



# Digital storytelling in healthcare: the essential experience

Chronic disease:  
prevention and management  
Calgary, October 2007



Pip Hardy  
Pilgrim Projects

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Pip Hardy



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# Patient Voices

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**Patient Voices** About Patient Voices | The stories | Workshops | Resources

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### Welcome to the Patient Voices programme

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.

The elements of the Patient Voices programme are:

- the production and distribution of the Patient Voices digital stories themselves
- workshops that enable healthcare professionals, carers and patients to develop their own stories and narratives
- consultancy and support on the integration and use of digital stories within healthcare development programmes
- research into the uses and applications of digital stories in healthcare quality improvement and as reflective tools in healthcare education.

These are underpinned by an ongoing academic programme in inter-professional education and lifelong learning. To find out more, what's new, or to view some of the Patient Voices digital stories, click on the links above.

[Contact us](#) [Top Back](#)

You are in: Patient Voices

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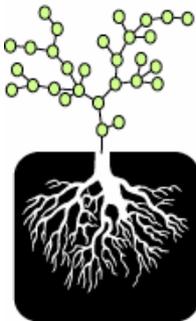
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# Michelle Spencer



## CENTER for DIGITAL STORY TELLING




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# Center for Digital Storytelling



**CENTER**  
for DIGITAL  
STORY  
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WHAT IS DIGITAL STORYTELLING?   THE WORKSHOP   PROGRAMS & SERVICES   RESOURCES

**What's New:**

[Stormmapping.org](#)  
A website dedicated to CCS place-based storytelling initiative

**Upcoming Workshop Highlights:**

[Next Workshop at Center](#)  
July 12-14, 2007  
Berkeley, CA

[Pacific Northwest Open Workshop](#)  
August 6-8, 2007  
Seattle, WA

[Train the Trainer Workshop](#)  
June 25-30, 2007  
Utah, CA

[Workshop for Educators](#)  
August 15-17, 2007  
Berkeley, CA

[Los Angeles Open Workshop](#)  
September 7-9, 2007  
Pasadena, CA

[More workshops >>>](#)

*Every community has a memory of itself.  
Not a history, nor an archive, nor an authoritative record...  
A living memory, an awareness of a collective identity woven of a thousand stories.*

The Center for Digital Storytelling is a California based non-profit 501(c)(3) arts organization rooted in the art of personal storytelling. We assist young people and adults in using the tools of digital media to craft, record, share, and value the stories of individuals and communities, in ways that improve all our lives.

We invite you to take a moment today to record a story from yesterday for tomorrow. Scribble a note on the back of a photo, print out and file an email that caused you to pause, stop and listen to a friend on the street. Story telling and listening not only helps the teller in the telling, it helps the listener in the hearing, even across great distances of space and time.

listen deeply  tell stories

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# Why tell stories?



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

Pascal



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## SUCCESS

Messages that stick are:

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

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



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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: 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
- about the story: a way of developing associated skills
- respectful of others' feelings and experiences
- created in a spirit of collaboration and partnership.



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## Stories that move

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

Yann Martel

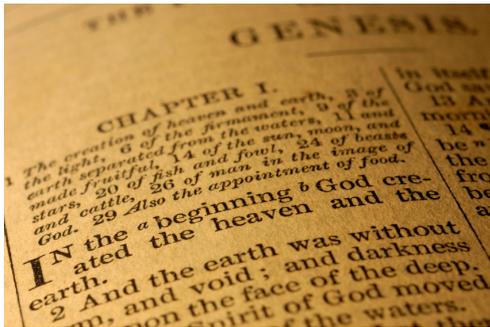


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# Telling the right stories



*'How can I help people if I don't know the right stories to tell them?'*

Jack Cash



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## Heavy Lifting



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## Doreen's story

# All the King's Horses

## Doreen Merritt's Story



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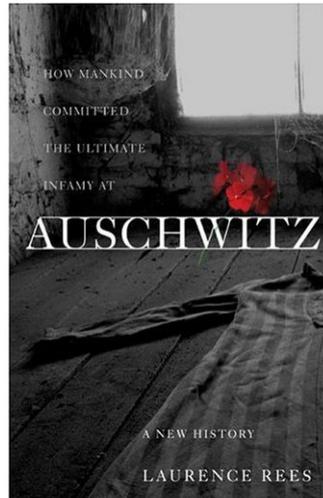


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## Lies, damn lies and . . .



'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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## 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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# Digital storytelling: 'Powerpoint for the soul'

*'Behaviour change happens in highly successful situations mostly by speaking to people's feelings.'*  
Kotter and Cohen (2002)



*'Culture of the mind must be subservient to the heart.'*  
Mahatma Gandhi



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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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## 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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## 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.'*

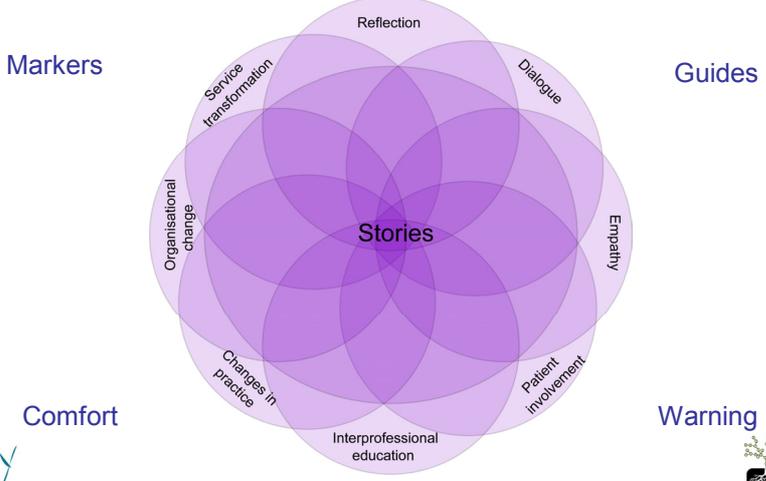
Jeanette Winterson, 2005



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# From stories to transformation



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## Rizia's story



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## Keepers of the stories

Which stories do *you* need to keep?  
Why do you need to keep them?  
How would you preserve them?  
What would you do with them?



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Thank you.

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