Newborn Screening Storytelling Toolkit

Every story is different.
Every story is powerful.
Share yours today.

#2022NBS
Research shows that messages embedded in stories are more likely to be remembered than facts.
How to Tell Your Story

- Include the basics
- Be authentic
- Use images or video
- Choose one story to tell
- Aim for 250 words or less
- Include a call to action
Our daughter’s life was saved not once but twice by newborn screening. Adelaide’s first screening was done 38 hours after delivery and indicated she had an abnormal result for blood phenylalanine. Her second newborn screening diagnosed her with classic phenylketonuria and allowed for follow-up treatment of a rare condition called transient tyrosinemia of the newborn. After our initial newborn screenings, our family was in disbelief that nobody had ever heard of PKU. Due to Adelaide’s timely diagnosis, her brain was spared any damage, and with consistent blood monitoring and a strict diet low in protein, Adelaide lives a normal life. We are incredibly lucky that newborn screening allowed our daughter’s condition to be quickly diagnosed and efficiently treated.

She is our rare unicorn and she shines so brightly!
This family accomplished their goal of sharing Adelaide’s story and raising awareness for newborn screening by expressing how lucky they are for Adelaide’s early diagnosis and treatment.

Basics Covered
This family shares the basics of their daughter’s story, including her newborn screening results, when she was diagnosed, and what their lives are like now.

Authentic
Authenticity can look like different things. For this family’s story, their authenticity came through when they shared details about the rollercoaster of emotions they experienced throughout their process - disbelief, gratitude, and luck.

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

Short and Sweet
In 128 words, this family shared a focused story that detailed Adelaide’s newborn screening diagnosis and treatment.

Clear Goal and Call to Action
This family accomplished their goal of sharing Adelaide’s story and raising awareness for newborn screening by expressing how lucky they are for Adelaide’s early diagnosis and treatment.
Newborn Screening Awareness Month is a time to tell your story, raise awareness, and make a difference! Throughout the month, Baby's First Test will share stories and photos from families and individuals about their personal experiences with newborn screening.

Submit your story to be featured on our Family Experiences page
Snap a family picture, share your story on social media, and include #2022NBS