

# YVETTE BROWN ARTICLE: A MOTHERS LOVE AND DEDICATION

## BRIEF

Yvette Brown, a committed Community Resuscitation Engagement Officer at the North West Ambulance Service (NWAS), contacted our organisation via email, expressing a desire to showcase her recently acquired role. I proactively collaborated with my colleague Jess, our internal communications manager, to spotlight Yvette's compelling journey within our internal and external community.

Following discussions with Jess, we featured Yvette's narrative in our internal bulletin. Entrusted with the responsibility, I interviewed Yvette, shaping an article that encapsulated her role and experiences. Guided by Jess, I formulated thought-provoking questions for a phone interview with Yvette, exploring her background, new role responsibilities, enthusiasm, daily routine, and standard working hours. Additionally, I requested a photograph of Yvette in her NWAS uniform to enhance the article.

As time advanced, I revisited Jess to discuss the bulletin's publication. Given a congested schedule and the belief that Yvette's story warranted a more extensive spotlight, Jess proposed transforming it into a comprehensive article. This involved conducting a fresh interview with Yvette to delve deeper into her journey and motivations.

In this subsequent interview, Yvette unveiled a profoundly touching personal story. Her decision to join NWAS originated from caring for her 23-year-old son, who has been grappling with a debilitating condition since birth. Medical professionals, during his birth, forecasted a grim prognosis, suggesting a potential six-month lifespan.

Identified as Coffin-Siris Syndrome, Yvette recounted how her son's life was sustained by dedicated paramedics in Greater Manchester, profoundly impacting her. She expressed a desire to reciprocate this care by joining the ambulance service and contributing to others' well-being, mirroring the support her son received. Yvette shared the poignant anticipation of the day when her son would, sadly, pass away before her.

This emotionally charged narrative formed the core of my interview with Yvette and the subsequent article. It is a testament to Yvette Brown's extraordinary journey, finding purpose and inspiration amid personal challenges and dedicating herself to making a meaningful impact within NWAS.

## RESEARCH

After conducting my follow-up interview with Yvette I embarked on a research journey, delving into the intricacies of Coffin-Siris Syndrome, a rare condition Yvette mentioned during our initial conversation.

She had shared that her son, Oliver, was born on Christmas Day, but significant challenges marked his entry into the world. Oliver arrived underdeveloped and grappled with various health issues from the beginning. He couldn't suckle milk, struggled to cry, and was very sickly. Yvette generously provided me with an article detailing her and Oliver's remarkable story and links to various websites that raise awareness about this uncommon ailment.

Oliver's journey, as Yvette recounted, was nothing short of extraordinary. In the face of grim prognoses that suggested a short life expectancy, Oliver defied the odds and has now reached the age of 23. His life is a testament to resilience and the unwavering care he receives, including round-the-clock attention and 24-hour ventilation.

As I delved deeper into my research, I uncovered more information about Yvette's life and remarkable journey. It came to light that she had already dedicated a large part of her career by serving as a police officer. Although her marriage sadly ended in divorce, Yvette continues to provide joint care for her son with her ex-husband. This commitment symbolised the robust support system she had cultivated with her former spouse and her current husband.

Yvette's decision to undertake a significant career change later in life added a truly inspiring dimension to her story. Following her early retirement from the police force, she boldly embarked on a transformation journey. At age 50, she enrolled at the University of Central Lancashire, demonstrating unwavering determination to retrain and become a paramedic. Her resilience and adaptability shone as she ventured into this new chapter of her life, driven by a deep sense of purpose.

Upon arranging the re-interview with Yvette, I meticulously documented the invaluable insights and details she shared. This phase of our interaction allowed me to understand better her life's trajectory, which I was eager to incorporate into the upcoming article.

At this stage, an avatar began to form of Yvette which gave me a better insight of how to show her as well as her ideals, stories and motivations to our readers. The term "avatar" in this context refers to the representation or embodiment of Yvette and how I can portray her as a relatable and empathetic figure.

Yvette serves as the human face of NWAS, embodying our organisation's values and dedication to her community's well-being. The personal details shared about her background, challenges, and motivations contribute to shaping Yvette as an avatar, allowing readers to connect with her on a more personal level and fostering a sense of empathy and understanding.

## GOALS

During the research and re-interview phases, I clarified the article's goals and my understanding of other articles my organisation had written.

Working as content creators within a healthcare organisation, our primary mission is to inform the public and raise awareness about the vital role played by our ambulance service.

In pursuit of these objectives, we follow a hierarchy of priorities. To begin with, we aim to inform the public about the various services we offer, shed light on any specific challenges they may be facing, and share how the collective actions of the public can contribute to their improvement while reducing the demand placed on us.

In addition, we are committed to educating the public and spotlighting particular roles within our organisation.

This matched my article with Yvette's Community Resuscitation Engagement Officer role. Her responsibilities revolve around venturing into various public domains, including schools, communities, and GP practices, to provide essential training in life-saving CPR techniques and defibrillator usage and, ultimately, to diminish the occurrence of out-of-hospital cardiac arrests. Her role exemplifies our dedication to community education and engagement.

Beyond these core objectives, we strive to enlighten the public about our charitable endeavours. This entails showcasing the diverse range of human case studies in which our staff, volunteers, and patients participate, raising awareness and promoting their work within our online and face-to-face communities.

Lastly, our aim extends to highlighting collaborative training efforts and showcasing the collective work of various services within our organisation. Yvette's background as a former police officer and her ex-husband's similar profession presented a unique opportunity to highlight the significance of their relationship and, by extension, emphasise the cohesion between our services. This narrative adds depth to our content and exemplifies the spirit of cooperation that underpins our organisation's mission to serve the community.

As I continued to probe Yvette's story, it became apparent how her experiences and role seamlessly aligned with our organisation's objectives and priorities. This realisation fuelled my enthusiasm to craft an article to share her inspiring journey and our broader mission of public education, awareness, and collaboration.

## TARGET AUDIENCE

Yvette's primary motivation for promoting her new role was to highlight what she does within NWAS and to show colleagues and fellow staff members how they may collaborate with her. It was also an opportunity to present her recent accomplishments and, ideally, expand her outreach to local schools, communities, and sometimes challenging areas to connect with.

Our organisational mission aligns closely with Yvette's goals. We constantly grapple with the challenge of creating content that can effectively reach individuals from diverse backgrounds, including various races, faiths, and non-English-speaking communities. Ensuring inclusivity is a core principle for us, and we constantly plan and revise engaging content for hard-to-reach communities and those facing difficulties, such as struggling families, very young patients, or the elderly.

In the broader context of the work carried out by our organisation and my contributions encompassing social media management, photography, film-making, and YouTube content, we have always strived to connect with a broad spectrum of individuals in the North West region.

Our audience spans an extensive age range, from 18 to 80 and beyond, encompassing families, children, and the elderly. We are dedicated to representing various faiths, including Muslim, Sikh, Christian, and others, and we aim to engage with both male and female audiences. Furthermore, we are committed to sharing content that embraces individuals of all ages, sexual orientations, and gender identities.

It's worth noting that our social media analytics have consistently demonstrated that our primary engagement comes from women. Therefore, this article featuring Yvette is poised to resonate most strongly with female readers. However, by showcasing her work in schools, we anticipate that it will also appeal to families.

Additionally, Yvette's outreach efforts with diverse communities should extend our message to people of various backgrounds and affiliations. Our commitment to inclusivity remains steadfast, and we are dedicated to ensuring that our content reflects the communities we serve in the North West.

In addition to reaching members of the public with this article, my organisation also reaches out to regular stakeholders. This ranges from other NHS organisations, police, fire, emergency services, and companies and businesses in the North West.

## RATIONALE AND STRATEGY

After looking into the target audience for my article, I began to develop my rationale and strategy. I wanted to share Yvette Browne's story of love, dedication, and resilience in adversity. I also wanted to raise awareness of her work as a Community Resuscitation Engagement Officer and the importance of CPR and defibrillator training.

I hoped others would follow her example by reading Yvette's story and learning more about her work. Writing positively would allow me to share Yvette's struggles while highlighting her strength, courage, and determination.

In addition to the above, I knew I needed to use natural and specific work examples from Yvette to showcase her impact and strengthen her resolve to help others. Using quotes from Yvette would enable me to showcase her passion for her work and her commitment to helping others.

## KEY MESSAGES AND TONE

Establishing key messages was more manageable when I learned about the other critical news and tone that other articles helped my organisation establish.

- **The power of love and dedication:** Yvette's love for her son Oliver has motivated her to overcome many challenges and positively impact the world.
- **The importance of community:** Yvette's work as a Community Resuscitation Engagement Officer is vital to raising awareness about public health and saving lives.
- **Hope in the face of adversity:** Despite her many challenges, Yvette remains hopeful and determined to make a difference.

The primary focus of my article centres on conveying Yvette's extraordinary journey and her dual role as both a devoted mother and a dedicated Community Resuscitation Engagement Officer. It explores the factors driving her, her advocacy for her son's health, and her mission to promote health awareness, mainly through CPR and defibrillator training.

I've adopted a tone of deep admiration and respect for Yvette Browne's unwavering love and dedication. I've employed heartfelt vocabulary to acknowledge the incredible journey she's undertaken, emphasising her profound commitment to both her role and her son, Oliver.

Tied in with these key messages is a call to action, a strategic element produced by a copywriter to elicit a specific reaction from the reader. While not always directly correlated with the key messages, I believe that placing a call to action near these key messages in an article enhances the likelihood of reader response, leveraging their emotional motivation. Yvette's aspiration to reduce out-of-hospital cardiac arrests and raise awareness about her role prompts readers to reach out to her for CPR training. Additionally, it encourages them to inquire directly from Yvette about the locations of local defibrillators within their community.

## LANGUAGE

The language in this article is empathetic and compassionate. I carefully chose words that convey the emotional depth of Yvette's story and challenges. At the same time, I incorporated medical terminology when discussing Oliver's condition, making it accessible to a broad audience.

## STYLE

The style of my article is narrative and biographical, effectively weaving together Yvette's personal journey with her professional mission. It tells an inspirational and deeply moving story, inviting readers to connect with Yvette's experiences and emotions.

## TARGET AUDIENCE

The target audience for this article is diverse, as it touches on universal themes of love, dedication, and the pursuit of a greater purpose. It resonates with parents, healthcare professionals, individuals interested in public health, and anyone seeking inspiration from stories of resilience and compassion.

My article aims to engage readers emotionally while imparting information about CPR and defibrillator training.

## SEQUENCING AND HIERARCHY

The sequencing and hierarchy of the article are well-structured and effective. My article briefly introduces Yvette Browne and her Community Resuscitation Engagement Officer role. I then transition into a more in-depth discussion of Yvette's personal story, including her son Oliver's rare medical condition and how it inspired her to become a paramedic.

Then, I focus on Yvette's work as a Community Resuscitation Engagement Officer. I discuss her passion for promoting health awareness and teaching people CPR and defibrillator use and I also highlight the impact that Yvette's work has had on the lives of others.

Finally, I conclude with a summary of Yvette's story and a reiteration of her passion for her work.

The following is a more detailed breakdown of the sequencing and hierarchy of the article:

Introduction (paragraphs 1-2)

- Yvette Browne's introduction and explanation of her role as a Community Resuscitation Engagement Officer
- State the article's primary purpose: to tell Yvette's story and highlight her passion for her work.
- I utilised block quotes within each segment to emphasise that this is Yvette's own story.

Body (paragraphs 3-11)

- Discuss Yvette's personal story, including her son Oliver's rare medical condition and how it inspired her to become a paramedic. (paragraphs 3-9)
- Examine Yvette's work as a Community Resuscitation Engagement Officer, including her passion for promoting health awareness and teaching people CPR and defibrillator use (paragraphs 10-11)

Conclusion (paragraph 12)

- Summarise Yvette's story and her passion for her work
- Includes a quote from Yvette that reflects her commitment to helping others

## STORYTELLING TECHNIQUES

Some of the storytelling techniques I used are as follows:

### Setting the stage:

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My article begins with a concise introduction that immediately draws the reader into the narrative. The introduction introduces the central character, Yvette Browne, and her multifaceted role as a Community Resuscitation Engagement Officer within Team NWAS (North West Ambulance Service).

The author skilfully sets the scene by highlighting Yvette's commitment to raising awareness about public health and her hands-on involvement in training people in life-saving techniques such as CPR and defibrillator usage.

The choice of the introductory paragraph serves as an effective storytelling technique, as it establishes the context and piques the reader's curiosity about Yvette's journey. I invite readers to delve deeper into her remarkable story by presenting Yvette's dual roles and dedication upfront.

### Suspense:

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I use suspense to keep the reader engaged. For example, the article states that Yvette's son "was told he would not live past two years of age." This makes the reader curious to learn how Yvette overcame this adversity and what her life is like today.

### Personal narrative:

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Throughout this article, the reader is focused on the story of Yvette Browne, a Community Resuscitation Engagement Officer passionate about her work because of her son Oliver's rare medical condition. The reader can connect with Yvette personally and understand her motivation for doing what she does.

### Conflict:

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I frequently highlight the conflict between Yvette's love for her son and her desire to help others. Yvette fears losing her son but also knows her work is essential. This conflict helps the reader understand Yvette's motivation and the sacrifices that she has made.

### Resolution:

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My article ends with a positive resolution, as Yvette can now balance her work and family life. She can also make a difference in the lives of others by teaching them about CPR and defibrillators.

## IMAGERY

The use of imagery is a crucial element in copywriting. Below is some of the techniques I've used.

### **Evocative imagery:**

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One of the most potent storytelling tools is vivid imagery. My article employs descriptive language to paint a picture in the reader's mind, making the narrative come alive. For instance, the piece opens with the image of Yvette "raising awareness about public health" and "training people how to do effective cardiopulmonary resuscitation (CPR) and how to use a defibrillator." These visual descriptions immediately convey Yvette's active involvement and passion for her work.

Moreover, the portrayal of Oliver's birth on Christmas Day and his diagnosis of Coffin-Siris Syndrome (CSS) is rich in imagery. Phrases such as "struggling to swallow and breathe," "narrow airway," and "severe scoliosis" vividly depict the challenges that Oliver faced. The imagery employed here serves a dual purpose - it provides essential medical information about CSS while also evoking empathy and understanding from the reader.

### **Vivid imagery:**

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I employ vivid imagery to describe Yvette's role as a Community Resuscitation Engagement Officer. One notable instance is when I describe how Yvette meticulously plans her outreach efforts by "strategically targeting schools and care homes in these areas, to visit one weekly to impart essential training on CPR techniques and defibrillator usage." This carefully crafted imagery goes beyond a mere description, providing readers with a visual representation of Yvette's proactive approach.

By illustrating her deliberate efforts to reach specific locations regularly, the readers understand the significance of Yvette's work and the substantial impact she is making within the community. This vivid depiction highlights the practical aspects of her role and the broader implications for public health and safety, reinforcing the importance of Yvette's contributions to the community's well-being.

## **WORDPLAY AND EMPHASIS**

Creating a compelling story often involves playing with words and highlighting specific phrases to convey key messages and emotions. In my article, I intentionally emphasise specific words or phrases to emphasise their importance. For example, when talking about Oliver's diagnosis, I wrote, "Yvette was told he would not live past two years of age." The emphasis on "not" underscores the seriousness of the situation, highlighting the challenging prognosis Yvette and her family faced.

Furthermore, I've incorporated subtle wordplay into Yvette's transformation from a concerned mother to a healthcare advocate. I mentioned that Yvette "decided the ambulance service was a career path she wanted to take." The word "decided" portrays a sense of determination and active decision-making, reinforcing Yvette's role as the main driver in her narrative.

Within this content creation phase, the article's Unique Selling Point (USP) became established. The unique selling point is the distinctive qualities or features that set Yvette and her story apart. Yvette's USP lies in her dual role as a dedicated Community Resuscitation Engagement Officer at NWSA and her personal journey as a mother caring for a son with Coffin-Siris Syndrome. This unique combination of professional commitment and emotional resilience makes her narrative stand out, creating a compelling and emotionally charged story that distinguishes itself from other profiles.

## **VISUAL FORMATTING**



Good storytelling isn't just about the words; how you visually present an article matters too. In my writing, I've ensured that using paragraphs and spacing helps make it easy to read. Each part is separated, making it simple for readers to follow Yvette's journey.

I've also used quotes and dialogue formatting, especially Yvette's words. This adds a conversational tone, making it more engaging for the reader and allowing Yvette's authentic voice to come through, making her story relatable.

## REVIEW AND ITERATION

The first version of the writing was too long, exceeding the 400-word limit. I had to cut it down significantly because I wasn't informed about the word limit in advance. This taught me the importance of always checking the word count for future projects. To fit within the specified limit, I had to make substantial edits, removing unnecessary details that didn't directly contribute to the main message about Yvette and her son.

Along the way, a colleague helped make changes to the writing, highlighting the teamwork aspect and the benefits of having different perspectives in refining the content.

This experience emphasised the importance of clear communication and sticking to project guidelines, making the writing process more efficient and ensuring smoother execution in future copywriting projects.

## PERFORMANCE

The response to the article has been incredibly positive, with over 120 likes and five shares on Facebook. My manager, Julie, and the deputy CEO, Salman, personally praised me, adding that the piece was "fantastic" and commending its compelling portrayal of the ambulance service.

My main aim with the article was to inform our audience about Yvette's vital role in reducing cardiac arrests within the local community. This goal was met with resounding success, as the positive feedback indicates.

Notably, Yvette has seen a tangible impact following the article's publication. She has received increased invitations to visit schools and community centres, providing essential CPR training and explanations about defibrillators. The compelling words and impactful images used in the article have played a significant role in this success, making Yvette's narrative stand out as a representation of the outstanding work carried out by our NWAS staff.

In essence, the article garnered positive attention and contributed to Yvette's increased outreach, allowing her to impact educating and training the community on life-saving techniques significantly. This aligns perfectly with our broader mission of promoting public health and safety. The article's success serves as a testament to the effectiveness of storytelling in conveying the importance of the work undertaken by our dedicated staff at NWAS.

## CONCLUSION & SUMMARY



Writing my first article, which featured Yvette, was an excellent opportunity for me to practice and demonstrate my copywriting knowledge and share her incredible journey with our staff, stakeholders, volunteers, and the more comprehensive community.

Describing Yvette's journey presented several valuable lessons that will enhance future writing endeavours in all areas of copywriting.

Firstly, I must ensure I'm mindful at the outset of the publication's word limit. By confirming and adhering to specified limits, I will reduce the need for extensive revisions later. Having to remove many words affected the timeline and could have pushed back the article's deadline. It was also stressful and challenging to decide which words to remove yet still maintaining the story's impact.

Secondly, I learned how collaborating strengthens content. Collaborating with my colleagues, such as Jess, brought different perspectives and enriched my article. Teamwork enhances the quality of content and ensures a more comprehensive representation. In addition to my work with Jess, collaborating with the person you're interviewing is incredibly important. It allowed me to look through their eyes and get approval for the best representation of their story.

Thirdly, I understood the importance of receiving or giving clear communication on expectations and constraints, including word count, which can save time and effort. Ensuring everyone involved is aware at the outset of project parameters means there will be fewer chances of revisions and the need to make changes further down the line.

Fourthly, I discovered the need to concentrate on the key messages. While details contribute to a rich narrative, I must ensure each piece aligns with the article's focus. By ruthlessly trimming information that doesn't directly contribute to the central theme, I can draw readers in and give them the overall message they desire.

Fifthly, I need to have a deep understanding of the target audience. In tailoring content to resonate with the intended readership, I must always consider demographics, interests, and engagement patterns.

Lastly, weaving personal and professional narratives can create a compelling story. I strived for a balance which highlighted both Yvette's journey while also emphasising her professional impact. Readers are much more likely to empathise with Yvette if they can see the result of her efforts through difficult times.

The writing experience encompassed collaboration, research, goal setting, and adaptation to word count constraints. The project's overall success stems from a holistic approach, including:

#### **Research and Story Development:**

Extensive research, including a follow-up interview, delved into Yvette's personal and professional life, adding depth to the narrative.

#### **Setting Goals and Understanding Priorities:**

Clear goals emerged, aligning with NWAS's mission and guiding the article's structure from informing the public to highlighting collaborative efforts.

#### **Target Audience Considerations:**

Understanding the diverse target audience influenced the approach, aligning with inclusivity commitments.

#### **Language, Style, and Tone:**

Empathetic language conveyed emotional depth, and a narrative style effectively merged personal and professional aspects into an inspirational story.

**Sequencing, Hierarchy, and Storytelling Techniques:**

The article's structure effectively conveyed Yvette's journey and impact, employing storytelling techniques for reader engagement.

**Imagery, Wordplay, and Visual Formatting:**

Vivid imagery enhanced reader engagement, and wordplay added depth to storytelling, while visual formatting contributed to readability.

**Review, Iteration, and Performance:**

The article's adaptability to reviews and iterations, positive feedback and strong social media engagement underscored its success.

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**In essence, the positive reception and tangible outcomes highlight the effectiveness of the storytelling approach in achieving organisational objectives.**

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