

Leading Change Network

Lots to dive into here. Start by looking at the public resources link, specifically the folder on Public Narrative.

<https://leadingchangenetwork.org/resource/public-resource-center-2/public-narrative/>

Working Narratives

<https://workingnarratives.org/article/public-narrative/>

Public Narrative Worksheet

Free resources for use by the public by Marshall Gantz and the public narrative team at Harvard.

<https://dash.harvard.edu/bitstream/handle/1/30760283/Public-Narrative-Worksheet-Fall-2013-.pdf>

<https://www.ndi.org/sites/default/files/Public%20Narrative%20Participant%20Guide.pdf>

Video Examples of Public Narrative

Watch Obama 2004 convention speech here

<http://www.youtube.com/watch?v=eWynt87PaJ0>

*Watch the first 8 minutes (0:00 to 10:00) of Barack Obama's 2004 DNC speech. Think about the challenge, choice, and outcome of his personal story and how it connects to the purpose of his being on stage. Consider how he shares with the audience who he is and how it relates to the work at hand (electing candidate John Kerry).

Chimamanda Ngozi Adichie: The danger of a single story | TED

<https://www.youtube.com/watch?v=D9lhs241zeg&list=PLweZbdwnWRAOD28EhNHg6bEY4L1U470y6>

Novelist Chimamanda Adichie tells the story of how she found her authentic cultural voice -- and warns that if we hear only a single story about another person or country, we risk a critical misunderstanding.

Excerpt from a Harvey Milk Speech

[You Got to Give them Hope - Harvey Milk](#)

This example is less obvious regarding the different component of self, us, and now. But it is a great example of explicitly calling out the “us” and the audience.