

Strategy: Storytelling for Change

Approach



Advocating
for Change

Group



Parents and
Families



Community
Organizations

Context



Community
Concerns

Scope



Slow Growth

What to Know

Parents sharing their personal stories about supporting their 2SLGBTQ+ children can be more powerful than data or theory when shifting community mindsets.

Doing It Right

Frame stories around love, belonging, and student safety. Engage trusted community messengers (Elders, faith leaders, etc.). Create opportunities for stories to be shared publicly (letters to the editor, town halls, videos), when appropriate and with full permission from those in the stories. Focus on the 'movable middle' - not everyone is going to be open to hearing these perspectives and change often comes slowly.

Evaluating Success

Positive reactions or open conversations emerge from skeptical community members. The visibility of affirming parents increases.

Next Steps

Host a storytelling workshop. Develop a toolkit for storytelling and media safety.