

The Power of Storytelling



Medicaid **covers** US

Overview

- ★ Why Storytelling?
- ★ Stories and ACS CAN
- ★ Telling Your Own Story
- ★ Different Versions for Different Audiences
- ★ Next Steps in My Story Journey



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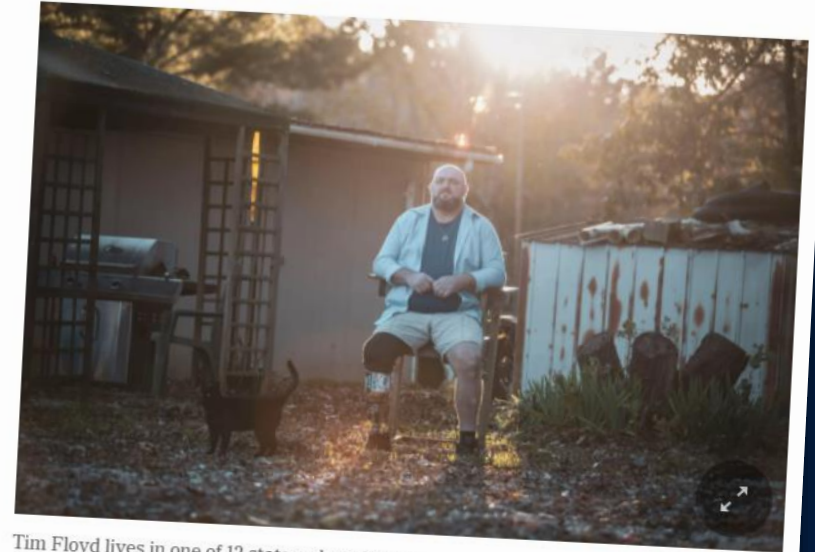
A photograph of a family of three standing in a sunlit forest. A woman with short dark hair is in the center, with her arms around the shoulders of a young man on the left and a young woman on the right. The young man is wearing a grey and white striped long-sleeved shirt. The young woman is wearing a pink top under a blue denim jacket. The background is a dense forest with many trees and green foliage.

Why Storytelling?

Your Story is Your Why!

Importance of stories

- ★ Cut through the politics
- ★ Humanize an issue
- ★ Helps people imagine themselves in that position



Tim Floyd lives in one of 12 states where Republicans have refused to expand Medicaid, making health insurance even less accessible for an estimated 2.2 million low-income adults. Andrea Morales for The New York Times

Erasing the 'Coverage Gap' for Poor Adults

Tim Floyd of Guntown, Miss., was working construction jobs in 2012 when he noticed numbness in his foot. It was neuropathy, a sign of diabetes. But he was uninsured and could not afford a doctor visit.



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How we work with stories at ACS CAN

- ★ Advocacy
- ★ Education
- ★ Organizing

Make Access To Treatment Easier For Cancer Patients

To the editor:

The coronavirus pandemic has impacted just about every part of our lives. For those battling cancer, the impact can be terrifying and life threatening.

A recent poll from the American Cancer Society Cancer Action Network found of the over 1200 cancer patients

and survivors surveyed, half have had their cancer care impacted by COVID-19.

One-third of patients say they're worried about the impact the virus will have on their ability to get care, especially those in active treatment.

Lawmakers can help ease this concern and make treatment more available while stay at home orders are in place. By

easing access to and affordability of oral chemotherapy drugs when medically appropriate, patients can get their treatment at home, with fewer interruptions than going into a clinic to receive it intravenously.

As a cancer survivor, I would like to thank Rep. Daire Rendon for championing oral chemotherapy fairness

legislation, and I urge other Michigan lawmakers to enact this legislation. Make access to treatment easier for cancer patients during this difficult time and help ease pressure on health care facilities by allowing patients to access treatment at home.

*Sandra Westover
Frederic*



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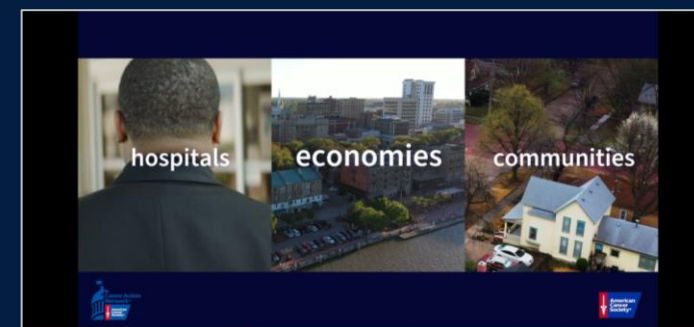
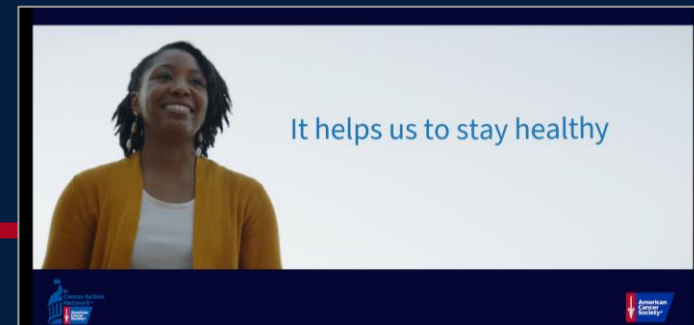
Story campaign example: *Medicaid Covers US*

- Public education project about the importance of Medicaid and need for Medicaid expansion for families, communities, the economy and the health care system.
- An opportunity to share stories to help people understand what Medicaid is and why it is a vital program.



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Video



<https://vimeo.com/402566328>

Password: SLA2020



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Telling Your Story.

- ★ Your Introduction
- ★ What Happened?
- ★ What Helped?
- ★ How You're Different Today?
- ★ What is the Need or Problem?
- ★ What Will Help Others
- ★ Your ASK!



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Different Audiences.

★ Your Story Can Always Help Someone!

★ Share Your Story

- Legislators
- Family and Friends = Potential Volunteers
- The Media



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Next Steps

★ We Want to Hear Your Story!



Cancer Action
Network™
American
Cancer
Society

