

Harness the Power of Storytelling

Jude Habib, Founder @sounddelivery @judehabib



#CharityWriteComms



GILES DULEY #BEINGTHESTORY



Soundelivery harnessing the power of digital storytelling

We champion stories that need to be told, stories that challenge prejudice and disadvantage, and have the power to change the world around us.



About me

15 years at the BBC developing multiplatform social action campaigns

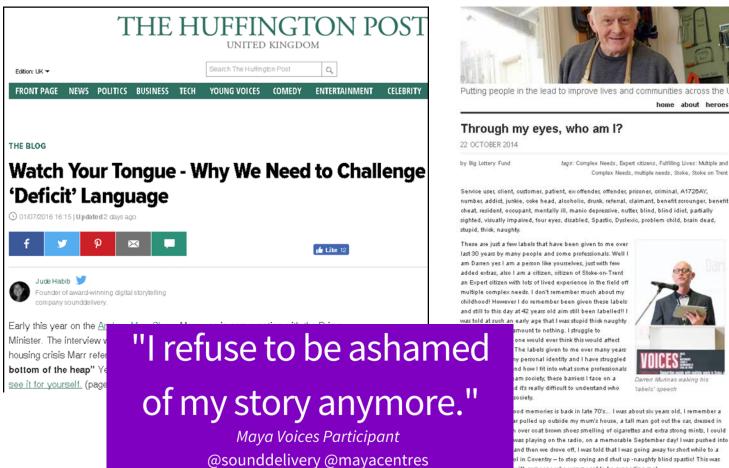
Work with charities to use digital media to tell their stories, engage new audiences, change perceptions, and raise funds

Passionate about digital storytelling – particularly of issues that don't get reported and stories that go untold.

Believe we need to be braver at tell the stories of the people we support – by getting them to tell them themselves

Facing barriers to telling firsthand stories despite informed consent of participants.

My Background





in the lead to improve lives and communities across the Uk

home about heroes return northern ireland scotland wales

> LEAP celebrates Fathers' Day!

RECENT POSTS

Through my eyes, who am I?

22 OCTOBER 2014

by Big Lottery Fund

mount to nothing. I struggle to

one would ever think this would affect

he labels given to me over many years

y personal identity and I have struggled

nd how I fit into what some professionals

ood memories is back in late 70's... I was about six vears old. I remember a ar pulled up outside my mum's house, a tall man got out the car, dressed in

over coat brown shoes smelling of cigarettes and extra strong mints, I could

was plaving on the radio, on a memorable September day! I was pushed into

and then we drove off, I was told that I was going away for short while to a

ol in Coventry – to stop crying and shut up -naughty blind spastic! This was

with someone who was meant to be supporting me!

Oh by the way, the short time was 11 years from then... I found myself mixed up in the world off

addiction and crime for almost 20 years. I went to prison in 2010 for conspiracy to supply class A

am society, these barriers I face on a

d if's really difficult to understand who

society

Libraries in Blackpool get a boost from local dads tags: Complex Needs, Expert citizens, Fulfilling Lives: Multiple and Complex Needs, multiple needs, Stoke, Stoke on Trent

How to give volunteer projects a better start

- Women and Girls: WILD Young Parents Project
- Women and Girls: The Venus Centre

type and press enter

SIGN UP TO OUR E-BULLETIN

Join over 10,000 other users and keep up to date with news and programme launches from the Big Lottery Fund

Sign up here

FOLLOW BLOG VIA EMAIL

Enter your email address to follow this blog and receive notifications of new posts by email Join 750 other followers

Follow

FUNDING PROGRAMMES

Select Category

TAG

#BigLottery10#BigMoment#BigVolumer #PeopleInTheLeadAseterStartAge UKAWardS for All sig Aakon Big Lottery Fund carers children communities community community groups Complex Needs

•

sounddel harnessing the power of digital storytelling





A real movement to tell stories



Poverty Truth Commission



For better mental health The voice of learning disability

ALL ABOUT **TRANS**

Scope About disability



Maya Centre...







Thinking Point



When was the last time you asked someone you support to tell their story?









The Written Word where there are Words, there is Magic

How?



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Talking Point



What challenges/barriers are you currently facing to telling your organisations stories?



Mental Health Orgs - leading the way?







Information & support About us News & campaigns Get Involved Workplace Shop

Home > Information & support > Your stories > Telling your story - blogging or vlogging for Mind

Telling your story - blogging or vlogging for Mind

You've put into words how I feel

We believe that no-one should have to face a mental health problem alone – and blogs, real stories from real people, can play a part in achieving this.

Reading a blog or watching a vlog by someone going through a familiar experience can have a big impact. 'You've put into words how I feel' is a comment we often see on our guest blogs. And reading or watching a piece about an experience we didn't know about can open up our eyes, give us a unique insight and help us learn.



These guidelines explain what we're looking for from blogs and vlogs, including topics we're particularly interested in at the moment, and tell you how to submit an idea (for blogs, we ask for a 100 to 200 word proposal at first).

Before we begin...

• Are you feeling ok? These guidelines are for people who are feeling well enough to tell their story. If you're not sure you feel up to it yet, or need to talk to someone right now, visit our <u>helplines page</u> or the '<u>I need urgent help</u>' section.



> Visit our campaigns page



Can you help campaign for a better deal for people with mental health problems?



As a Mind campaigner, you can get involved in a range of activities like lobbying your MP, sharing information about Mind campaigns and building pressure for change in your local area. We'll ask for your views when we respond to government proposals and we'll let you know about opportunities to feed into Mind's policy work.

Interested? Fill in the form below so we can keep in

Be a Mind Campaigner

First Name *

Last Name *

Email Address *

 We'd like to keep you up-to-date with this campaign and Mind's other work (you can unsubscribe at any time). Uncheck this box if you'd rather not receive these messages.

Provide skills-based training



Your stories

Blogs and stories can show that people with mental health problems are cared about, understood and listened to. We can use it to challenge the status quo and change attitudes.

- How to write a blog for Mind
- How to make a video blog (vlog) for Mind
- Read the house rules and commenting policy



Coping with grief when my dad died

When Emily was studying at uni her dad passed away. She blogs about her experience of grief and how she coped. Posted on Friday, September 2, 2016 by Emily Grenfell | comments

Categories: Bereavement and grief



The taboo of tablets

Hannah talks about how antidepressants have become an important part of how she manages her depression. Posted on Friday, September 2, 2016 by Mental Health Selfies | comments

Categories: Antidepressants



Mind Podcast - Living in

a therapeutic community

Clarissa talks to us about her experience of living in a therapeutic community. Posted on Monday, August 29, 2016 | comments

Categories: Podcasts

Clear all Filter > Blogs Clear Abuse 3 Antidepressants 2 Anxiety 15 Bereavement and grief 1 Big give 4 Bipolar 11 Borderline personality disorder 6 Campaigns 15 Carers 1 Celebrity supporters 4 Cognitive behaviour therapy (CBT) 4 Complementary and alternative therapies 3 Crisis care 6 Depression 35 Dialectical behavioural therapy (DBT) 1 Dissociative disorders 1 Eating problems 15 Ecotherapy 5 Exercise 16 Friends and family 4 Fundraising 15 Hearing voices 2 Human rights 1

Soundoeivery

Give Clear Directions/Guidelines

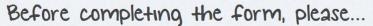
Blogging for Mind - what you need to know

We believe that everyone experiencing a mental health problem deserves both support and respect. Blogging can be a vital part of that. By sharing your story and our information, you can help the fight against myth and misinformation.

If you start your own blog on a free site like <u>Tumble</u>, <u>Wordpress</u> or <u>Blogger</u> please share your stories with us on our <u>Tumble page</u>.

However, we often get far more requests to publish a blog here than we are able to publish or respond to within the team. Unfortunately that means that we may not always be able to publish posts or provide feedback as often as we'd like to.

The form below helps us to organise and respond to requests - please let us know what you want to write about using the form. We will do our best to get back to you within two weeks.



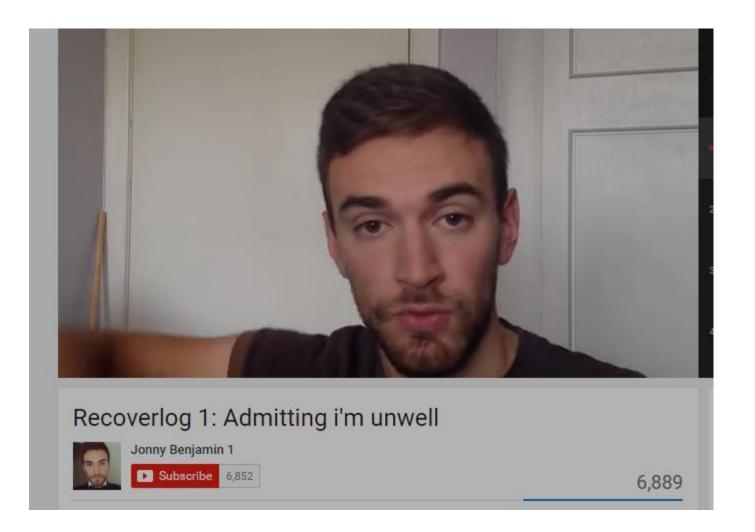
• Read our guidelines and tips for writing.

- · Be aware that your blog must be a story written from personal experience and that we don't publish poetry or creative writing.
- If we can't publish your story this time, why not start your own blog on <u>Tumblr</u>, <u>Wordpress</u> or <u>Blogger</u>?
- You can now find us on Tumblr, where we'd be happy to reblog your post if we can.

First name *









Social Media Takeovers



@NHS / Richard @

Each week a new person curates @NHS and shares their NHS story. #HelloMyNameIs Richard, I'm 40 years old. I've been diagnosed with non-Hodgkin lymphoma.

England, United Kingdom
england.nhs.uk/atnhs
Joined July 2016

Born on July 5, 1948

🔨 Tweet to @NHS / Richard

28 Followers you know



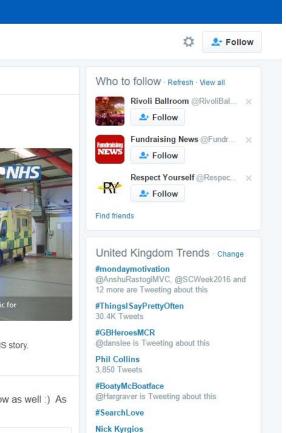
D Photos and videos



TWEETS FOLLOWING FOLLOWERS LIKES 41 185 1.105 39 Tweets Tweets & replies Media Pinned Tweet @NHS / Richard @NHS · 11h Hello everyone. This is @NHS. NHS Dan Smith, Consultant Paramedic #hello my name is. Hello, my name is Dan Smith. I'm a Consultant Paramedic for North West Ambulance Service. 0:33 IIII Welcome to @NHS Each week a new person curates @NHS and shares their NHS story. * 132 105 @NHS / Richard @NHS - 5m Definitely keeps me active. My entire family has one now as well :) As well as loads of people at work.

Burton Hospitals @BurtonHospitals

@NHS @FitbitUK Some of our staff used Fitbit devices during the Olympics



3,710 Tweets

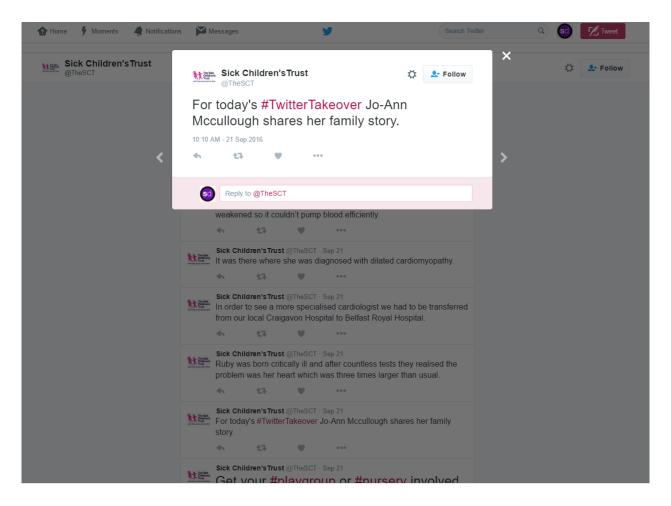
Manul



@Parkinsons52



Sick Children's Trust @TheSCT





CROWDSOURCING

ANTHONY NOLAN

Like

Message

saving the lives of people with blood cancer

Anthony Nolan 📀

@AnthonyNolan

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	Ene hepty w 2 20 mg
View 3	9 more comments
AN TREAT NOLAN Isotopita ine of proper with based cancer	Anthony Nolan September 21 at 4:22pm - 🕲
	e day of my graduation, I found out that I was a potential match for one in need of a stem cell donation.
two, a Nolan	nths and 4 injections later here I am at The London Clinic, day one bout to produce some cancer-kicking cells. Thank you to Anthony for their support and for the incredible work they do in the fight st blood cancer.
'Sign u	up - you could be next to save a life!!!' See More

Save ···· More 🔻

🖸 🖸 😯 1.4K

Top Comments

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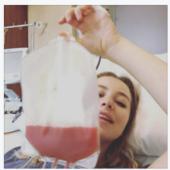
151 shares

Write a comment...



Anthony Nolan 'A lil something I made earlier ... '

And here's Georgia with her bagful of lifesaving stem cells. As always, one of our amazing Anthony Nolan couriers will have taken it and delivered it to its recipient – wherever that is in the world – all within 72 hours.



Like · Reply · 6 53 · September 21 at 4:24pm

🗣 1 Reply

Hayley Ellis I give blood regular I'm on the organ list and have a rare blood type , I wish I can help more people with my stem cells

Anthony Nolan Hi Hayley, in fact having a rare blood type wouldn't stop you from joining the stem cell register and potentially saving someone's life. We just ask that you're 16-30 and in good health. You can get all the details and apply here: https://www.anthonynolan.org/8way.../donate-your-stem-cells



Donate your stem cells

What does joining the register involve? If you're between 16 – 30 and in good health, you can... ANTHONYNOLAN.ORG

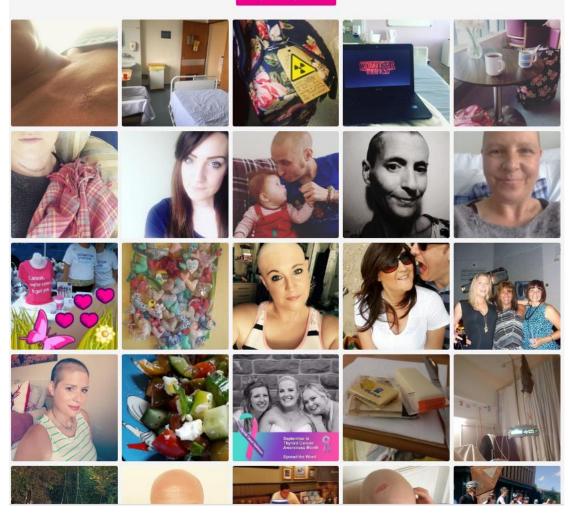
Soundoellvery

Like - Reply - 18 hrs

CROWDSOURCING

#CancerRightNow Real people are at the heart of our campaign, so we want to hear your stories. Share a picture and tell us about your 'right now'

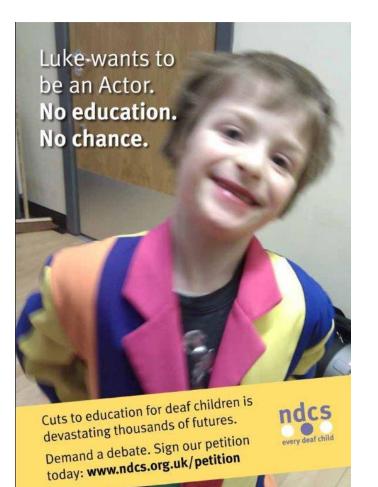
Upload a photo



#SolidariTea









Liked • 18 April 🛞

www.ndcs.org.uk/petition







National Deaf Children's Society

28 June · Edited · 🕅

Thanks to Nicola for this wonderful bit of advice. Share with all your friends!



ola, London

ndcs

Boost Post

12,156 people reached

Like - Comment - Share - 🖒 312 🖓 6 🖒 159

12,156 People Reached

327	312	315
Likes	On Post	On Shares
21	6	15
Comments	On Post	On Shares
164	159	5
Shares	On Post	On Shares
104 Post Clicks 104 Photo views	0 Link clicks	0 Other Clicks (i)
IEGATIVE FEEDBACK 7 Hide Post 9 Report as Spam		e All Posts ke Page





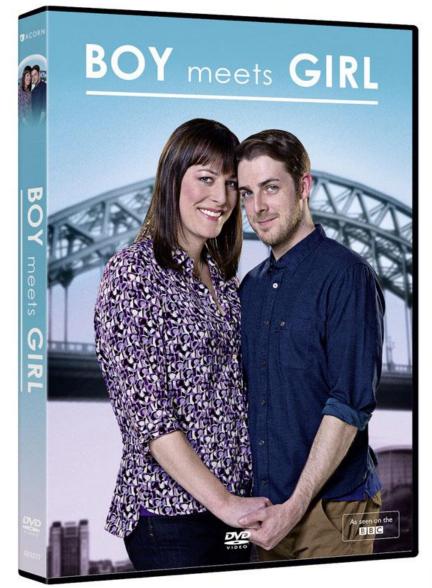


Interactions with the media











Expert Citizens: Darren Murinas

social care network: adult social care hub

Wednesday 4 February 2015 10.00 GMT

f 💙 🖂 in 🚱

Darren Murinas

(📘) Save for later

< Shares

Sharing my life story is helping other service users

Addiction drove me to crime and then prison, but thanks to the right support I've found a purpose: helping others to voice their experiences



When I was in prison, a member of staff recognised my interest in cooking and helped me to work in the kitchens. Photograph: Graeme Robertson

I'm Darren, I'm 42 and I'm from Stoke-on-Trent. I've been living in the mixed up world of multiple and complex needs for almost 30 years. When I was six, because I was visually impaired, I was sent to a special needs school in Coventry for a "short time". That "short time" lasted 11 years. It was a lonely experience.

After leaving school, I found myself caught in the world of alcohol and drug use which, over time, turned into addiction. From there, things got more out of hand and I spent 20 years forging a career in organised crime. This was how I funded my addiction, but I now recognise that it affected the lives of many others too. Finally, I went to prison for conspiracy to supply class A drugs in 2010.











Brief: A clear guide as to what you're looking for

Guest blogs

We welcome guest blogs on this site, especially from people involved with Scope.

What we'd like from you

Content on our blog should fit into one of the four categories:

- Politics and news opinions, summaries and analysis of the latest reports, announcements, news and commentary relevant to Scope.
- Campaigns situations that need changing. Updates on Scope's campaigning work and campaigns from other individuals and organisations.
- Help and information how-tos, case studies, interviews, and success stories. How to solve problems and where to go to for more information.
- Inside Scope posts that share what's going on inside Scope and about the people we support, volunteers, fundraisers, services and donors.

Guidelines for blogging at Scope

- · Content must be unique to our blog.
- If you are using photos you must have permission from the people in them to use their photo online.
- Content can be opinionated but should not conflict with Scope's



Info and Support - Simple Online Guides

Planning your blog/vlog

Before you submit your vlog (which we call <u>mental health selfies</u>) or blog proposal, **take some time to think about what you want to share**, what might be the best way to engage people and how you can get your point across.

- 1. Keep it personal and focused on events in your life our supporters tend to prefer blogs or vlogs that describe real-life events rather than abstract ideas.
- 2. What period in your life would you like to focus on? Resist the temptation to cover your whole life story. This will be far too much for one blog or vlog. It's usually much more effective to focus on a shorter, defined period.
 - o Claire, for example, wrote a very powerful blog focusing on just one day/night, which she spent in a police cell during a mental health crisis.
 - Shaun described the period in his life when he began to develop Obsessive compulsive disorder in detail.
- 3. Describe particular moments or events and how they made you feel. Sometimes little moments can help readers to understand your point and how things were/are for you.
 - Claire, for example, describes being should at by the custody sergeant, which gives a powerful insight into how afraid she was in the situation.

I was so scared of crossing the line on the floor as there were signs everywhere saying not to but then I was shouted at to cross the line because the sergeant couldn't hear me. My heart was thumping with panic.

• Hope describes the moment her Mum dropped her off at the hospital:

I stood in the entrance with my suitcase as my Mum dropped me off... tears streamed down my face and I was absolutely terrified



Engage with your audience but don't over commit

However, we often get far more requests to publish a blog here than we are able to publish or respond to within the team. Unfortunately that means that we may not always be able to publish posts or provide feedback as often as we'd like to.



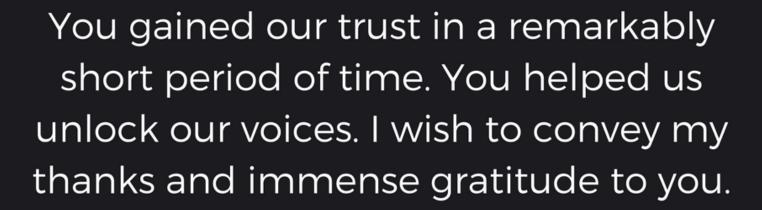
If you can try and train people (staff and the people you support)





Personal Contact and Building Relationships

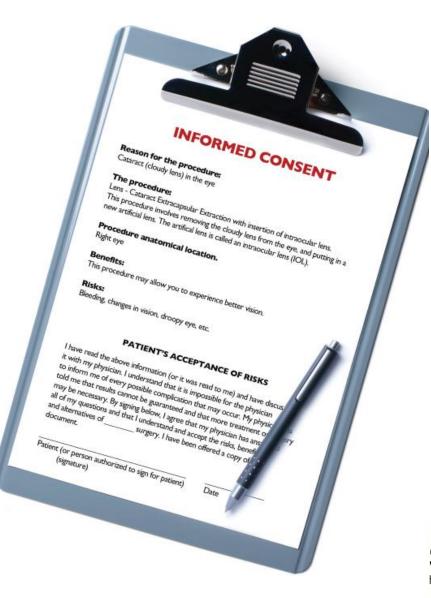
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MY VOICES PARTICPANT



Consent





SO WHAT'S NEXT?

Group Exercise

 In pairs think about how you are going to explore how you can incorporate first hand storytelling in your work.

Be Brave Thanks for listening and keep in touch! @judehabib @sounddelivery Share your tips on #CharityWriteComms

