



The essential experience

NHS Live!

November 2007

Pip Hardy

Pilgrim Projects/Patient Voices




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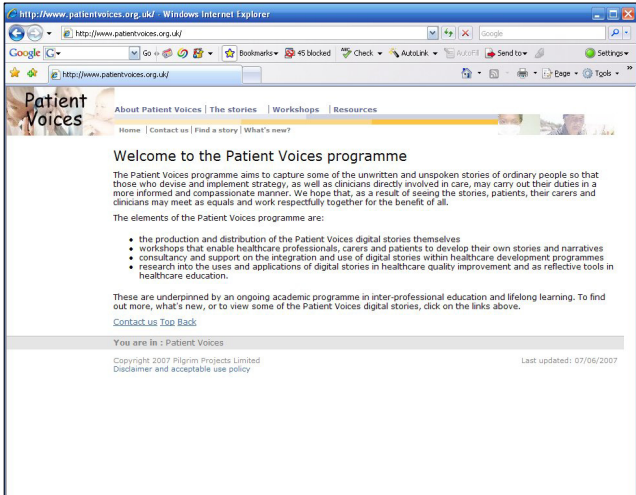
- to explain the origin and intentions of the Patient Voices programme
- to explore what makes 'good' stories
 - benefits for storytellers
 - impact on a range of audiences
 - 'usefulness'
- to illuminate our process/methodology
 - develop your own short story
 - reflect upon this process.



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Patient Voices



The screenshot shows the Patient Voices website homepage. The main heading is "Welcome to the Patient Voices programme". Below this, it states: "The Patient Voices programme aims to capture some of the unwritten and unspoken stories of ordinary people so that those who devise and implement strategy, as well as clinicians directly involved in care, may carry out their duties in a more informed and compassionate manner. We hope that, as a result of seeing the stories, patients, their carers and clinicians may meet as equals and work respectfully together for the benefit of all." It then lists the elements of the programme: production and distribution of digital stories, workshops for healthcare professionals and patients, and consultancy support for digital stories integration. The footer includes the Pilgrim Projects logo and copyright information for 2007.

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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 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.'*

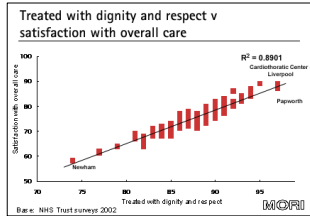
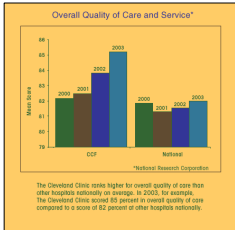
Pascal



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How to get the patient's story




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SUCCESS

Messages that stick are:

- Simple,**
- Unexpected,**
- Concrete,**
- Credible,**
- Emotional**
- Succinct**
- Stories**

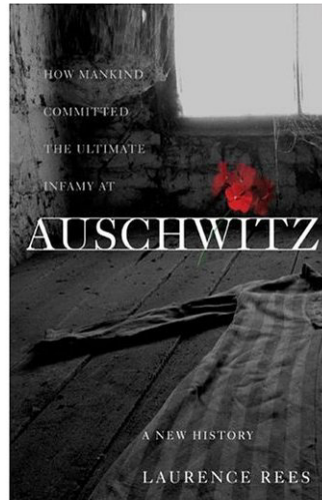
Heath, C, and Heath, D. (2007)



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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



Stories that move

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

Yann Martel (1993)



Becoming (a) patient

'To the typical physician, my illness is a routine incident in his rounds, while for me it's the crisis of my life.

I would feel better if I had a doctor who at least perceived this incongruity... I just wish he would... give me his whole mind just once, be bonded with me for a brief space, survey my soul as well as my flesh, to get at my illness, for each man is ill in his own way.'

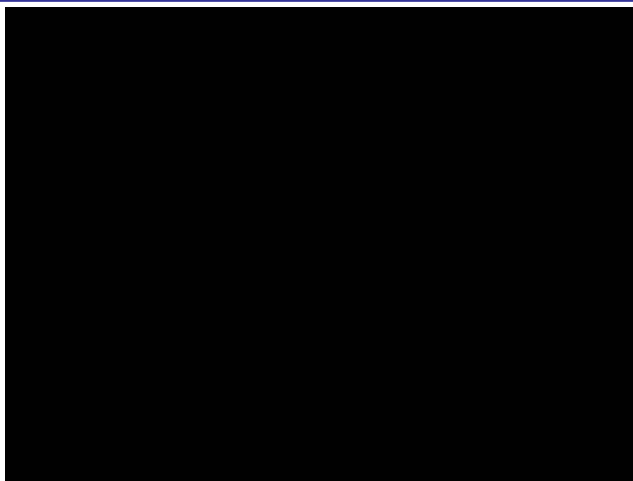
Anatole Broyard (1992) *Intoxicated by my illness*



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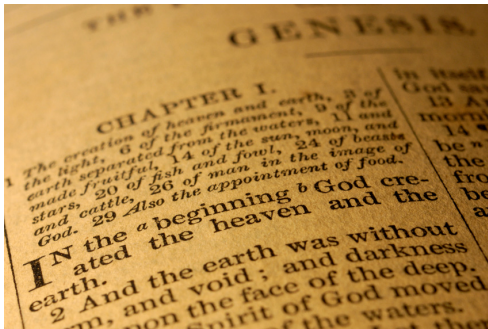
Jean's story



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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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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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Laura's story




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Seven elements of digital stories

- 1 Point (of view)
- 2 Dramatic question



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Jimmy's story



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Seven elements of digital stories

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


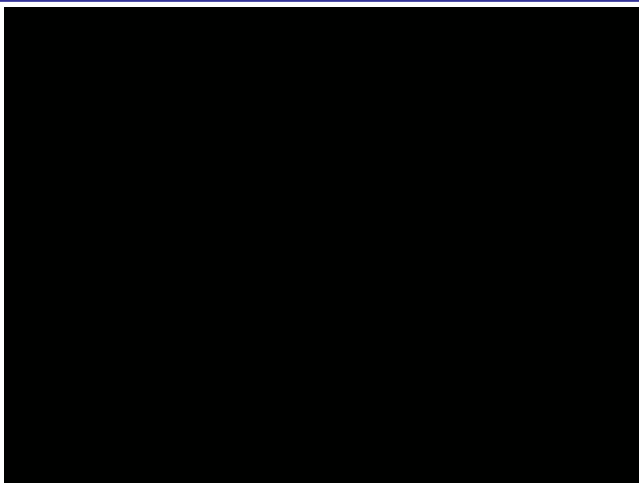


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Sue's story



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Two-minute story

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

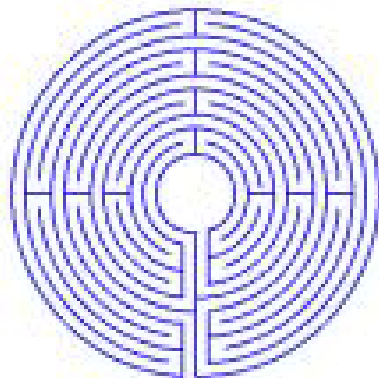
Paul Weller



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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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Digital storytelling: a chance to reflect

‘Reflection is as natural – and as necessary – as breathing ... or telling stories.’

Joe Lambert, Centre for Digital Storytelling



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Digital stories: how they can be used

- To increase understanding between teams
- Inter-professional education
- Continuing Professional Development
- Sharing good news and good practice
- Reminder of patients' existence/raison d'être of NHS
- Mental health
- Sharing experiential learning
- Reflective practice

- Process mapping
- Building social capital
- Project feedback
- Reminiscences
- elearning
- Digital executive summary
- Commissioning
- Frontline teams
- Organisational development
- Team building
- Patient education



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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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From stories to transformation



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The power of stories

Stories connect
Stories humanise
Stories empower
Stories move
Stories engage
Stories inform
Stories teach



'Only connect.' E.M. Foster



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Patient Voices: the once and future story

- 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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Rizia's story




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Preserving stories

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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The future begins today



*'How wonderful it is
that nobody need
wait a single moment
before starting to
improve the world.'*

Anne Frank (1945)



*'We must be the change
we want to see.'*

Mahatma Gandhi



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Thank you

www.patientvoices.org.uk

www.pilgrimprojects.co.uk

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