



# Visual Storytelling for Public Affairs

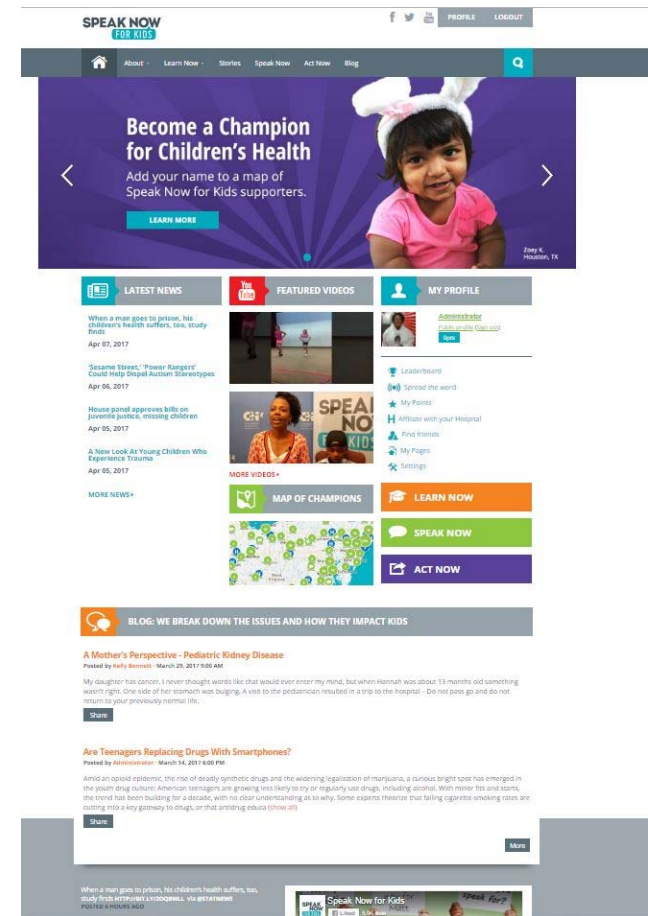
Kristin St. John

Advocacy Communications and Engagement Manager

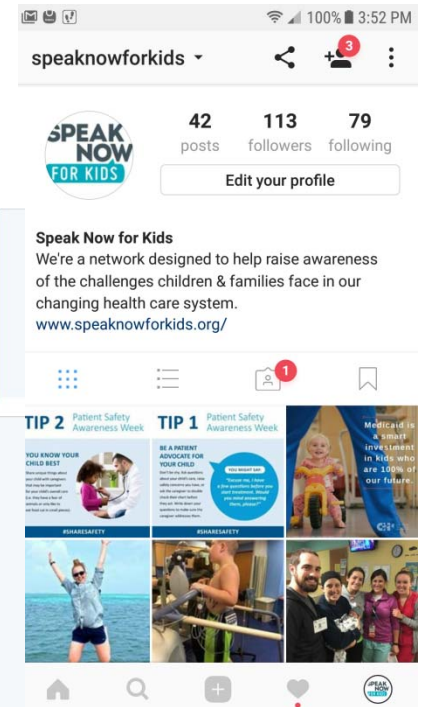
Children's Hospital Association

# Speak Now for Kids

- Online network for advocates to connect with one another and learn about child health issues
- Ask legislators to take action on important child health policies
- Promote children's hospital interests as a *Champion for Children's Health*

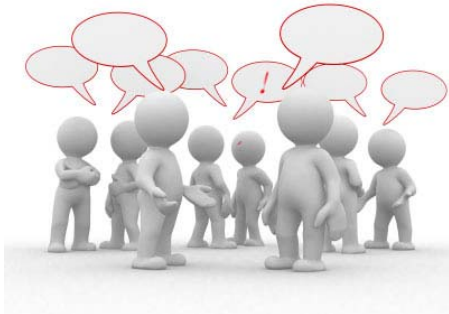


# Social Media Channels



# Speak Now's focus





But, how to we get people to act?







# Make it personal!!

**CHILDREN'S HOSPITAL ASSOCIATION**

**THE RATE OF INSURED CHILDREN IS AT AN HISTORIC HIGH**

**95% OF ALL KIDS HAVE HEALTH INSURANCE.**

Photo: Sarah Lissner/Texas Scottish Rite Hospital for Children, Dallas, Texas

## MY COMPLEX NUMBER IS 7: MY COMPLEX NUMBER IS 6: MY COMPLEX NUMBER IS 3, MY COMPLEX NUMBER IS 4.

**My Number Represents:**  
The total number of legs from four animals.

Name: Misty  
Home: Miami, FL  
My Hospital: Children's Hospital

**My Number Represents:**  
The number of legs from six animals.

Name: Archie  
Home: Washington, DC  
My Hospital: Children's Hospital

**My Number Represents:**  
The number of legs from three animals.

Name: Sophia  
Home: Washington, DC  
My Hospital: Children's Hospital

**My Number Represents:**  
The number of legs from four animals.

Name: Kasey  
Home: Washington, DC  
My Hospital: Children's Hospital

## MY COMPLEX NUMBER IS 1: MY COMPLEX NUMBER IS 1: MY COMPLEX NUMBER IS 1: MY COMPLEX NUMBER IS 1:

**My Number Represents:**  
The number of legs from one animal.

Name: Jacob  
Home: Jacksonville, FL  
My Hospital: Children's Hospital

**My Number Represents:**  
The number of legs from one animal.

Name: Kyrin  
Home: Washington, DC  
My Hospital: Children's Hospital

**My Number Represents:**  
The number of legs from one animal.

Name: Austin  
Home: Tampa, FL  
My Hospital: Children's Hospital



**Speak Now for Kids**  
Published by Kristin StJohn (7)  
Page Liked · May 28, 2016 · Edited ·

Just before his second birthday, Hunter was seen at Boston Children's Hospital (BCH) and diagnosed with spastic diplegia cerebral palsy. Hunter has received botox and phenol injections since he was 2 1/2 years of age in preparation for a major surgery. Two and a half years ago, Hunter was matched with Wendy, a Great Dane graduate of the Service Dog Project and trained balance dog, who he uses instead of a walker. Learn more about Hunter and Wendy: <http://bit.ly/1TEZZL4> #cerebralpalsy

Tag Photo Add Location Edit

Like Comment Share

122 122 Top Comments

34 shares 8 Comments

Darcy Makoney Drop the cane, get a Dane!!  
Unlike · Reply · Message · 5 June 24, 2016 at 9:07pm

Amy Judge DeLong We had so much fun. Thanks for coming with us, Team Hunter & Wendy!  
Like · Reply · Message · 1 June 24, 2016 at 10:10pm

Karen Paquet Hunter is smart, funny, and strong in so many ways and Wendy is just awesome too!  
Like · Reply · Message · 2 June 24, 2016 at 7:23pm

Angie Bryant Leonides Thank you, Hunter, for being an FAD hero this year! #speaknowforkids  
Like · Reply · Message · 2 June 1, 2016 at 11:48am

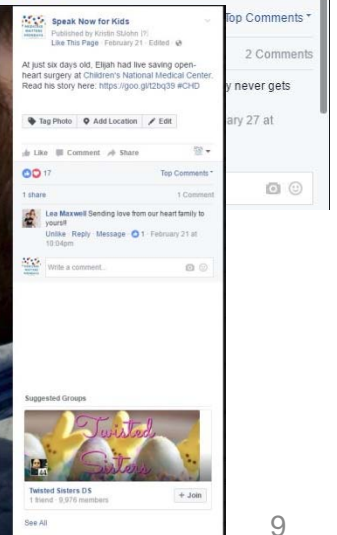
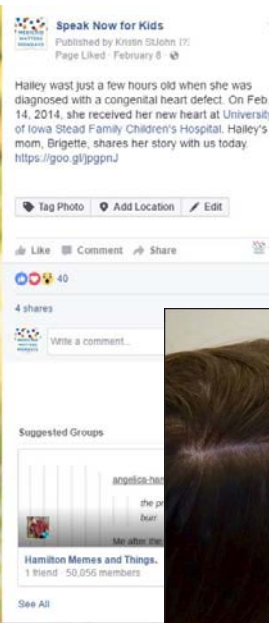
Lynne Gulland Yay Team Hunter and Wendy!  
Write a comment...

8

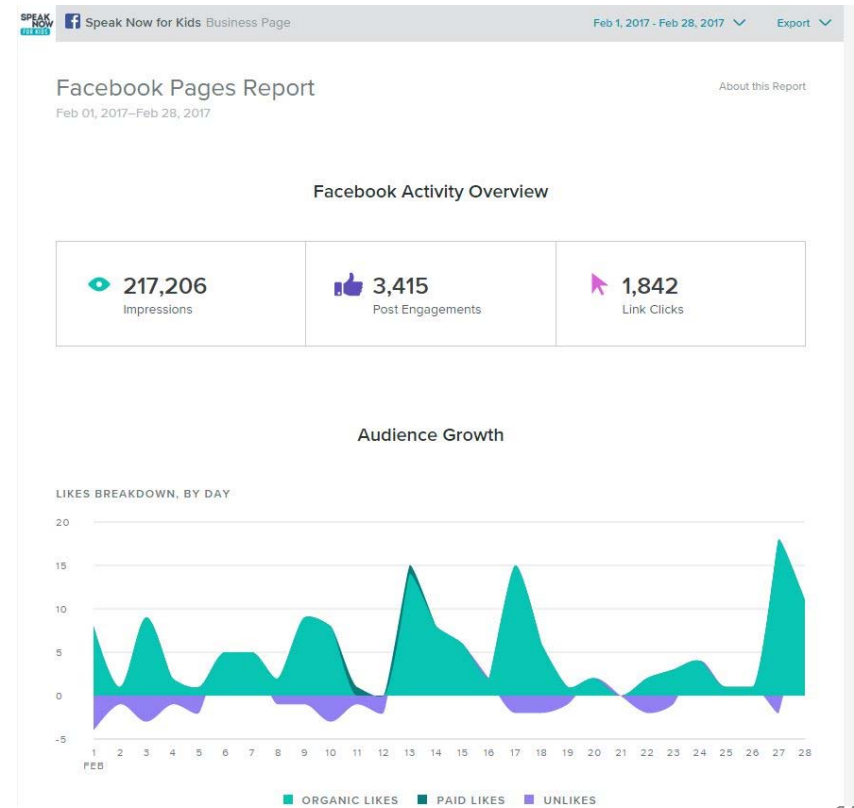
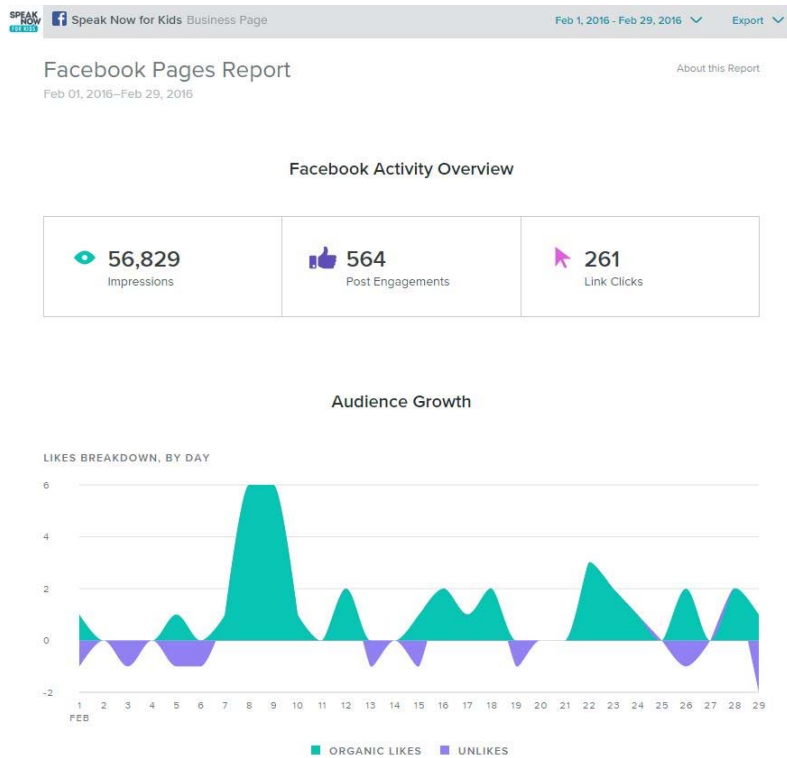
Champions for Children's Health



# American Heart Month



# A tale of two years



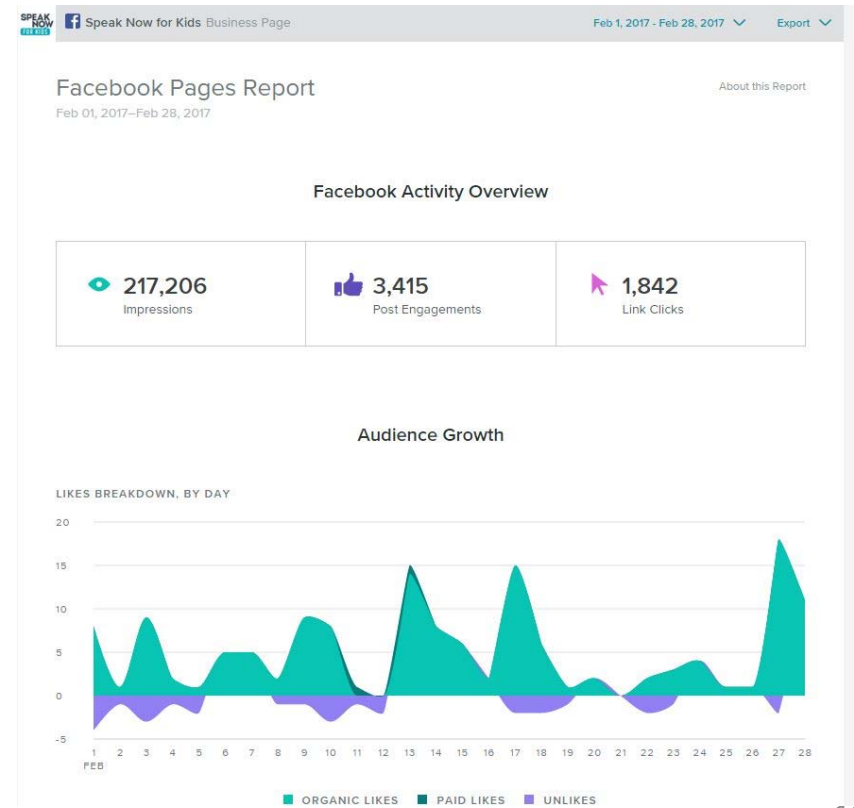
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# A tale of two years

56,829  
Impressions

564  
Post Engagements

261  
Link Clicks



11

## A tale of two years

 **217,206**  
Impressions

 **3,415**  
Post Engagements

 **1,842**  
Link Clicks



## Some suggestions for success:

- Graphics/pictures make everything better
- Keep it simple and, if possible, include a link
- Partner up!
- Pay attention to what your audience is “telling” you
- Slow and steady wins the race

# SpeakNowForKids.org

JOIN US	FIRST NAME	LAST NAME	EMAIL ADDRESS
	CITY	SELECT STATE	ZIP CODE
			SUBMIT

\* By clicking 'Submit' you agree to the [privacy policy](#) and will be added to our map of champions.

We're parents, grandparents, teachers, nurses, doctors, hospital workers, teens — **people like you**, who care about how kids' health care affects our future. Join us and **become a champion for children's health.**



## LEARN NOW

Learn about issues that affect kids' health care.



## SPEAK NOW

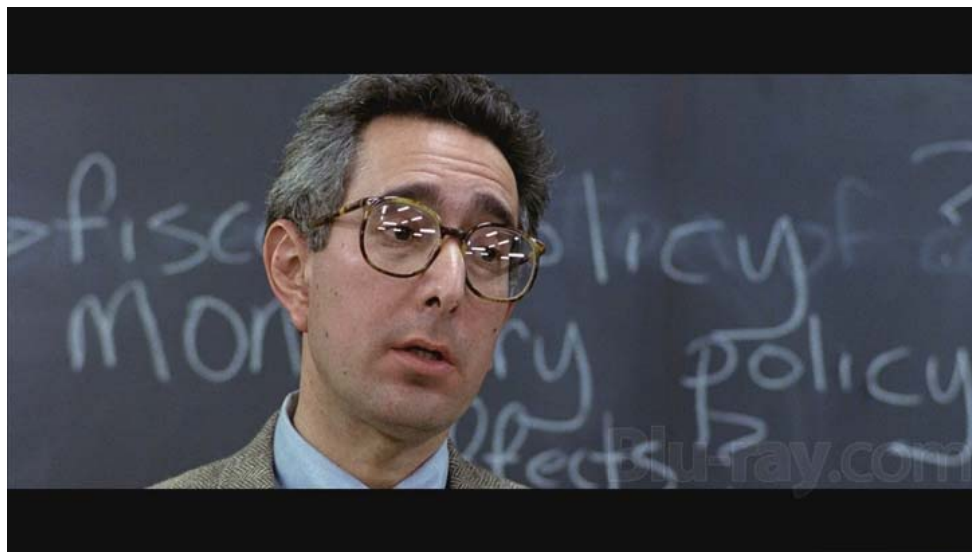
Submit your story to our story bank.



## ACT NOW

Write Congress and share information with others.

Questions, Comments,  
Concerns?



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