

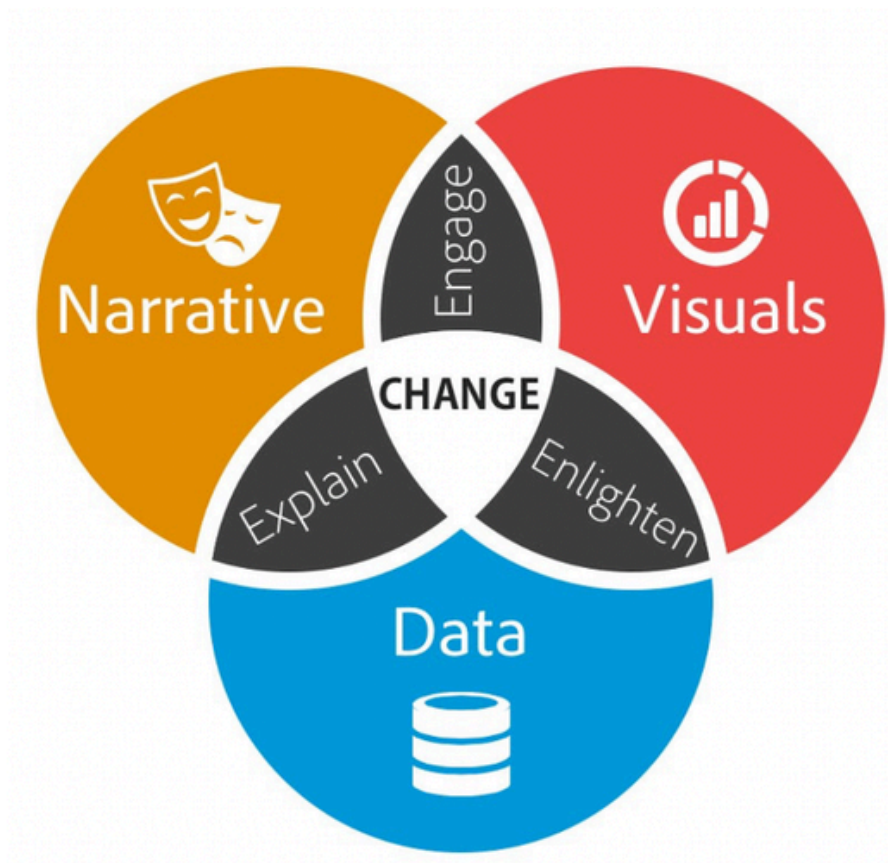
# 12 ADVOCACY ACTIONS FOR SUCCESS

**9. LEVERAGE THE POWER OF STORYTELLING**

Narratives (including metaphors, patient stories):

Visuals:

Data:



From Brent Dykes' "Effective Data Storytelling: How to Drive Change with Data, Narrative and Visuals"