

RAD Responsible™ Storytelling Pack

A guide for content creators, birth workers, educators, and storytellers who want to **change the reproductive narrative** and **tell stories that heal**.



Presented by:
Fearless Birthing

www.fearless-birthing.com/rad-responsible

Welcome to RAD Responsible™

This is more than a guide. It's a shift.

A new way of thinking about the stories we tell around pregnancy, birth, fertility, and reproductive health.

Every post, podcast, caption, or course module has power.

It can soothe.

It can scar.

It can spark healing — or deepen harm.

If you're here, it's because you care about using your voice responsibly.

You want your content to inform, not overwhelm.

To uplift, not hijack.

To heal, not harm.

This pack is here to help you do just that.

What is RAD? (Reproductive Anxiety Disorder)

RAD = Reproductive Anxiety Disorder

A growing, under-recognised condition describing the chronic fear-based nervous system state that many women experience around pregnancy, birth, and reproduction.

It's not a clinical diagnosis — yet — but it's **real**.

And it's everywhere in our culture.

RAD can look like:

- Tokophobia (intense fear of pregnancy or childbirth)
- Hyper-control or panic around fertility or conception
- Shutdown during reproductive health appointments or stories
- Avoidance of reproductive choices altogether
- Obsessive over-preparation or medicalisation

These aren't just "anxieties"

They're symptoms of a nervous system shaped by fear-based narratives, and sustained by the stories we keep telling.

Find out more about the role the media plays around reproductive fear, and Reproductive Anxiety Disorder (RAD) in the white papers, *The Case for RAD*, and *Fear Sells, But Does It Serve* at [Fearless-Birthing.com/white-paper](https://fearless-birthing.com/white-paper)

What is RAD Responsible™?

RAD Responsible™ is a movement.

A framework. A storytelling integrity standard.

It's not here to gatekeep.

It's here to guide — creators, educators, birth workers, podcasters, and anyone shaping the reproductive conversation.

RAD Responsible™ means you're creating content that:

- Informs, not overwhelms
- Offers clarity, not chaos
- Encourages choice, not fear
- Helps people integrate — not dissociate

We're not asking for perfection.

We're asking for emotional responsibility.

The 5 Principles of RAD Responsible™ Storytelling

1 Context

Don't just show what happened. Tell us why.

Trauma without context is overwhelming. But trauma with *meaning?*

That's healing.

Like this...

"This emergency C-section happened after a placental abruption following 36 hours of labour. It's rare, but this is her story."



Do: Add timelines, backstories, and emotional tone



Don't: Drop dramatic scenes without explanation

2 Consent

Only share what's yours to share — with full, informed, and enthusiastic permission.

Especially if it involves births, babies, bodies, or other people's lived experiences.



Do: Ask "Whose story is this?
Do I have the right to tell it in this way?"



Don't: Use anonymised trauma for shock value

3 Containment

Don't just slap on a trigger warning. Create emotional scaffolding.

Let your audience know what to expect — and how to care for themselves while receiving your story.

You can pre-frame like this...

"This story includes themes of miscarriage and may bring up strong emotions. If it does, here's where you can find support..."

And follow up like this...

"If this story stirred something for you, these resources might help you process it."



Do: Use pre-frames and support links



Don't: Drop emotional bombs without resolution

4 Possibility & Potential

Don't just share what went wrong. Share what's possible.

Positive stories aren't naive — they're necessary for nervous system balance.



Do: Include a range of real outcomes — surprise homebirths, smooth caesareans, empowered decisions



Don't: Only share worst-case scenarios

5 Nervous System Support

Speak to the body — not just the brain.

Your tone, pacing, breath, and structure regulate or dysregulate. Choose with care.

Ask yourself:

- *What state will this leave the audience in?*
- *Am I modelling calm, chaos, freeze, fear?*



Do: Use grounding tones, pausing, and warmth



Don't: Use urgency or intensity to grab attention

From Raw to Responsible: How RAD Storytelling Evolves

Understanding the difference between uncontained content and healing storytelling isn't always obvious — especially when emotions run high.

This guide shows real-world examples of how the same story can be told at different levels of RAD alignment:



RAD Aligned

Crafted with healing intention and clarity



Raw & Real




Honest, raw, and real — but not yet integrated



Uncontained

Emotional, intense or uncontained — needs context or scaffolding

Use this table to reflect on your own content, and see how **small shifts** in **tone**, **context**, and **care** can **transform your story** into something truly supportive.

RAD Aligned 	Raw & Real 	Uncontained 
<p>"After 3 miscarriages, we finally carried to term. I share this story to honour that journey — and offer hope to others still walking it."</p>	<p>"We lost the baby again. I'm devastated. I just needed to say that out loud."</p>	<p>"Here's what my miscarriage looked like. <i>[insert graphic medical detail with no pre-frame or support]</i>"</p>
<p>"This was a planned C-section after a long journey of healing birth trauma. It was calm, joyful, and exactly what we needed."</p>	<p>"We ended up with a C-section. I didn't want it, but I'm trying to make peace with it."</p>	<p>"My birth was stolen from me. Hospitals are abusive. Don't let this happen to you."</p>
<p>"After infertility treatment and five years of trying, we finally conceived. I'm still integrating what this means for me, and I want to share what helped."</p>	<p>"We got the two lines! I can't believe this happened."</p>	<p>"Trigger warning: I'm pregnant. Please don't comment. I'm spiralling."</p>
<p>"This birth included interventions I didn't expect — but I stayed connected and felt respected throughout. Here's how I advocated for myself."</p>	<p>"I didn't get the birth I wanted. I felt out of control. Still figuring it out."</p>	<p>"Hospitals are where birth dreams go to die. Don't trust anyone but yourself."</p>
<p>"This is a birth story involving shoulder dystocia. I've added a pre-frame and linked to resources for those who might be activated."</p>	<p>"My baby almost died during birth. I'm still processing it."</p>	<p><i>Raw birth footage of shoulder dystocia with no warning, posted for shock value.</i></p>
<p>"I had tokophobia. Fear-free birth helped me shift it. I want others to know they're not broken — fear can be cleared."</p>	<p>"I was terrified of birth. I think I still am."</p>	<p>"Birth is terrifying. I don't know why anyone would willingly go through it."</p>
<p>"In this episode, we talk about stillbirth. We open with a grounding, and close with a message of hope and links to support."</p>	<p>"This is my stillbirth story. It's raw and real."</p>	<p>"Stillbirth warning. This is going to wreck you."</p>
<p>"We had to terminate for medical reasons. I'm sharing this with care so others feel less alone. Please read with gentleness."</p>	<p>"We ended the pregnancy. I don't know what to say yet, but I needed to share."</p>	<p>"TFMR is the worst thing you can go through. Nothing prepares you. This world is cruel."</p>

Story Integrity Checklist

Before you share a story, ask:

☐

Have I added context, not just drama?

☐

Do I have clear permission to tell this story?

☐

Have I scaffolded emotional content for the audience?

☐

Am I showing what's possible — not just what went wrong?

☐

Is this story likely to soothe or spike the nervous system?

☐

Have I provided any follow-up support or resources?

The RAD Creator Pledge

I am RAD Responsible.

I pledge to:

- ✓ **Tell stories with context, not chaos**
- ✓ **Honour consent, always**
- ✓ **Scaffold emotions, not suppress them**
- ✓ **Include possibility, not just pain**
- ✓ **Consider tone, breath, and body — not just clicks**

**I understand that stories shape the nervous system.
I choose to be a steward, not just a sharer.**

Signed:

Date:

THE RAD RESPONSIBLE™ BADGE

HOW TO USE IT



You can proudly display the badge if:

- You've taken the pledge
- You're actively aligning your content with the 5 principles



WHERE TO USE THE BADGE:

- Podcast episodes
- YouTube intros
- Course landing pages
- Blog articles
- Instagram reels or highlight covers
- About or bio pages
- Client or student welcome guides



Ready to Go Further?

Want to keep aligning your content with RAD?

Here's what's next:



Use the RAD Story Checker

Paste your story into our AI-trained tool and get instant feedback — based on the 5 RAD principles. Try it now at fearless-birthing.com/rad-responsible



Invite Alexia onto your podcast or event

Spread the word. Let's have a real conversation about healing-centred storytelling and nervous system-safe media.



Share the manifesto

Use your platform to amplify the movement. Post the manifesto, or display your pledge in your content.



Use the badge

Add it to your website, podcast, or course materials to signal your commitment to stories that heal, not harm.

Something else in mind?
Reach out to collaborate or invite RAD into your program:
hello@fearless-birthing.com

The Manifesto

Stories shape the nervous system.

They don't just inform — they imprint.

Content lands in the body: it calms or it activates.

Every story has power. It can soothe, spike, or shut someone down.

What we say — and how we say it — matters.

We believe every piece of content about pregnancy, birth, and reproduction has power.

And we believe it's time we used that power with purpose.

We reject shock as strategy.

We reject fear as entertainment.

We reject stories that decontextualise, dehumanise, or disempower.

We honour the truth — even when it's raw.

We honour emotion — even when it's intense.

But we choose to share with care, courage, and containment.

We believe:

Context creates clarity.

Consent is sacred.

Containment heals.

Possibility matters.

The nervous system is our audience.

We are not here to sanitise stories.

We are here to humanise them.

We are RAD Responsible™.

