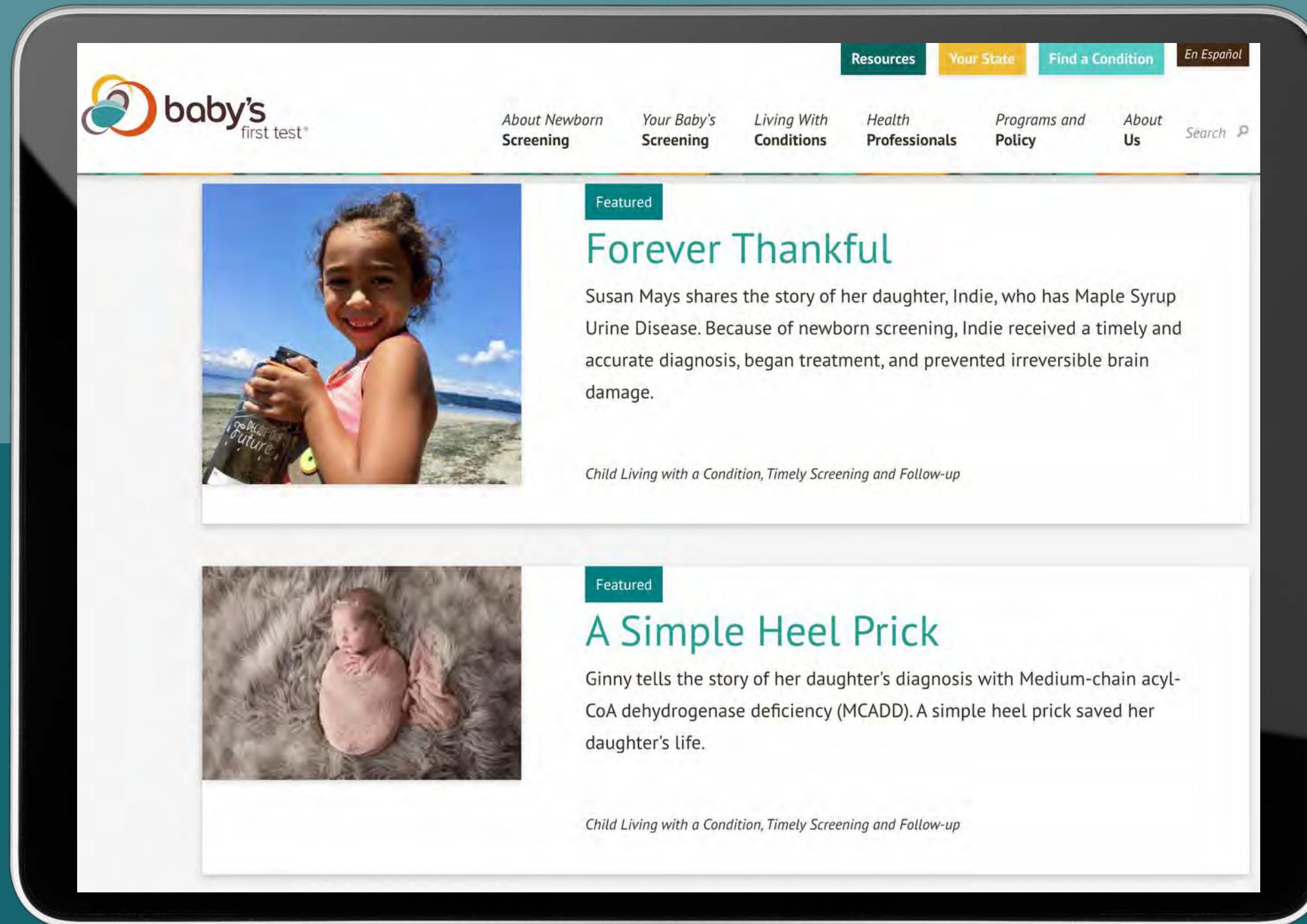


2023 Newborn Screening Storytelling Toolkit





Facts that are included in stories are

22x

more likely to be remembered than just the facts alone.

Tips on How to Tell Your Story



Choose one story to tell



Be authentic



Include the basics



Include a call to action



Aim for 250 words or less



Use images or video



“

The newborn screening was a huge help to prepare us for what he was up against in life. I'm grateful that we were able to get a head start on what we were going to face because had we not known about sickle cell disease, we would have been lost. Every child cries, and as we know, every newborn does not come with an instruction manual, but being able to educate ourselves about his disease was truly a blessing.

Chadd W.

Parent of a Child with Sickle Cell Disease
Navigate Newborn Screening Ambassador

”



Told One Story

Chadd focused on how his son's sickle cell disease diagnosis empowered their family to educate themselves about the disease to prepare themselves for the challenges their son could face in the future.



Authentic

Authenticity comes in many different forms. This family's authenticity came through when Chadd shared how their family would've been lost if their son had not received newborn screening, prompting the family to educate themselves on the disease.



Basics Covered

Chadd shares how newborn screening helped prepare their family for the challenges their son would be up against throughout life.



Call to Action

Through sharing his family's story, Chadd raised awareness for newborn screening while highlighting the benefit of families educating themselves on their family member's rare disease.



Short and Sweet

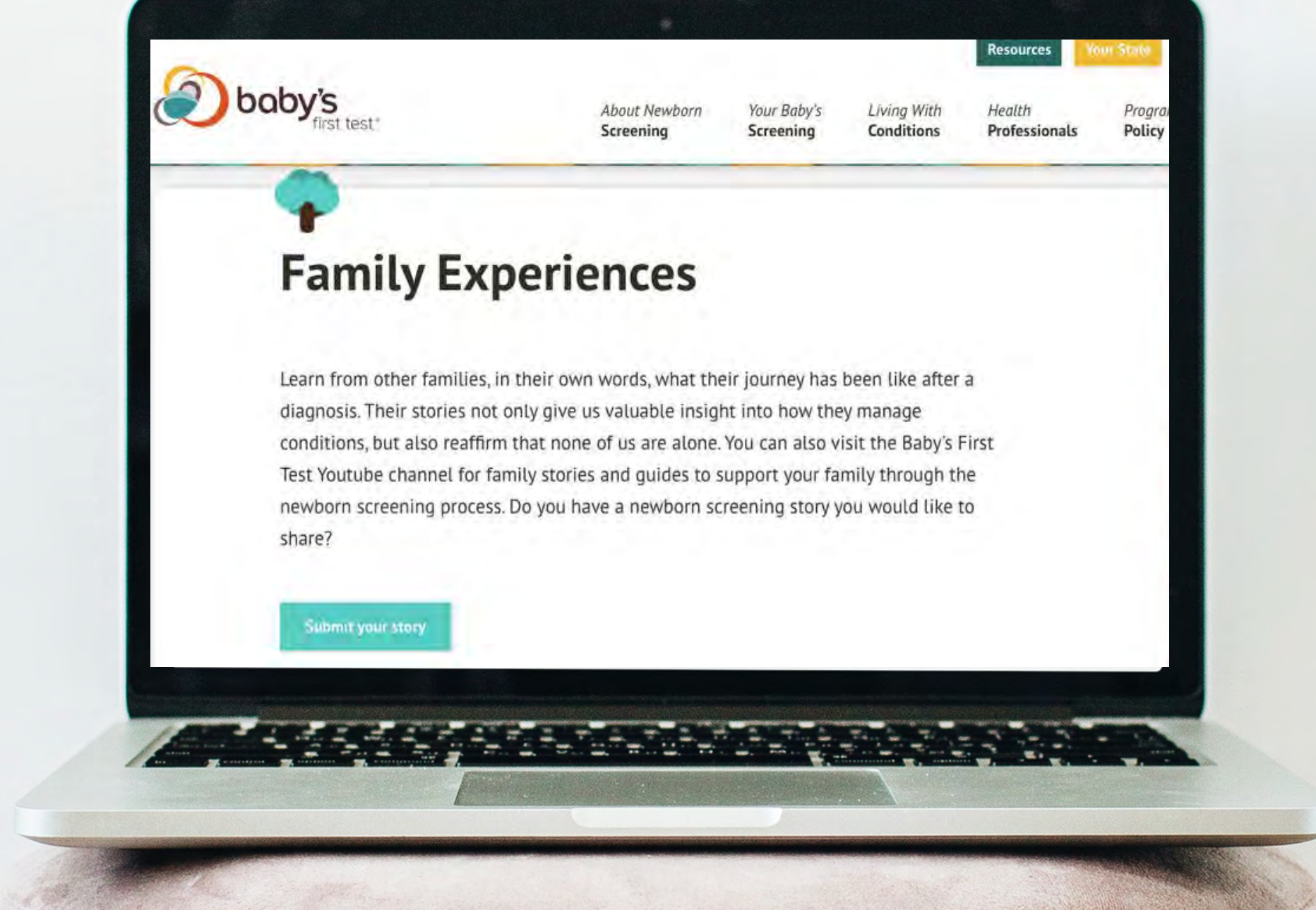
In 79 words, Chadd shared a focused story that describes how newborn screening empowered his family, allowing them to become a supportive unit for his son.



Picture

Including a picture helps to build a connection with the audience and provides a visual to accompany the story.

Share Your Story



Newborn Screening Awareness Month is a time to tell your story, raise awareness, and make a difference!
Remember: every story is as **powerful** as they are **different**.

Submit your story to be
featured on our
[Family Experiences](#) page.

Snap a family picture, share
your story on social media,
and include **#NBS60Years**
and **#2023NBS**.