

STORYTELLING WORKSHEET: Elements of a Good Story for Communicating Messages

| <i>Elements</i> | <i>Example</i> | <i>Your Story</i> |
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| Who is your story about? | Becky, an 84-year old from Peoria... | |
| What conflicts do they face? | ...had what seemed to be chronic arthritis, which continued to worsen and flare... | |
| Who is the "villain?" | ...medical personnel are unable/not trained/not listening enough to help the situation... | |
| What is the first roadblock they must face to overcome the conflict? | ... family goes to an internist (implied "villain" 1), and she says it's about the medication, but changing the meds doesn't work... | |
| What is the second roadblock they must face to overcome the conflict? | ...they then try an alternative care source (implied "villain" 2), but chiropractic doesn't help... | |
| What is the third roadblock they must face to overcome the conflict? | ... they go to an orthopedist (implied "villain" 3), and he suggests invasive surgery, but the promise doesn't seem to outweigh the risk... | |
| How do the characters get to a solution? | ... a family member remembers something a nurse said: "You should take your Mom to a geriatrician"... | |
| What is the happy ending? | ...chronic arthritis is addressed, allowing Becky to spend time with her grandchildren and friends! | |
| Who is the "hero?" | Geriatrician trained in older person's medicine | |
| How does this story convey a communications message? Is this told to the audience? | Today there are only 9,000 geriatricians; We need 20,000 to serve our current older population and 36,000 in the future. | |