








Going around.... The never-ending search for quality and safety in healthcare

Create Act Change
International Digital Storytelling Conference
Ankara, Turkey




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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.

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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

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Stories and transformation

'Storytelling is the mode of description best suited to transformation in new situations of action.' Schön, 1988

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The problem

'We can't create a culture of safety because we don't know what it looks like.'

2005 Pilot Safety Survey

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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"

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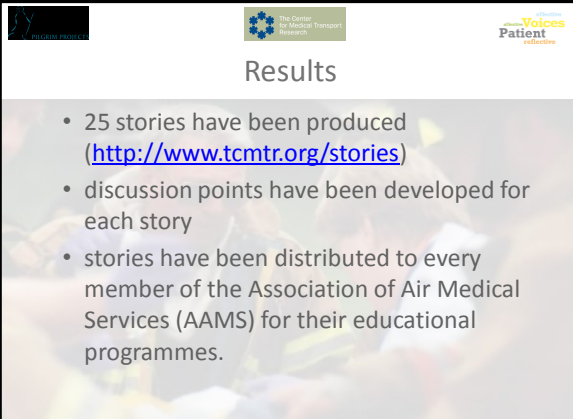
Cathy's story

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

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Go Around

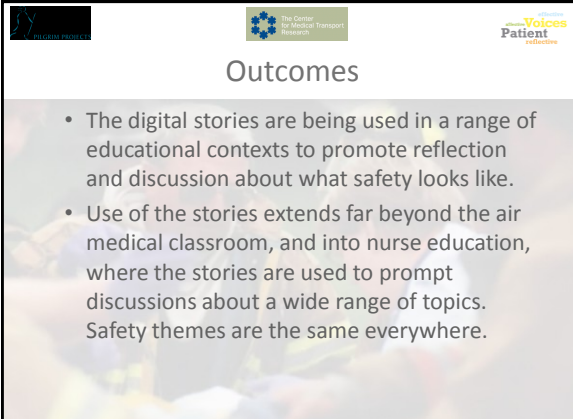
Cathy Jaynes, RN, PhD



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.

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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.

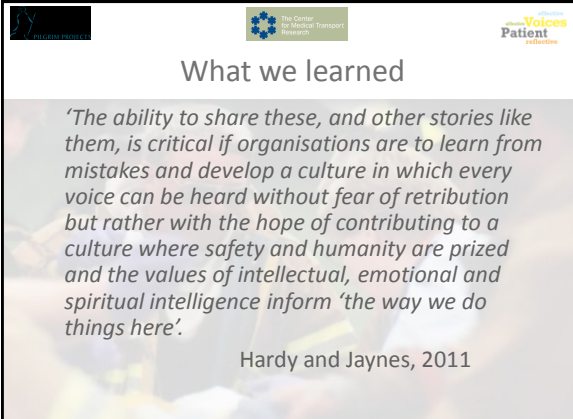
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What we learned

- 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.

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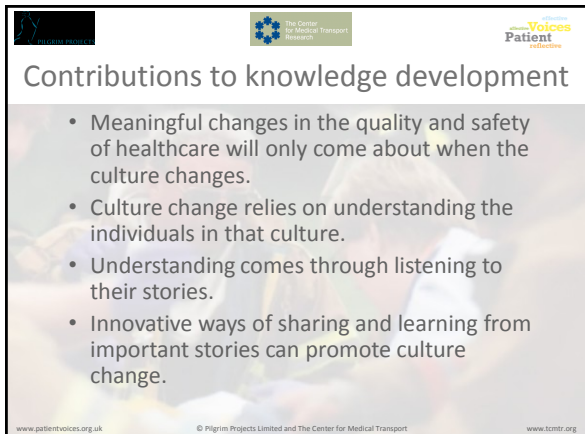


What we learned

'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

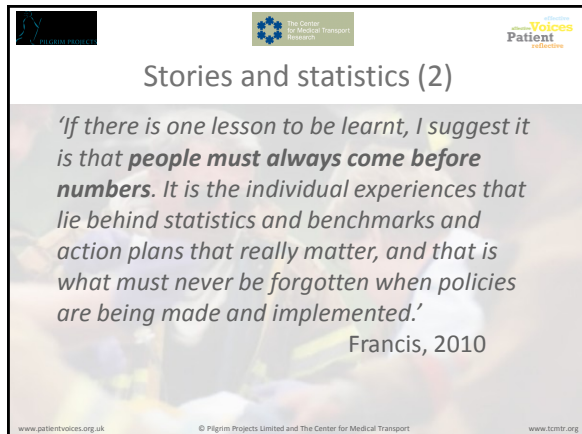
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Contributions to knowledge development

- 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.

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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

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Thank you

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