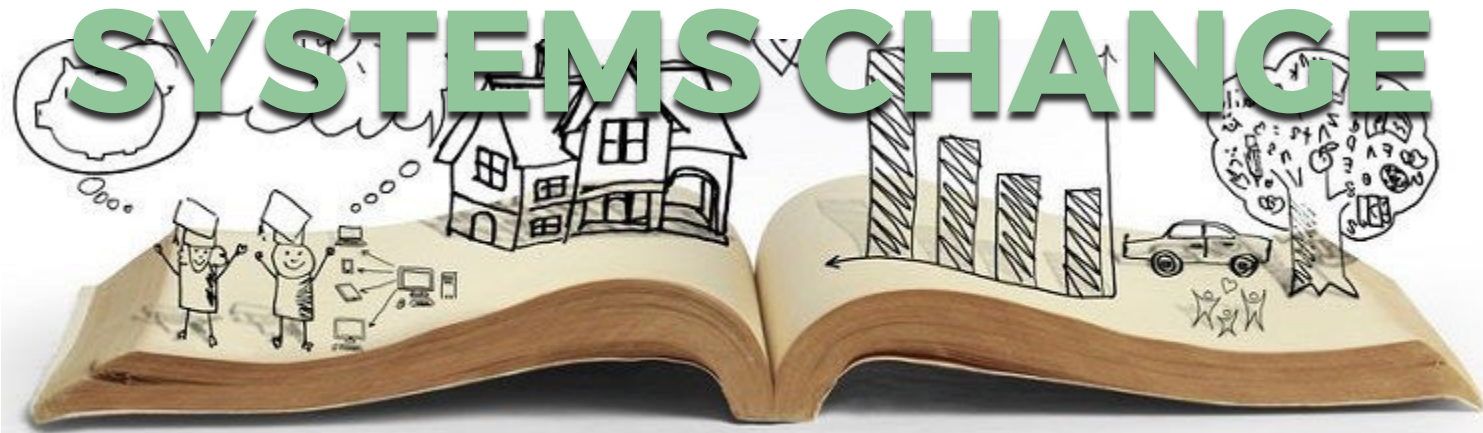




AIDS  
FOUNDATION  
CHICAGO

# CRAFTING YOUR STORY: TOOLS FOR ADVOCACY & SYSTEMS CHANGE



# COMMUNITY AGREEMENTS

- Speak from your own experience
- Make space, take space
- Slow it down and break it down
- We are all teachers and learners
- Respect one another and honor the time we have together
- Minimize use of electronics not directly related to the meeting
- Give each other some grace while holding each other accountable (oops/ouch)



# LEARNING OBJECTIVES

- Identify which policy priorities participants will advocate for on Advocacy Day 2024
- Craft individualized micro-stories using the elements of storytelling for advocacy
- Practice sharing your story with respective representatives and senators



# WARM-UP: THE STORY BEHIND YOUR NAME

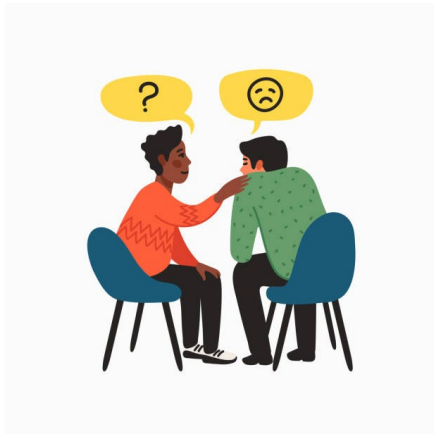
**Hello**  
my name is



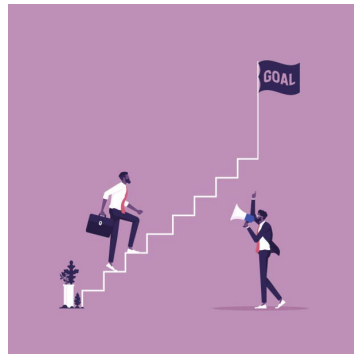


# ELEMENTS OF STORYTELLING FOR ADVOCACY

# WHY IS STORYTELLING SO IMPORTANT IN ADVOCACY



Elicits empathy  
better than facts  
and statistics



Great motivator that  
can lead others to  
action



Inherently  
persuasive



Reduces  
resistance to  
new ideas



# ELEMENTS OF STORYTELLING FOR ADVOCACY

- **Set the stage**
- **Describe / Convey the struggle**
- **Highlight the turning point**
- **Reach closure**



# SET THE STAGE

“Hi Representative/Senator \_\_\_\_\_, my name is Iana Amiscaray, I work at AFC, and I wanted to speak with you about a very important bill that’s being introduced in the IL House this year, the Ban on Prior Authorizations in Health Insurance Plans.”





# DESCRIBE/CONVEY THE STRUGGLE

“Prior authorization is a requirement by health insurance plans for patients to obtain approval of a health care service or medication before the care is provided. Because of this many people experience delays in receiving care, including those with chronic conditions like HIV or those who need gender affirming care.

Prior authorization is a complicated and a time-consuming process for both patients and providers that often leads to patients not picking up their medications.

# HIGHLIGHT THE TURNING POINT

Banning prior authorization would reduce the amount of time that patients need to wait to receive the care that they need. As a trans woman, this issue is important to me. Without prior authorization, it would mean that more trans people could easily access their prescriptions for gender-affirming care instead of taking time to apply for authorization or even appeal insurance decisions if they are denied. And it would mean that physicians would be able to provide more timely care to their patients.



# REACH CLOSURE

“Banning prior authorization is important because it will reduce the likelihood of medication inaccessibility.

“Can I count on you to support the bill to ban prior authorization/HB 5051?”

# HERE'S ANOTHER EXAMPLE

“Hi Representative/Senator \_\_\_\_\_, my name is \_\_\_\_\_, I'm the Executive Director of Policy & Advocacy at AFC, and I wanted to speak with you about the "Strengthening and Protecting IL HIV Funding Infrastructure". As someone who works with federally qualified health centers to increase capacity on HIV Care programming, I see how funding opportunities allow HIV care teams to adequately serve their communities. Without it, PLWH have less access to the medical, behavioral health, and wraparound services that are crucial to meeting their health needs.

“Can I count on you to support HB 5667 / SB 3809?”

# BEST PRACTICES

01

Be your authentic self

02

Share what you are comfortable with

03

Keep your audience in mind

04

Keep it short and sweet

05

Make sure you have an ask!





# PAIR & SHARE

- What will you be asking of your representatives?
- What stories and experiences do you want to share during this upcoming advocacy day?
- What elements of storytelling for advocacy do you need support on?



# THANK YOU!

- Post-webinar survey 😊
- Register for the next Advocacy Day 2024 webinar: *ADVOCACY DAY LOGISTICS*
  - Monday, April 8, 2024
  - 5:30-6:30 p.m.
  - Zoom Webinar

[https://aidschicago-org.zoom.us/meeting/register/tZcrduCgrDkrG9S0-8J6V\\_IRgpBLEIBQX01w#/registration](https://aidschicago-org.zoom.us/meeting/register/tZcrduCgrDkrG9S0-8J6V_IRgpBLEIBQX01w#/registration)