

Tales Around the Campfire

Telling your
“Why it Matters”
story



CAMP
Wannaprevent

CAMP
Wannaprevent



Activities
Director:
Tamika Felder

Today we will
talk about:

Why you should share your story
as an HPV vaccine advocate

How your “WHY” matters to
making your story powerful

How to use your story to connect
others to the mission of the HPV
Vaccination Roundtable



Why should YOU share
your HPV vaccine
advocacy story?

Your HPV vaccination advocacy story can:



**Share knowledge and
reduce myths or
misunderstandings**



**Educate, mobilize or
empower others**



**Create a platform for
change**



**Promote HPV vaccine
work**

Your story can help
create the change
you want to see in
the world

The HPV Vaccine Could 'Eliminate Cervical Cancer' In High Income Countries, A New Study Says

By [EMILY DIXON](#) | 2 months ago | [f](#)



What is holding
you back?

My story isn't worth sharing.

I want to share but I don't know
where to begin!

My story isn't that interesting or
relatable to anyone else.

People may judge me or want to
get into a fight with me when they
hear my story.

Wannaprevent

Advocates are just
ordinary people
doing extraordinary
things.





Make it Powerful:
Knowing your WHY

How to find your why

- We are all acquainted with **WHAT** we do – the services we offer, the jobs we do.
- A few of us know **HOW** we do it – the things we think differentiate us or make us unique compared to the rest of the crowd.
- But only some of us can clearly articulate **WHY** we do what we do.



What is your WHY?



Why does your organization exist?



Why did you get out of bed this morning?



Why should anyone care about the work of the HPV Vaccination Roundtable?



Your WHY is your purpose. It's what inspires you to take action. Your WHY is also what inspires OTHERS to take action.



What if your
WHY feels less
like this...

And more like
this!?



Don't Worry!

(we're all friends here)

Your WHY statement should be:

- Simple and clear
- Actionable
- Focused on how you'll contribute to others
- Expressed in language that resonates with you

Practice

(take 5 minutes to write your why statement)

“TO _____ SO
THAT _____.”

- The first blank represents your **CONTRIBUTION** – the contribution you make to the lives of others through your **WHY**.
- The second blank represents the **IMPACT** of your contribution.

“To build a bridge of understanding
so that people can move from a
place of confusion and fear to a place
of knowledge and empowerment.” –
Jennifer Sienko

Crafting a powerful Story

Effective ways to tell your “Why”

SAFELY ENDANGERED WEBTOON



5 qualities of a powerful story

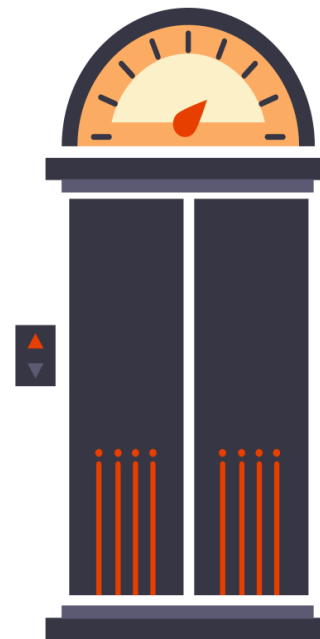
1. Positive change
2. Crafted and polished
3. Framed for your audience
4. Practiced and prepared
5. Focused on a message

How to tell your HPV vaccination advocacy story:

- Use what you know
- Draw your audience in
- Mix in both your inner and outer stories
- Know your audience and tailor your story accordingly
- Recognize your limits
- Know what you are and are not willing to share
- Be clear about your key messages
- End with a call to action

Now do all that
in 30 seconds or
less!

ELEVATOR PITCH *ESSENTIALS*



Floor 1

Who Are You?

Floor 2

What Do You Do?

Floor 3

What Makes You Unique?

Floor 4

How Do You Do It and
Who Does it Affect?

Practice

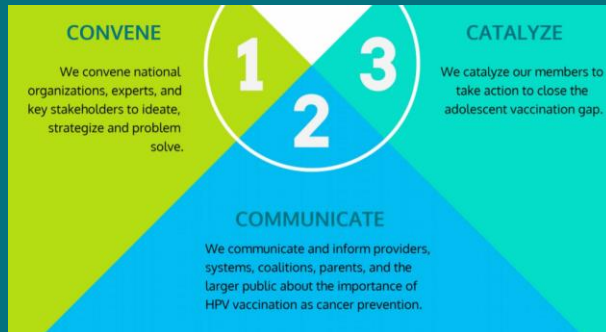
(take 5 minutes to practice an elevator speech for your HPV vaccine advocacy story)

- Who are you?
- What do you do?
- What makes you unique? (your WHY)
- How do you do it and who does it affect?



Connecting your story to
the mission of the HPV
Vaccination Roundtable

Our Mission:



Our mission is to **convene**, **communicate** with, and **catalyze** member organizations, and by extension the public, to prevent HPV cancers and raise HPV vaccination rates.

Our Vision

We have the power to make a lasting impact by increasing HPV vaccination rates in the U.S. as we **move toward elimination** of vaccine-preventable HPV cancers.

Practice

(take 5 minutes to practice an elevator speech for the HPV Roundtable)

- What is the HPV Roundtable?
- What does the HPV Roundtable do?
- What makes the HPV Roundtable unique?
- How does the HPV Roundtable do the work and who does it affect?



How will YOU tell the
story of the work we do
here?



Keep In
Touch!



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