Going around…. The never-ending search for quality and safety in healthcare
Create Act Change
International Digital Storytelling Conference
Ankara, Turkey
Cathy Jaynes and Pip Hardy
May 2013

The problem
• There is a growing imperative to improve the safety and quality of healthcare
• Despite numerous initiatives, endless targets, surveys a-plenty and questionnaire after questionnaire, not much has changed.

Stories and statistics (1)
‘Statistics tell us how organisations view the experience of the individual, but stories tell us how individuals experience the system.’
Sumner, 2008

Stories and transformation
‘Storytelling is the mode of description best suited to transformation in new situations of action.’
Schön, 1988

The problem
‘We can’t create a culture of safety because we don’t know what it looks like.’
2005 Pilot Safety Survey

Aim of the project
To develop a series of digital stories related to the medical transport industry for use in education programmes in order to identify what safety looks like; a new form of “data”
Cathy’s story

Go around

www.patientvoices.org.uk/flv/0369pv384.htm

Results

• 25 stories have been produced
  (http://www.tcmtr.org/stories)
• discussion points have been developed for
each story
• stories have been distributed to every
  member of the Association of Air Medical
  Services (AAMS) for their educational
  programmes.

Outcomes

• The digital stories are being used in a range of
  educational contexts to promote reflection
  and discussion about what safety looks like.
• Use of the stories extends far beyond the air
  medical classroom, and into nurse education,
  where the stories are used to prompt
  discussions about a wide range of topics.
  Safety themes are the same everywhere.

What we learned

• We set out to gather air medical safety
  stories, but the stories have expanded to
  fill a void around the topic of safety in any
  setting.
• The people who told the stories found
  connection and healing.
• The process of creating the stories has
  been as important as the digital stories
  themselves.

What we learned

‘The ability to share these, and other stories like
them, is critical if organisations are to learn from
mistakes and develop a culture in which every
voice can be heard without fear of retribution
but rather with the hope of contributing to a
culture where safety and humanity are prized
and the values of intellectual, emotional and
spiritual intelligence inform ‘the way we do
things here’.

Hardy and Jaynes, 2011
Contributions to knowledge development

- Meaningful changes in the quality and safety of healthcare will only come about when the culture changes.
- Culture change relies on understanding the individuals in that culture.
- Understanding comes through listening to their stories.
- Innovative ways of sharing and learning from important stories can promote culture change.

Stories and statistics (2)

‘If there is one lesson to be learnt, I suggest it is that people must always come before numbers. It is the individual experiences that lie behind statistics and benchmarks and action plans that really matter, and that is what must never be forgotten when policies are being made and implemented.’

Francis, 2010

References


pip@pilgrimprojects.co.uk
cathyjaynes@comcast.net

Thank you