

Newborn Screening Storytelling Toolkit

Every story is ***different.***
Every story is ***powerful.***

Share yours today.





Research shows that messages
embedded in stories are

22x

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



Adelaide: A Rare Unicorn

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!



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

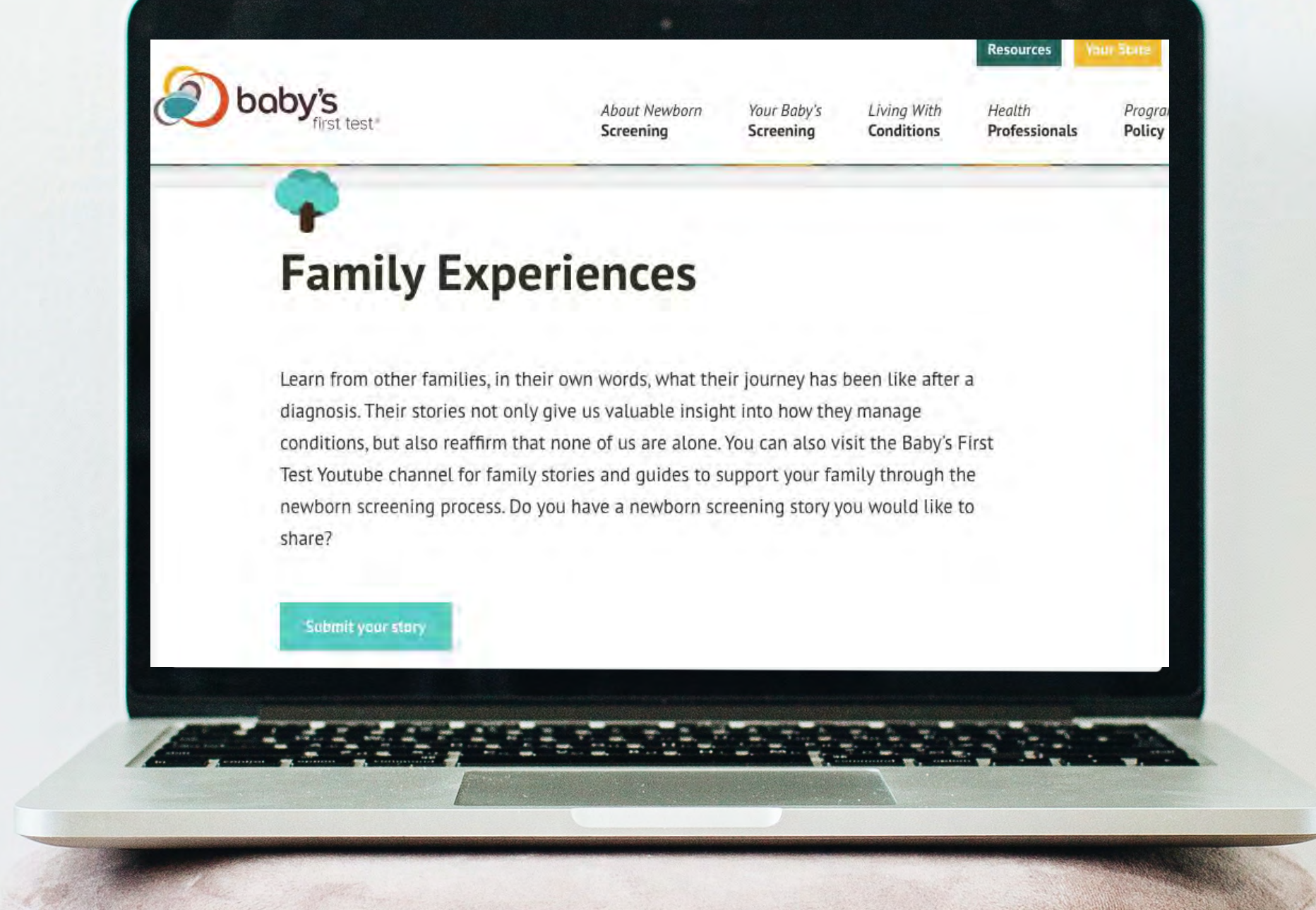
In 128 words, this family shared a focused story that detailed Adelaide's newborn screening diagnosis and treatment.



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.

Share Your Story



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