

## SHARING YOUR STORY FOR THE GREATEST IMPACT

### Example: Sophie's Story Map

#### 1. Introduce Yourself

*Tip: Share your full name, city or town. This helps your audience connect with you.*

Good morning. Thank you for joining us for our talk on women's heart health, Because Her Heart Matters Too. Let me begin by introducing myself. My name is Sophie and I come from Winnipeg. I became involved in this advocacy campaign because so many women are at risk for heart disease but do not know it. There is power in knowledge. Let me tell you how my heart health journey began.

I grew up without grandparents. All of mine died from heart related issues at an early age. Dying from heart disease almost seemed normal but I never really understood why. (Sophie's Story Map 'Then')

#### 2. What Happened?

*Tip: What happened before you received the help you needed? Keep this very brief – think about what you could share in 30 seconds.*

During my second pregnancy I was diagnosed with preeclampsia, which is a condition that causes high blood pressure and damage to the organs during pregnancy. My doctor told me that preeclampsia was a risk factor for future heart disease. Apparently women with preeclampsia have approximately double the risk for subsequent heart disease and stroke over the 5 to 15 years after pregnancy. I was terrified. I was a young mother and I had already lost so much family to heart disease. (Sophie's Story Map 'what happened')

#### 3. What Helped?

*Tip: Describe what helped in your recovery, especially if culturally relevant.*

I was determined to make sure that as a woman "at risk" I did everything I could to ensure I would be around for my family. My doctor was very supportive and referred me to a risk management program. This program helped me understand the things I could control to reduce my risks for heart disease.

I am an advocate because I want to be a role model for my children and help spread the message that young women can also have heart disease and stroke, but most importantly, there is a lot we can do prevent it!. (Sophie's Story Map 'now')

#### 4. How are you Different Today?

*Tip: Share what is going right in your life or how you are experiencing recovery.*

Today, I don't think of heart disease is a "later" problem or "not my problem". I see it as a "now" problem. I want to ensure that I have a chance to be a grandmother one day.

#### 5. Make your Point

*Tip: This is a transition from your personal story to a message for your audience.*

The actions we take today set the course for our health outcomes down the road. Heart disease does not just happen in one day.

#### 6. Make your "Ask"

*Tip: Let your audience know how they can help. Say thank you.*

Be your own heart health advocate – ask questions, seek information and spread the message. We can all be role models. Thank you for listening to my story.