

Storytelling

Storytelling is the core of this project and has proven to be a powerful way to spread our message. The following tips and tricks can help with story collection and storytelling.

Do:

- ★ Tell compelling stories and a lot of them.
- ★ Find ways to bring to light the level/type of need—income levels, services, etc.
- ★ Remind people what the program is and who it serves.
- ★ Use messages that are mapped to target audiences and hyper targeted—by state/county/neighborhood.

Don't:

- ★ Use examples that invite criticism that Medicaid is expansive, expensive, or bloated.
- ★ Ignore concerns about waste, fraud, and abuse.
- ★ Defend the status quo. Look for examples of innovation and efficiency.

Recommended settings for capturing images of storytellers:

- ★ Film in an area with enough lighting.
- ★ Position subject in the middle of the frame.
- ★ If you are filming on a smartphone, camera should be vertical.
- ★ If you are filming on a camera, film in your camera's highest resolution.