

**#WalkInMyShoes**  
**Strategic Storytelling & Social Media Workshop**  
 Saturday, April 10, 2021 - 12:00 PM – 3:00 PM  
 Presented by The Association for Children's Mental Health

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**About the Workshop**

**Welcome!**

This is part one of the Association for Children's Mental Health's three-part virtual event to honor Children's Mental Health Awareness Day in May!

We hope to share with you the tools you need to participate in our #WalkInMyShoes event, which kicks off today, and hopefully learn some advocacy skills that you can use for future advocacy and awareness activities, as well!

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**Presenters**

**Sara Reynolds**, Youth Peer Support Statewide Coordinator, ACMH

**Cecilia Nguyen**, Healthy Transitions Youth/Young Adult Statewide Coordinator, ACMH

**RJ Cach**, Family Resource Specialist/Peer Trainer, ACMH

**Faith Marie**, Mental Health with Faith

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Agenda

12:00 PM – 1:00 PM	<b>Welcome</b> Introduction Warm-Up Activities
1:00 PM – 1:45 PM	<b>Strategic Sharing Activities</b> Safety with Sharing Traffic Light Strategy Creating your SOCD
1:45 PM – 2:00 PM	<b>Break</b>
2:00 PM – 2:30 PM	<b>Social Media Tutorial</b> Getting Involved Social Media and Advocacy Creating a TikTok Video
2:30 PM – 3:00 PM	<b>End of Day</b> Wrap-Up Confidence Booster Next Steps

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# 1. Introduction

## Who is the Association For Children's Mental Health?

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### Who is ACMH?

The Association for Children's Mental Health (ACMH) was founded in 1989 by two mothers who worked tirelessly to bring help and hope to other families by empowering them with information, support and encouraging the development of strong family member/ professional collaborative relationships.

They also offered networking and leadership opportunities and worked to ensure that family voice was listened to and valued. All of their efforts were targeted at ensuring that all kids with mental health challenges and their families had access to the services and supports they needed.

ACMH has continued their tradition for over 30 years providing family-to-family support, education, information, advocacy, networking and leadership opportunities in an effort to empower families with the information, knowledge and skills needed to successfully access the services and supports their children needs.

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### Who is ACMH?

- Individuals with lived experience - ACMH's staff have experience with mental health challenges as youth/young adults or parents who themselves have navigated the mental health and other family service systems for their own children with mental health challenges.
- ACMH exists to bring help and hope to Michigan children, youth and young adults with mental health challenges and their families.
- The Premier Voice of Advocacy for children & youth with mental health challenges and their families!
- We believe that youth/young adult and parent/family voice should be at the table at all levels. From family-driven, youth-guide services and supports, to influencing which services available, and legislation around children's mental health issues.
- ACMH was created by families-is run by families - and exists to support families!

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## 2.Warm Up

Getting warmed up to advocate

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## 3. Strategic Sharing

Using your story for advocacy & awareness

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### Strategic Sharing

Strategic Sharing is...  
*Telling your story in a way that is meaningful, effective & safe*

Learning how to safely and effectively share your story will have a lasting impact on individuals and inspire change in not only your life, but in the lives of others.

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### Strategic Sharing



What do you think are some **risks** associated with sharing your or your family's mental health journey?

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#### Strategic Sharing - Risks

##### Personal and Professional Relationships:

- What we share can affect our personal relationships or possibly affect our reputation or future opportunities in the community.
- People mentioned in our stories can become upset with what has been said about them – positive or negative

##### Stigma Exposure:

- Fear of disbelief, rejection, or lack of support
- Judgment – real or perceived
- Sometimes telling your story can feel manipulative or exploitive

##### Emotional Wellbeing:

- Sharing remorse or feeling badly after
- Sharing your journey can sometimes bring up memories which are painful or harmful to your mental health.
- Emotional burn-out
- Feeling over-exposed

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### Strategic Sharing

What do you think are some **benefits** associated with sharing your or your family's mental health journey?



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### Strategic Sharing - Benefits

#### Education:

- You have amazing life experiences that are unique and allow you to reach out to others and bring awareness to issues in an impactful way.
- Educate others to dispel negative stereotypes and inform best practices for people working with youth, young adults, parents, and families.

#### Positive Change Promotion:

- Promote awareness, understanding, and sensitivity.
- Inspire others, spread hope, and build connection through shared experiences.
- Reduce stigma by shedding light to real life experiences and normalize talking about mental health.
- Community advocacy at a local, state, or national level.

#### Personal Growth and Development:

- Self-advocacy and bringing awareness to your individual needs.
- Supports you in recognizing your strengths and abilities and builds resiliency.
- Sharing your story can open doors to building a network of supports and partnerships.
- More support from others who understand and have similar experiences.

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### Strategic Sharing

Things to consider before you share your story:

- **What is my motivation?** Why do I want to share? Or what do I hope will happen by doing it?
- **Is it my story to tell?** For parents – consider if your child will be comfortable with what you share both now and in the future?
- **Who might be listening? Now and in the future?** This is especially important when sharing your journey online.
- **Weigh the benefits of sharing versus any potential "fallout"**
- **Am I protecting my own privacy and the confidentiality of others?**
- **How might my 'future self' feel about sharing these details?**

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### Strategic Sharing

#### Preparing Your Heart and Mind to Share Your Story:

- **Choose/create boundaries:** Decide which parts of your story you will share and which to keep private. Be sure to **listen to and follow your instincts**. You know in your gut what makes you uncomfortable and what you do and don't want to share.
- **Try it out:** Share with someone you trust what you are going to share and see how it feels.
- **Prepare for any emotions that may come up along the way:** Sharing your story can be hard sometimes and may bring up past issues, be sure to take time for yourself when needed.

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### Strategic Sharing

**What difficult events or periods have you gone through?** Significant psychological insults and injuries you've sustained—for example, your losses, disappointments, traumas, or quieter periods of despair, hopelessness, and loneliness.

**How have you survived these experiences?** How did you strengthen and heal yourself? What are their lasting effects on you?

**What has happened in your life that you are particularly proud of?** Key accomplishments, including your psychological triumphs—for example, times when things went even better than you expected, when you came through trials and tribulations even better off.

**How have these successes shaped your life?** How have they affected the way you think of yourself and your capabilities? How have they affected your goals and the things you strive for?

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### Traffic Light Strategy

The red light, yellow light, green light strategy is a strategic sharing tool to determine your comfort level in sharing circles and advocacy events.

#### Green Light

- Fully comfortable and confident with sharing.
- You have a positive reason for sharing and feel fully empowered in your message.
- The green light situation is ideal for sharing!



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Traffic Light Strategy

Yellow Light

- "Cause for pause" before sharing.
- You might want to share parts of your story but still have concerns about possible negative consequences (EX: harm to personal relationships, emotional overwhelm, or having stigma after sharing).
- Tips and strategies for sharing preparation:
  - Ask questions about the how your story will be used and where it will be shared.
  - Be strengths based in your share. For example, instead of saying "my father was an alcoholic and neglected us" you might say, "my father struggled with substance use and was not able to meet our needs."

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Traffic Light Strategy

Red Light

- You are not fully empowered to share.
- Have a negative reason for sharing.
- With a red-light sharing situation, it is best for us to step back and re-evaluate before we choose to share. Some examples of red light situations are:
- You feel like you are sharing because you have to for someone else's benefit (exploitation). If you feel like you are being exploited, you can ask questions and get more information from the person who invited you to share. If you still do not feel comfortable, it is time to walk away.
- We are attention seeking. If we are sharing to gain attention for ourselves, this can be unhealthy and even addictive. We may need to take a step back and re-evaluate what we are sharing and why we are sharing it.

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Strategic Sharing

Tips for Success, Content and Delivery:

- Be yourself and use stories and details that you feel comfortable sharing and that relate to the point you are trying to make.
- Remember you have been asked to share or speak because your experience is needed and valuable.
- Keep it Real – but don't feel the need to overshare, "sugarcoat," or focus on the negative or positive.
- Try not to "bash" others in your story even if some of your experiences have been bad. Instead try to use your story to help others see what needs to be changed or different and open their eyes through your experience.
- Identify what aspects of your experiences that will help you convey your message. Check in with yourself and your comfortability with sharing your experiences.

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## 4. Your Message

Developing the direction and focus of your video

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### Your Message

#### Single Overriding Communication Objective (SOCO)

The first step to creating an effective advocacy video is figuring out your "why." Why do you want to share? What do you want to communicate? By thinking about the message you want to communicate, you will be more likely to effectively share your thoughts and avoid potential pitfalls.

Plan ahead by using the worksheet in your handouts to create a clear and specific message.

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### Your Message

#### What is your key message?

- State the key point or message you want to communicate in your video.
- Your key message should provide meaning and context for your audience.
- Be sure to keep it brief, clear, and concise.

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### Your Message

*Having trouble deciding what to share or how to focus your message? It may help to think about the following:*

- What do you think is important for people to know about mental health?
- What are you passionate about?
- What do you think needs to be changed?
- What from your personal story can inspire others to make changes that will make things easier for other youth, young adults, parents, or families?
- How can your audience help? Let them know - don't make them guess what you would like them to do.
- What have you learned through your experience?
  - How did you learn it?
  - What or who helped?

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### Your Message

#### Supporting Details

- What are three details that will help a viewer understand your key message?
- Oftentimes, these details come from facts or your lived experience.
- Since you are an expert in your own experiences, sharing from these experiences can help inform others of the realities they may not be aware of.
- Think about reaching your audience's "head and heart" - a combination of logical and emotional details can help your audience see the full picture.

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### Your Message

#### Target Audiences

- Who is the main audience or population you would like your message to reach? Who is your secondary audience?
- Using the internet for advocacy and awareness activities allows you to reach a broad variety of people from all walks of life.
- Think about who you are speaking to when you share your message. Is it decision-makers? Youth with mental health experiences? Parents navigating the mental health system? The general population who may not be familiar with mental health experiences?
- Deciding who you want to speak to will allow you to narrow your message to be more impactful for that particular group.

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Your Message

Communication Objective

- What is the message your audience needs to understand or an action you hope they will take?
- Consider: Why are you passionate about your message? What impact would you like your video to have on the viewer?

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5. Sharing & Social Media

How to create your video and tips for navigating social media

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Sharing & Social Media

The Vision for Your Video

- Plan out how your video will look.
- Do you plan on speaking directly to the camera? Will you film nature scenes and do a voiceover over top of the images? Will you ask someone to film you?
- Examples:
  - [https://www.tiktok.com/@daddy\\_dietitian/video/6934096111120485637](https://www.tiktok.com/@daddy_dietitian/video/6934096111120485637)
  - <https://www.tiktok.com/@vmhchope2013/video/6850814063740587270>
  - <https://www.tiktok.com/@dontdoitman/video/6867683749815930118>

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Sharing & Social Media

Framing your Video

Truthful

Stories are powerful if they are honest and real. While you don't want your story to feel rehearsed, you should still plan what you want to say and how you would like to say it. The story should show your voice and personality.

Strength

In order for mental health stories to have a positive impact on others, storytellers should share their experience from a strong foundation of hope. When Framing your story, you should honestly talk about your experience, but also focus on what makes you hopeful as you continue your journey.

Seven horizontal lines for writing notes.

Sharing & Social Media

Framing your Video

Storyboarding

Storyboards are created in the order of things that happened and help to show what things will appear in the video, and when. Think about the place where you will be filming or recording and any challenges you may need to address (e.g., lighting, noise, background). Creating a storyboard can be as simple as sketching out your plans on paper.



Example of a storyboard

Seven horizontal lines for writing notes.

Sharing & Social Media

Creating a TikTok Video:  
<https://youtu.be/B6qp7eqQuo0>

Seven horizontal lines for writing notes.

Sharing & Social Media

Filming and Recording

- Before recording, practice creating videos and using any tools (microphone, selfie stick/tripod, lights).
- Film in a quiet place - be aware of sounds in your surroundings
- Make sure the lights are bright enough to see the person but not too bright that they appear washed out.
- Try filming a few "takes" (brief test shots) to work out any issues with sound, video, or delivery. Don't worry about making small mistakes as they can be fixed later.
- Avoid filters that may distract viewers from your message.
- Choose music and effects that matches the mood of your video.
- Be sure to watch your video before you post it - be sure you're not filming identifying info.
- Be relaxed and have fun!

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Sharing & Social Media

Social Media & Advocacy

- Sharing on the internet is an exciting way to get your message out there due to the possibility of a very broad audience. Be mindful that while this can be a very positive thing, it also has unique risks.
- Be mindful of what you share and avoid sharing too much information to maintain your privacy. Examples of identifying information you may not want to share:
  - School uniform or name of school
  - Home address or phone number
  - Full name
- It's okay if you choose not to show your face – TikTok makes it easy to make creative and engaging videos without even showing your face!
- How to handle hateful comments if you receive them

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Sharing & Social Media

Social Media & Advocacy

- Permanency – videos posted online may live beyond what you expect it to.
- Take a break if you need to in order to care for yourself.
- If you run into concerns, be sure to talk with a supportive adult so they can help you navigate the concerns.
- You are not alone - using social media for mental health advocacy or awareness can help you to build a supportive community of other advocates!
- We're all in this together – by using the hashtag, #WalkInMyShoes, you will join the voices of many advocates working together to place a priority on children's mental health and break down stigma for future generations.

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## 5. Confidence Booster

Building confidence to get out there and create your videos!

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## 6. Getting Involved

How to get involved in the #WalkInMyShoes campaign

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### Getting Involved

Between **April 10<sup>th</sup>** and **May 7<sup>th</sup>**, share your story on TikTok, Facebook, Instagram, or Twitter by using the hashtag **#WalkinMyShoes** and tagging ACMH or by emailing them to Sara Reynolds at [SR Reynolds@acmh-mi.org](mailto:SR Reynolds@acmh-mi.org)!

ACMH will share submissions across social media accounts and post prompts for you to respond to, inspiration for planning, and more tips and tricks to help you gain confidence to participate!

ACMH's Social Media Accounts:

**Facebook:** facebook.com/ACMHMichigan

**TikTok, Twitter, and Instagram:** @acmh\_mi

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### Getting Involved

ACMH will also hold a special viewing party on Children's Mental Health Awareness Day, May 7th, 2021 via Zoom, to showcase submissions

For more information and to register, please visit:  
<http://www.acmh-mi.org/events/walkinmyshoes-screening/>

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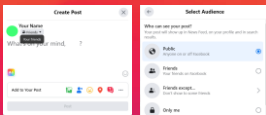
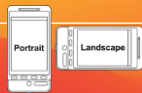
### Getting Involved

**Length of video:** 60 seconds or less

**Orientation:** Portrait preferred

**Dimensions:** 1080 x 1920 pixels / Aspect ratio: 9:16

If posting to social media, be sure to post it publicly (otherwise we won't be able to see your video!)



**Please note:** we will not be able to share videos anything explicit in nature (this includes audio/visual content and music/sounds)

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## 7. Q&A

Any questions for our presenters?

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## Resources

Please visit our tutorials and example page for more tips, tricks, and ideas for sharing your stories:

<http://www.acmh-mi.org/walk-in-my-shoes/walkinmyshoes-tutorials-examples/>

And follow us on social media at:



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## Sources

ACMH adapted information and resources from a variety of sources including:

- Youth Leadership Toolkit: The University of Oklahoma, National Resource Center for Youth Development. <http://nyrc.org/>
- Strategic Sharing Workbook: Federation of Families for Children's Mental Health and the Research and Training Center for Pathways to Positive Futures. <https://www.aafhmhsa.org/pdf/strategic-sharing-guide.pdf>
- Single Overriding Communication Objective (SOCC) Worksheet: Centers for Disease Control and Prevention and the American Water Works Association in collaboration with the U.S. Environmental Protection Agency and other partners. <http://www.cdc.gov/healthywater/emergency/dwa-comm-toolbox/tools-templates-main.html>
- Share Your Story: A How-to Guide for Digital Storytelling, Substance Abuse and Mental Health Services Administration. <https://www.samhsa.gov/brs-tacs/recovery-support-tools/share-your-story>
- Social Media Examiner. How to Create Your First TikTok Video. <https://www.socialmediaexaminer.com/how-to-create-your-first-tiktok-video/>
- TikTok. New on TikTok: Introducing Stitch. <https://newsroom.tiktok.com/en-us/new-on-tiktok-introducing-stitch>

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**Contact**

For questions, technical assistance, or to submit your videos, please contact:

Sara Reynolds, Youth Peer Support  
Statewide Coordinator, Association for  
Children's Mental Health  
**SReynolds@acmh-mi.org**

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**Thank you!**

We are so excited to hear your stories and learn more about what it's like to walk in your shoes!



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