



## The essential experience

Authenticity to Action

Grange-over-Sands

November 2007

Pip Hardy

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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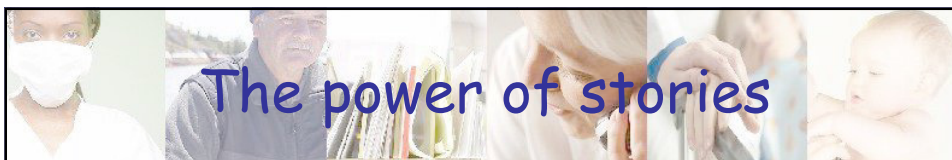


## Patient Voices: our aims

- 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**

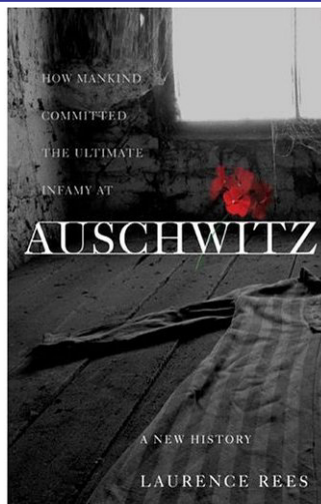
Heath, C, and Heath, D. (2007)



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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



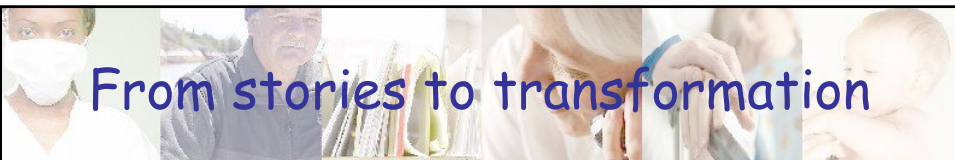
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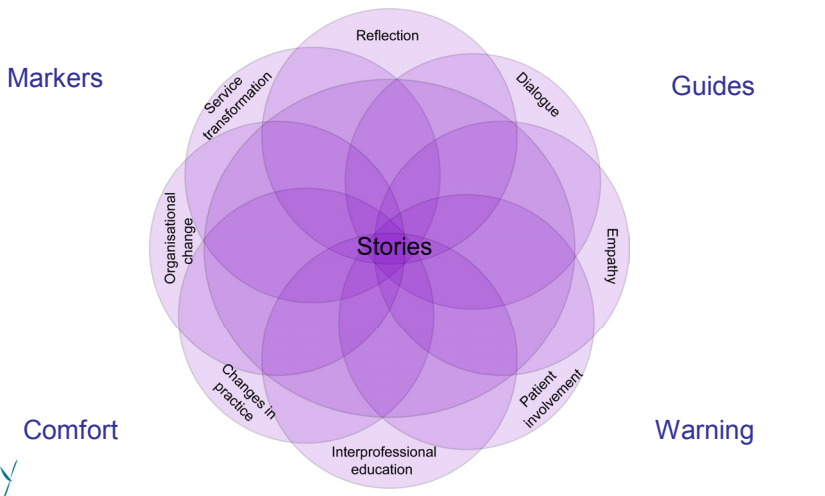
# Habib's story




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# From stories to transformation



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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

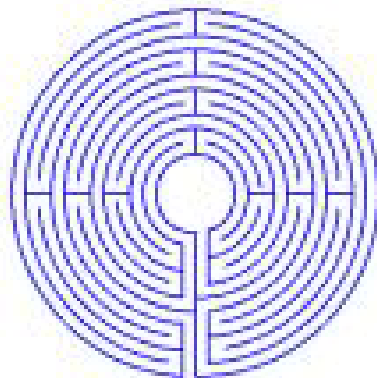
- Take a few moments to think of a story. Make a few notes if you wish.
- Now tell your story to your partner in two minutes.
- Stop! Listeners, what did you notice?
- Now use the storyboard template to plan your story.
- Tell your story again.
- What were the differences between the two stories?



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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

[www.patientvoices.org.uk](http://www.patientvoices.org.uk)

[www.pilgrimprojects.co.uk](http://www.pilgrimprojects.co.uk)

[pip@pilgrimprojects.co.uk](mailto:pip@pilgrimprojects.co.uk)



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