

# Opioid Response Network

Tell Me Your Story, I'm All Ears: Bringing  
Prevention to Life Through Storytelling

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Opioid  
Response  
Network



# Working with communities.

- ✧ The SAMHSA-funded *Opioid Response Network (ORN)* assists states, tribes, organizations and individuals by providing the resources and technical assistance they need locally to address the opioid crisis and stimulant use.
- ✧ Technical assistance is available to support the evidence-based prevention, treatment, recovery and harm reduction of opioid use disorders and stimulant use disorders.



# Working with communities.

- ✧ The *Opioid Response Network (ORN)* provides local, experienced consultants in prevention, treatment, recovery and harm reduction to communities and organizations to help address this opioid crisis and stimulant use.
- ✧ *ORN* accepts requests for education and training.
- ✧ Each state/territory has a designated team, led by a regional Technology Transfer Specialist (TTS), who is an expert in implementing evidence-based practices.



# Contact the Opioid Response Network

- ✦ To ask questions or submit a technical assistance request:
  - Visit [www.OpioidResponseNetwork.org](http://www.OpioidResponseNetwork.org)
  - Email [orn@aaap.org](mailto:orn@aaap.org)



# Substance Abuse and Mental Health Services Administration (SAMHSA)

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***Approach: To build on existing efforts, enhance, refine and fill in gaps when needed while avoiding duplication and not “recreating the wheel.”***

# Overall Mission

To provide training and technical assistance via local experts to enhance **prevention, harm reduction, treatment** (especially medications like buprenorphine, naltrexone and methadone) and **recovery** efforts across the country addressing state and local - specific needs.





# **Why Storytelling Works**

**The Neuroscience of Storytelling:  
How Stories Create Connection  
and Empathy**



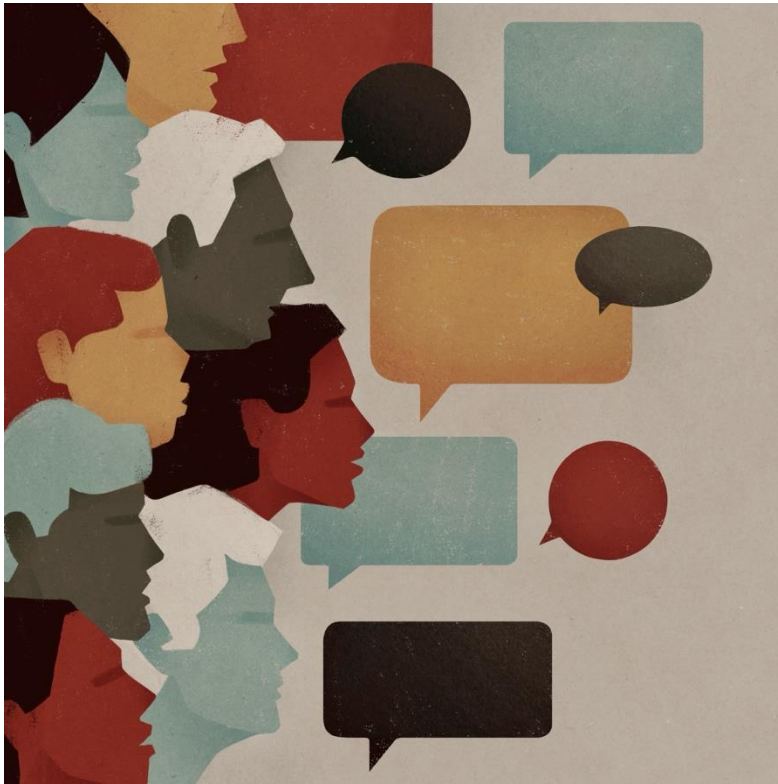
# **Wired to Connect**

**What I Do**

**Who I Am**

**What I Value**

# Application to Prevention Work:



Invitation

Ownership

Possibility

Dissent

Gifts

Commitment





**Stories take a variety of contexts**



# Storytelling vs. Statistics



- ✧ Why People Remember Stories More Than Data



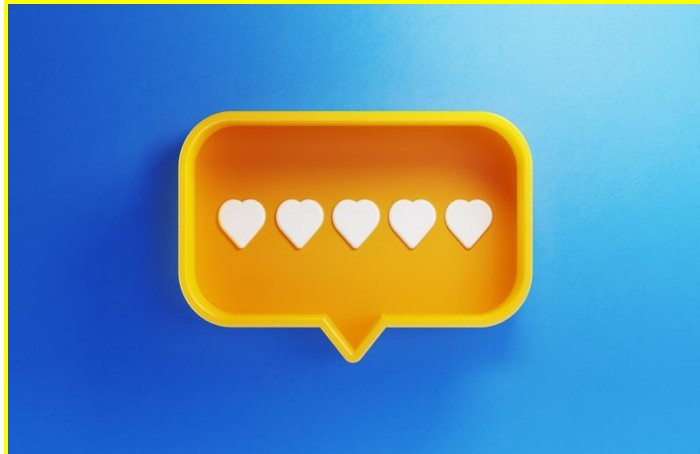
✧ **Example:** Instead of saying:

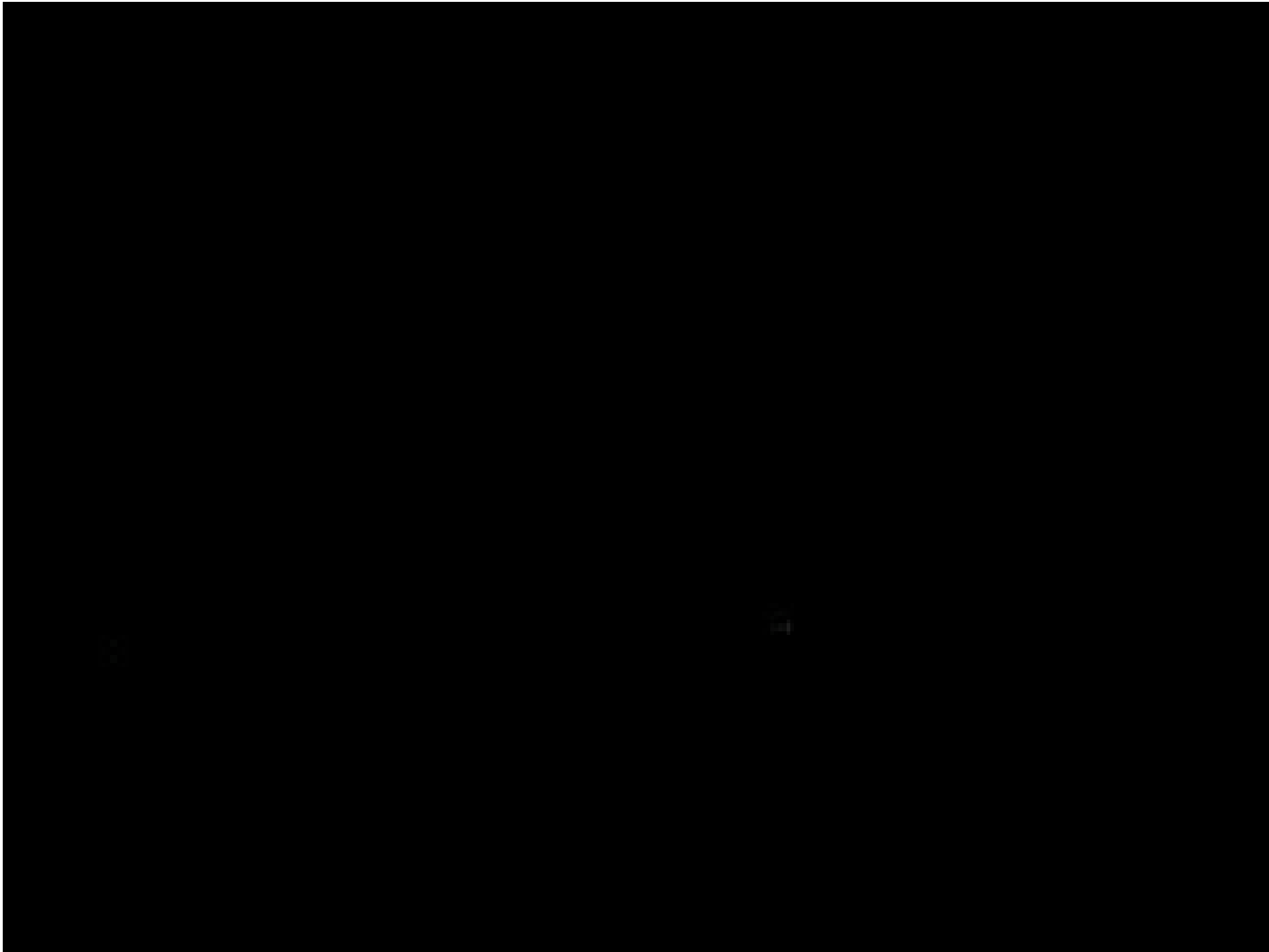
– **"Substance use rates among teens increased by 15% last year."**

✧ Try sharing:

– **"Sarah was 14 when she started vaping. She thought it was harmless, just a way to fit in. Within a year, she was struggling with anxiety and nicotine addiction. She's not alone - teen vaping has increased by 15% in our community."**







\*used with permission from the Partnership for Drug Free America





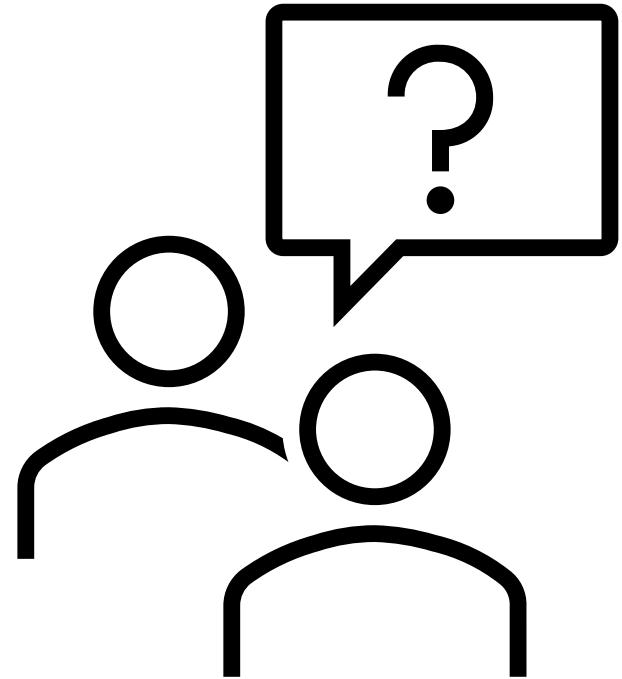
## Example 1: Using Personal Stories in Community Prevention Efforts

- A prevention coalition struggled to engage local schools. Instead of just presenting data, they **shared a story** of a student whose life changed due to prevention efforts. Schools were more willing to collaborate after seeing **the human impact**.

## Example 2: Social Media Campaigns that Use Stories

- Organizations like "Shatterproof" and "Partnership to End Addiction" use real stories in their advocacy and outreach - making prevention feel personal and relatable.

How to  
Use This  
in Your  
Own Work



# START WITH WHY



The Golden Circle Model



# 1. WHY

## Your Core Belief (Your Personal Reason for Doing This Work)

- Your "WHY" is your **driving force** - the deeper reason you care about prevention.
- Instead of saying, "I work in prevention because it's important," try:
  - **"I believe every young person deserves to grow up in a community that supports their well-being."**
  - **"I believe stories change lives - and when we share them, we break stigma and build understanding."**

Why?



## 2. HOW The Way You Deliver Your Message

**The approach** you take to share prevention messages

- Sharing **personal experiences** in presentations
- Using storytelling techniques in social media campaigns
- Training community leaders to tell their own stories
- Creating a podcast or video series to amplify voices

How?



# 3. WHAT The Story Itself

The actual story you tell should:

- Have a **clear message** – music can impact our choices without healthy literacy
- Be **emotionally compelling** – 1 song gave me permission, 1 song a solution
- Inspire people to take **action** – the next time a song catches your attention ask, “what does this song have to say to me?”

What?





## Bringing it all Together (H.1)



## Without "Start with Why":

*"Our coalition provides training and resources to reduce youth substance use in our community."*

## With "Start with Why":

- **WHY:** "We believe every young person deserves to grow up in a safe, healthy environment."
- **HOW:** "We help parents, schools, and communities by sharing real stories that make prevention personal."
- **WHAT:** "Let me tell you about a student we worked with—her story illustrates why prevention matters." (*consider your audience for a more personal appeal*)



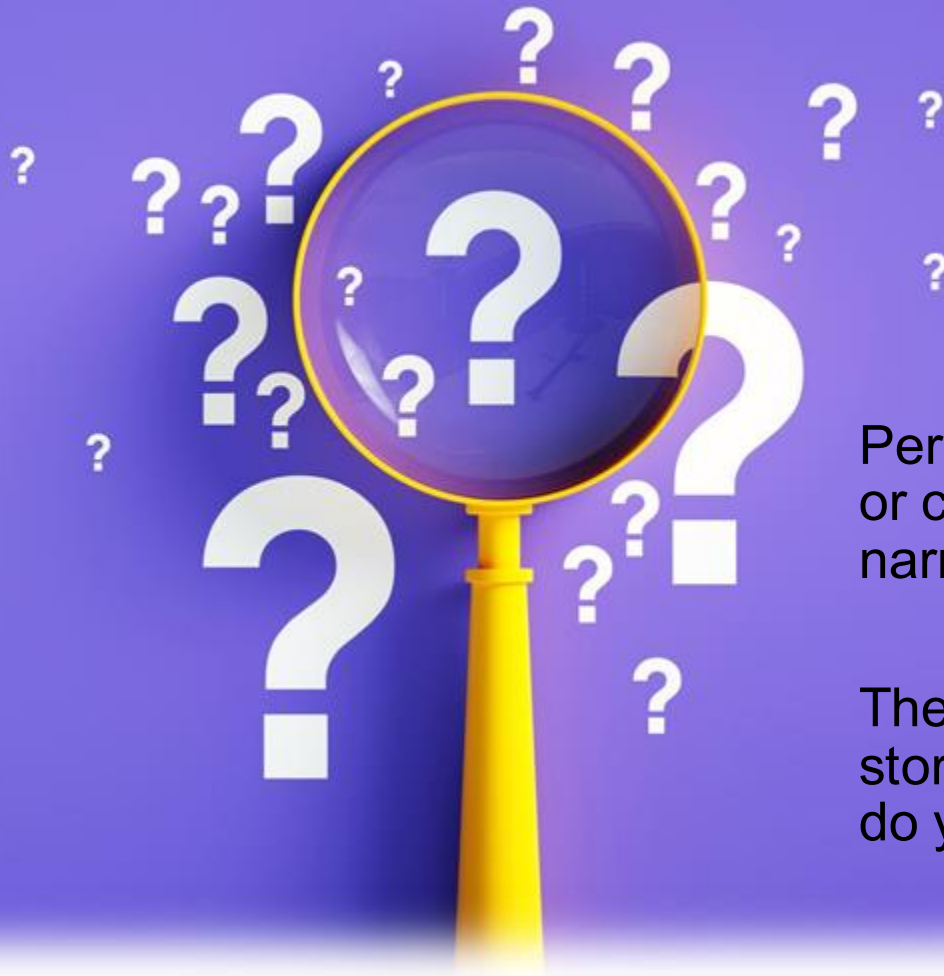




## 10 Minute Break

Now would be a good time for a break!





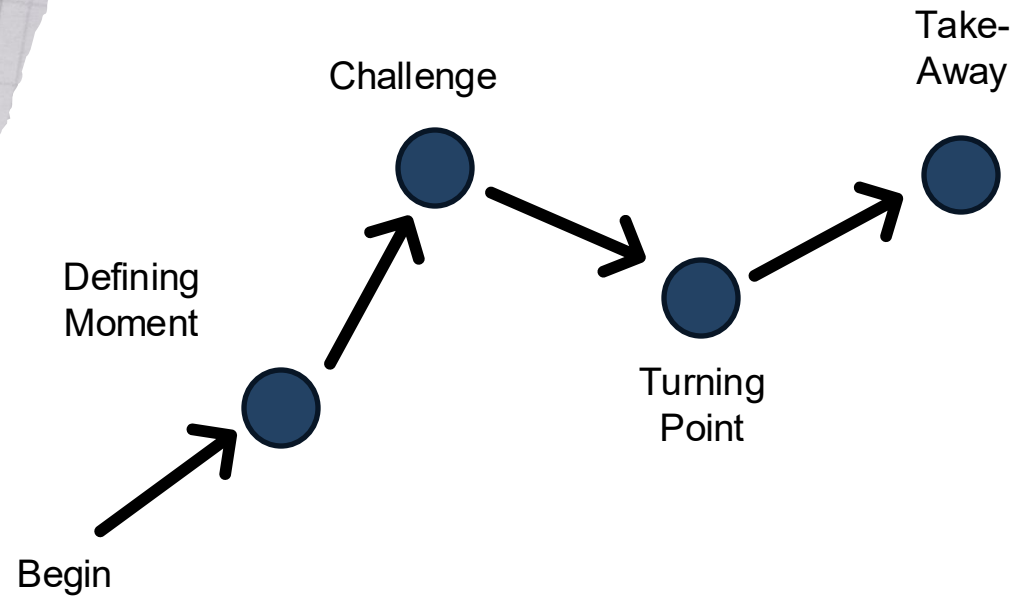
Personal, professional,  
or community-driven  
narratives

The “Why” behind your  
story: What message  
do you want to convey?

Finding the Story, You Need to Tell



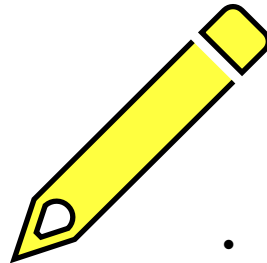
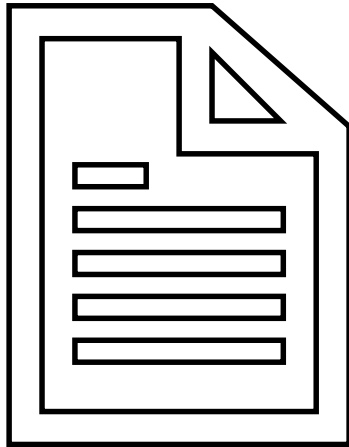
# Story Mapping



Finding Your Story (H.2)



# Structuring a Story for Impact



- **The Essential Elements of a Compelling Story**
  - Hook
  - Journey
  - Lesson
- **Engagement Techniques**
  - Emotion, imagery, and sensory details
  - Keeping it conversational and authentic
  - The power of vulnerability





Now would be a good time for a break!



# Tell Me Your Story, I'm All Ears



- What resonated?
- What could make it even stronger?
- How did it make you feel as a listener?

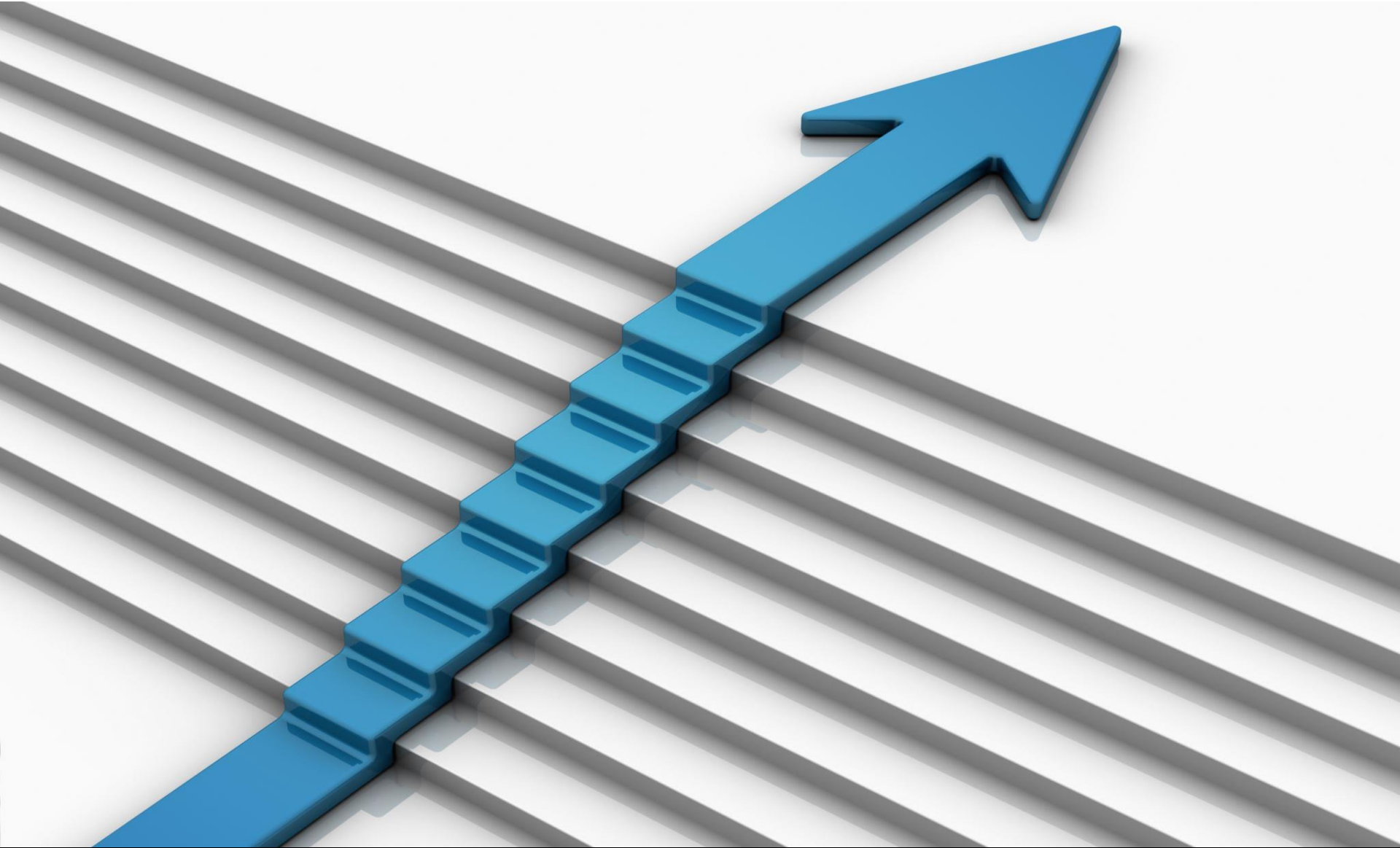




# Bringing Your Story & Prevention Together

Call to Action (H.4)





## Closing Reflections





***Tell Me Your Story, I'm All Ears  
I Wanna Hear Your Story***



**Opioid  
Response  
Network**



# ORN Evaluation Survey Link

The grant that provided funding for this training requires that we request you to complete the brief survey linked below. Your feedback is important and provides support for this type of work to continue. Scan the QR Code to access the SAMHSA feedback survey.



Link to Survey: <https://lanitek.com/P?s=596373>

The survey will ask about your satisfaction with the training program you just completed as well as some basic demographic information. Your responses will help the Opioid Response Network improve the services they provide.



Thank you in advance for completing this survey!