



## Telling Your Care Story

Your story is important and only *you* can tell it. Stories have the power to persuade, convey important information, and make other caregivers/care recipients feel seen.

### Steps to crafting your care story

1. Start with your name and connection to care.
  - a. "I'm Susan, and I'm a caregiver and care recipient."
2. Grab the listener's attention.
  - a. Your first sentence is a hook. Use action language or a statement that you think other caregivers/care recipients might identify with.
3. Fill in the rest.
  - a. Now, share the "meat" of your story in 3-5 sentences — remember this is your story and there is no wrong way to share it.
    - i. What does being a caregiver/care recipient look like in your life? What does a typical day of giving or receiving care look like for you?
    - ii. How does it make you feel?
    - iii. What have you gained from being a caregiver/care recipient?
    - iv. In what ways has your life been impacted?
    - v. What challenges do you face in your care journey?
    - vi. How has care impacted your family, work, or financial situation?
    - vii. What do you wish more people understood about care?
4. Leave your audience with something to think about.
  - a. End with what you want the future of care to look like in the US or something you would say directly to a struggling caregiver/care recipient right now.

### A few filming tips to help get you started

- Film either on a laptop or desktop computer, or on your phone in "selfie" mode, using your arm outstretched and the phone camera facing you. If filming on your phone, you can also lean your phone against something steady to create a make-shift tripod.
- Make sure you're facing light. Ideally, try to film *facing* a window, preferably during the day to get the best light. Natural light is usually better than artificial light.
- Try to film in a quiet space and be mindful of what will appear on camera behind you.
- Rehearse your script a few times so it feels natural. It doesn't need to be scripted, but it should feel conversational in tone.
  - ◆ Make it as conversational as possible - like you're talking to a friend about your experience.