Colliding Crises: Using Persuasive Narratives to Tell the Story of Overdose Prevention Under COVID-19

Taking it a Step Further – Persuasive Narratives
Includes all the elements of a story arc, but:
• Adds a soul
• Provides a human perspective
• Includes emotion
• Offers a solution
• Invites audience to move in a decisive direction

A Persuasive Narrative Example

Arlene was feeling good – 3 years clean, a steady job and a great support group. She was on the right path.

And then the pandemic hit. Overnight her world was turned upside down. She got laid off, and the friends she’d relied on were suddenly out of touch. Facing tough times and possible eviction, the cloud of depression descended, and eventually, those hard victories were forgotten when she scored with her old dealer. The added supplement money from the government helped pay for her habit for a while, until she OD’d one night and nearly lost it all.

Frightened, broke and depressed, she knew she needed help. A Facebook post from a public health consortium told her about a free source of Medically Assisted Treatment (MAT) from the hospital with no strings attached. With that insurance policy in her pocket, Arlene was ready to give it a new try. She didn’t love the new telehealth appointments, but she knew she needed the counsel, and they helped her rebuild a support network.

It’s still tough and she has her days, but she wants that good life back, and Arlene’s ready to fight for it.

Putting the Persuasive Narrative to Work
• Where does it fit?
• How do you introduce it?
• Remember, this is the first step to building a relationship.
• Know your audience, what matters to them, and tailor appropriately.
• Different audiences may want to receive info in different ways (conversation, leave-behind, video, presentation, etc.).