



The essential experience

Authenticity to Action

Grange-over-Sands

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Pilgrim Projects/Patient Voices



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- to explain the origin and intentions of the Patient Voices programme
- to explore what makes 'good' stories
 - benefits for storytellers
 - impact on a range of audiences
 - 'usefulness'
- to illuminate our process/methodology
 - develop your own short story
 - reflect upon this process.



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The care of the patient

'One of the essential qualities of the clinician is interest in humanity, for the secret of the care of the patient is in caring for the patient.'

Francis Peabody (1927) *The care of the patient*



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Why tell stories?



*'We tell stories
to entertain
and to teach.'*

Pascal



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Patient Voices: our aims

- highlight gaps in the system
- reveal near-misses and form 'free learning opportunities'
- promote healing and reconciliation
- allow patients', carers' (and clinicians') voices to be heard
- carry forward stories that might otherwise be lost
- promote a spirit of collaboration and partnership
- touch hearts, thereby reinforcing the notion of patients at the heart of care.



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The power of stories

Stories empower

Stories connect

Stories move

Stories teach

Stories affect

Stories inform

Stories engage

Stories humanise



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SUCCESS

Messages that stick are:

Simple,
Unexpected,
Concrete,
Credible,
Emotional
Succinct
Stories

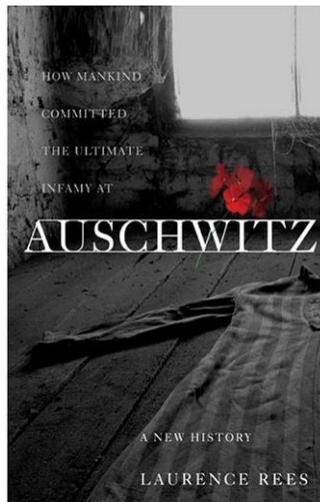
Heath, C, and Heath, D. (2007)



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Lies, damn lies and ...



'As always in history, statistics give little insight into individual experience. That can only be gained by listening to stories.'

Laurence Rees's
History of Auschwitz



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Stories that move


'The foundation of a story is an emotional foundation.'

Yann Martel (1993)




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Lara's story



THE FORGOTTEN MEMORIES



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Telling the right stories



'How can I help people if I don't know the right stories to tell them?'

Jack Cash



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What makes a good story?

Effective stories:

- have a purpose
- are descriptive
- are interesting, captivating, and something the listener can relate to
- are coherent
- make a point
- inspire listeners to think and to take action or change behaviour.



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Graham's story



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Digital stories: definitions

Digital stories are short videos consisting of still images, music, voice-over (usually) and video (sometimes); the stories are told by real people about real experiences.

Digital stories are a *distillation* – they move us from the narrative to the *essential story*.



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Digital storytelling: the essential characteristics

Digital stories are:

- brief: a good digital story is a short digital story
- simple: low-technology using a few carefully chosen images, voice-over and/or music and simple titling
- personal: revealing something important about the storyteller, his/her values and point of view
- respectful of others' feelings and experiences
- created in a spirit of collaboration and partnership
- about the story.



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Seven elements of digital stories

1 Point (of view)



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Jimmy's story




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Seven elements of digital stories

- 1 Point (of view)
- 2 Dramatic question





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Jeana's story




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Seven elements of digital stories

- 1 Point (of view)
- 2 Dramatic question
- 3 Emotional content




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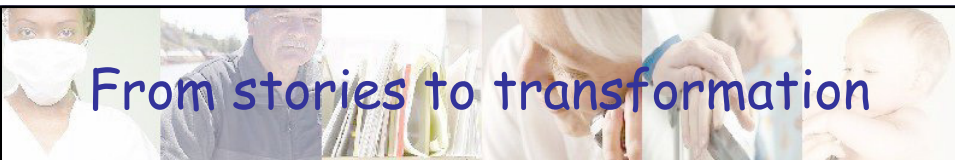
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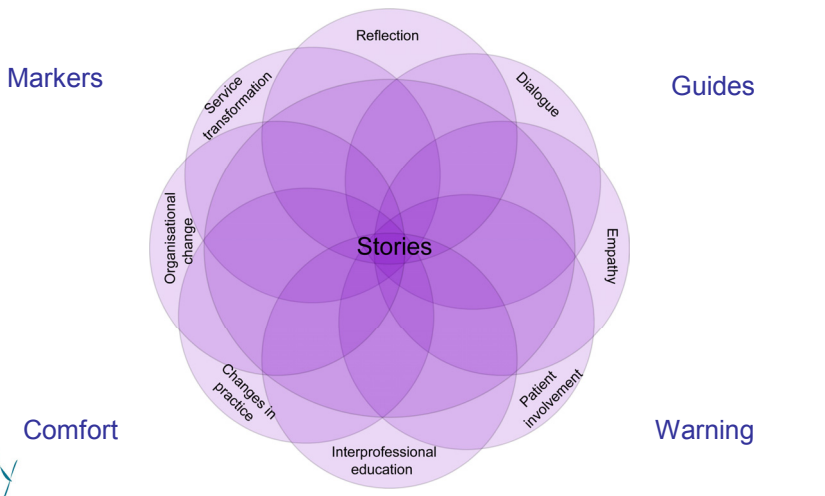
Habib's story



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From stories to transformation



Stories

Reflection Dialogue

Empathy

Patient involvement

Interprofessional education

Changes in practice

Organisational change


Service transformation

Markers

Guides

Comfort

Warning



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The power of stories



'Every light was a story and the flashes themselves were the stories going out over the waves, as markers and guides, comfort and warning.'

Jeanette Winterson, 2005



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Two-minute story

'If we communicate for two minutes only, it will be a start.'

Paul Weller



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The two-minute story

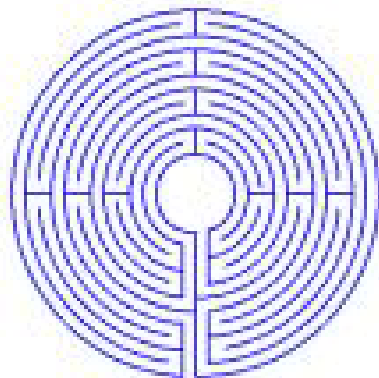
- Take a few moments to think of a story. Make a few notes if you wish.
- Now tell your story to your partner in two minutes.
- Stop! Listeners, what did you notice?
- Now use the storyboard template to plan your story.
- Tell your story again.
- What were the differences between the two stories?



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Digital storytelling: stories move in circles



*'Each affects the other
and the other affects
the next, and the world
is full of stories, and
the stories are all one.'*

Mitch Albom (2005)



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- An expanding resource
- 'Teach a man to fish....'
- 'A little knowledge is a dangerous thing.'
- Helping with one hand....
- 'Do not go gentle into that good night...'



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- Which stories need to be told?
- Why are they important?
- How would you preserve them?
- What would you do with them?



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Thank you

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