COLLABORATIVE STORYTELLING WITH CARE

Storytelling with community: applying co-design principles in **collaborative storytelling** for advocacy campaigns from FWD+Organise 2024

BIG THANKS TO THE PARTICIPANTS OF STORYTELLING WITH COMMUNITY: APPLYING CO-DESIGN PRINCIPLES IN COLLABORATIVE STORYTELLING AT FWD+ORGANISE 2024 WHO CO-CREATED THIS RESOURCE.

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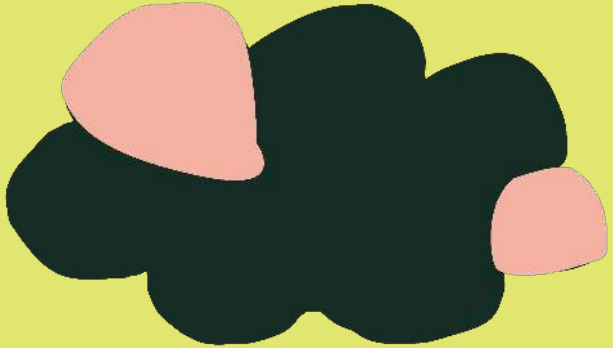
Resource and workshop was developed by For Purpose: Dr. Anna Jackson, Zenaida Beatson and Kristin Gillies. It draws upon the work of Our Race and Mind and Body (Emerge Aotearoa Trust). Reach out contact@forpurpose.nz if you have questions or comments.

Workshop: Storytelling with community: applying co-design principles in collaborative storytelling for advocacy campaigns at FWD+Organise 2024, Naarm.



STORYTELLING IS A PRACTICE, NOT JUST AN OUTPUT.

Storytelling is an active process.
It helps us build relationships, which are the building blocks of community building.

STORYTELLING SUPPORTS AN UNDERSTANDING OF WHAT IS

By building understanding and empathy

STORYTELLING OFFERS A VISION OF WHAT CAN BE

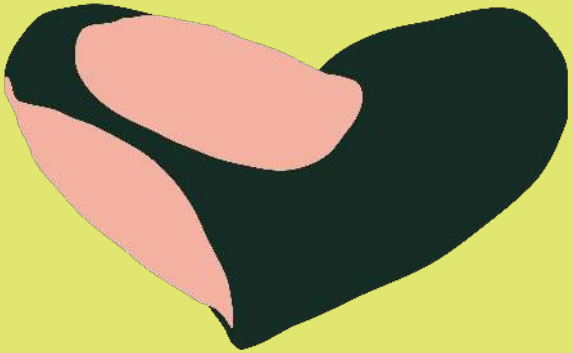
Generating possibility by articulating the change we want to see in the world

STORYTELLING SUPPORTS SENSEMAKING

Through the process of *doing* to build a collective understanding of shared experiences

STORYTELLING BUILDS COLLECTIVE IDENTITY

By developing relationships and a shared identity and purpose



CO-CREATE STORYTELLING THAT IS RESPECTFUL, AUTHENTIC AND UPLIFTING.

WHEN DONE WELL, COLLABORATIVE STORYTELLING CAN BE A POWERFUL AND EFFECTIVE FORCE IN OUR ADVOCACY CAMPAIGNS.

It can build empathy, articulate desired futures, and build collective understanding and shared identities. However, any campaign that shares the stories of those with lived experience and advocates for impacted communities requires a high degree of care and sensitivity and awareness. When it's not done well it can be harmful to people and organisations, and ineffective in a campaign.

We need guardrails, guidelines or frameworks to design campaigns, generate stories and make sure it all happens in a way that is mana-enhancing – that it uplifts everyone.

ENSURING OUR STORYTELLING IS RESPECTFUL, AUTHENTIC AND UPLIFTING: PRACTICING SAFETY AND SENSITIVITY

- As practitioners we can:
  - Check our biases each time we hear stories
  - Stop, pause, reflect
  - Come with an open mind, without preconceived ideas of what you want to hear
  - Allow sufficient time, don't rush.
- Be transparent with your intent. Have a clarity of purpose and share it with storyteller. Be clear about how the story is used, what happens on the story platform after the story is shared, and communicate potential risks.
- Be prepared and trained to respond to trauma.
  - Have safety processes around trauma and harm
  - have therapy available
  - check with the storyteller prior if there are topics to avoid.
- Find or create a space where the storyteller can share their story, which feels safe to them.
- Prep third party story hearers. ie journalists or allied organisations.
- Care for people after their story is told
  - Have a debrief, follow up after storytelling
  - provide ongoing support after the story is shared in the world
  - have a process of managing aftermath
- Consider de-identifying storytellers (for example by using illustration and animation) to protect their identities of this will provide more safety.

ENSURING OUR STORYTELLING IS RESPECTFUL, AUTHENTIC AND UPLIFTING:

CLEAR CONSENT

- Seek free, prior, ongoing informed consent
- Give the storyteller the ability to withdraw at any stage.
  - Make it easy for them to give permission to stop the process
  - have a process in place for them to quickly withdraw
  - include in your consent terms that the storyteller gives permission for their story to be used in a specific context and format, and if the story is adapted their permission is automatically revoked.
- Co-design consent and informed consent

POWER AND DECISIONS

- Full control is with the storyteller. They control their narrative and share what they want to share.
- Work to lower barriers to storytelling. For example, storytellers may encounter tech barriers, or privacy or security concerns when developing user/ community generated content.
- Understand what power dynamics are at play with funding bodies.
- Recognise contribution by remunerating collaborators. Pay storytellers and/or employ lived experience researchers
- If you interview in the story development process, share interview questions with the storyteller in advance
- Find what medium works for people. Not everyone wants to be filmed.

ENSURING OUR STORYTELLING IS RESPECTFUL, AUTHENTIC AND UPLIFTING

RELATIONAL AND COLLABORATIVE

- Align values. Build genuine, respectful, build meaningful, ongoing relationships
- If it's appropriate, share our own experiences and vulnerability to build trust and connection
- Seek to build a relationship between professionals and people with lived experience
- Avoid 'using' folks for the 'message', instead co-design campaigns with storytellers by inviting them into campaign planning from the start
- Have ongoing communication through all stages of production
- Ask for feedback and how we can improve.
- Exercise collaborative leadership – ask questions like 'what resonates for you with this messaging?' 'What would you change?'
- Give storytellers the ability to edit and review their story, approve and edit messages. They should have 'sign off'
- Communicate the impact of storytelling back to person who shared their story
- In coalitions of multi-organisational groups, have binding charters detailing how storytelling needs to happen.

STRENGTHS BASED

- Hold strength-based perspectives. We're combating systemic issues and challenging paradigms 💪
- Maintain hope through the story development process and in the story 'artefact'.

TOOLKITS FOR CENTERING LIVED EXPERIENCE

Resources that helped us frame the question ‘How can we ensure that people who are most affected by issues we're campaigning on/issues we're advocating for are centred in storytelling... and do so with care?’

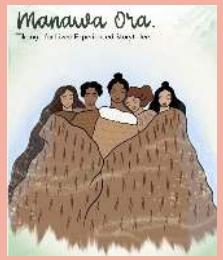
TRANSFORMING ETHICAL STORY TELLING

T.E.S.T Principles

1. Free, prior and ongoing informed consent
2. Resourcing and sensitivity
3. Empowerment
4. Co-design and collaboration
5. Integrity of story

Our Race

‘USER GENERATED CONTENT’



A Tikanga tool for lived experience storytellers

"Manawa Ora is tikanga collectively designed by Lived Experience storytellers. Manawa Ora is about how you are connected to yourself and community. It is about how you connect to people through storytelling. It is a process guided by whakataukī to bring the manawa and the kaupapa to life, and to a state of ora!"

Mind & Body (Emerge Aotearoa Trust)
Mahitahi Trust

POWER AND POSITIONALITY

Power and Positionality in Campaigns worksheet

This simple process can be used to sense check how power is being expressed within your campaign by looking at the relationship between storytelling and decision-making.

For Purpose

REFERENCES

Arnstein's Ladder of Participation:
https://www.citizenshandbook.org/arnsteinsladder.html

Emma Blomkamp's Principles of Co-design and Shades of Co-design:
https://emmablomkamp.com/blog/principles-co-design
https://emmablomkamp.com/blog/shades-of-co-design

Manawa Ora Tikanga for Lived Experienced Storytellers:
https://www.mindandbody.co.nz/media/h05bsxfz/manawa-ora-storytelling-tikanga-resource.pdf

Marshall Ganz. The Power of Story: The Story of Self, Us and Now
https://commonslibrary.org/the-power-of-story-the-story-of-self-us-and-now/#Story_of_Self_Us_and_Now

Storytelling for systems change by Centre for Public Impact:
https://centreforpublicimpact.org/resource-hub/storytelling-for-systems-change/

The Power Cube Framework:
https://www.powercube.net/analyse-power/what-is-the-powercube/

Transformational Ethical Story Telling by Our Race:
https://www.ourrace.com.au/story-support

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