



## The Nature of Us Healthcare Heroes Series Program Overview

### **About Us**

The Nature of Us is a lived-experience storytelling organization showcasing stories of triumph, adversity, bravery, strength, and diversity. Incorporated in January 2021, The Nature of Us is a family-run, non-profit organization which is led by Winnie Weston (they/them).

Our mission is to bridge the gap between our media and the proper representation of silenced, marginalized, and underrepresented voices and stories. We do this by sharing and amplifying the stories and voices within these communities.

The Nature of Us fosters collaborative work with individuals and community partnerships through education, providing support, and by helping people achieve personal empowerment by providing them an accessible platform to tell their stories.

For more information on our organization and programs, please visit [www.thenatureofus.org](http://www.thenatureofus.org)

### **Purpose**

The purpose of the 'Healthcare Heroes' series is to not only celebrate our healthcare heroes that supported us tirelessly throughout the pandemic, but to

also shine light on their experience and stories as essential health workers throughout the pandemic.

## **Series Outline**

This series will take place across Canada in 6 different cities – Victoria, Vancouver, Calgary, Toronto, Montreal, and London (UK) showcasing a maximum of 2 stories per city – with an exception for London with a total of 4 stories. Each story will be developed using our “Read” stories template and be up to a maximum of 2500 words.

Each storyteller will be photographed by a member of The Nature of Us’ creative team (photographers) and interviewed by Executive Director Winnie Weston.

## **Commitment**

We understand that healthcare workers are super busy, so we don’t want to ask for too much of your time. Here is what the commitment will be:

- Interview: 1 hour
  - Interview with Founder + Executive Director to develop story
- Photoshoot: 30 – 45 mins
  - Photoshoot with a member of The Nature of Us’ creative team for your story
- Editing: 30 – 45 mins
  - Meet virtually with our Editor, Jon, to edit your story

## **What’s In It For You?**

Not only will you have your story heard and showcased on an international storytelling platform, but you’ll also be assisting your community in having a voice and proper representation in media. This is an opportunity to make impact!

## **Storyteller ‘Qualifications’**

We don’t have required ‘qualifications’ to share your story, however do to the nature of our organization and platform, we do prioritize stories and voices from silenced, marginalized, and/or underrepresented communities.

## **Next Steps**

If you are interested in sharing your story and being a part of our Healthcare Heroes Series, please send us an email at [info@thenatureofus.org](mailto:info@thenatureofus.org) and include your name, pronouns, location, and a brief (500-1000 words) snippet of your story OR why you would like to share your story on our platform (or both!)