



Through the looking glass

Looking at the creation and use of
digital stories from both sides

Authenticity to Action Conference
Grange-over-Sands
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Why tell stories?




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

Pascal




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Ian Kramer




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The means and the ends...


The process is as important as the product.

- learning how to 'craft' stories informs and develops understanding of their potential applications
- the process of telling a story can be – and usually is - therapeutic.



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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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Why tell healthcare stories?



They capture the authentic voice of carers and service users and illuminate issues and dilemmas that go to the heart of the profession of care.



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Stories humanise

They are a learning resource '*powerful emotions recollected in tranquillity*' (Wordsworth) that can:

- facilitate discourse about how 'inhumanity' has become a 'system property'
- make explicit for those who govern the system the interconnection between remote bureaucratic and organisational activity and the experience of unique and (often) vulnerable individuals .



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Serving the patient's needs



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Stories

Stories

- reconnect professionals to the human/inter-personal dimension of care obscured by the turbulent environment and the unrelenting day to day demands of service delivery
- counteract paternalism.



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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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Stories...a powerful resource

Especially for professional educators

- Messages that stick are:
 - Succinct,
 - Unexpected,
 - Concrete,
 - Credible,
 - Emotional
 - Significant
 - Stories

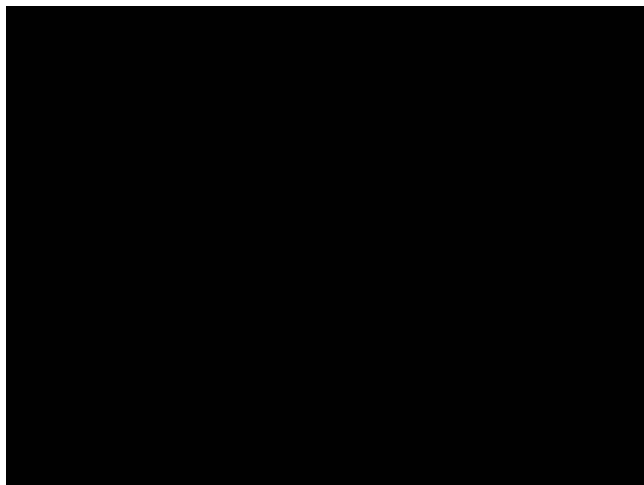


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After Heath & Heath 2007



Andrew's story



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Illumination

- Parallel process
 - Patient
 - Professional
 - Learner
 - Educator
- What stories would you tell?
- What stories would you hear if the opportunity were available to your students?



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How digital stories are already being used

- | | |
|--|-------------------------------------|
| Reminder of patients' existence/raison d'être of NHS | Process mapping |
| To illustrate and exemplify key learning from audit | Project feedback |
| To increase understanding within and between teams | Illuminating elearning |
| Continuing Professional Development/CME | Commissioning |
| Interprofessional education | Organisational development |
| Promoting reflective practice | Sharing good news and good practice |
| Research | Building social capital |
| | Patient and carer education |
| | Patient Voices: web hits |



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Impact of the stories

'Our main finding, put simply, is that the central issue is never strategy, culture or systems. All those elements and others are important. But the core of the matter is always about changing the behaviour of people, and behaviour change happens ... mostly by speaking to people's feelings.'
(Kotter and Cohen)



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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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