



**effective
affectiveVoices
Patient
reflective** ®

Hearing Voices: creating and using digital stories of mental health to promote dignity and respect, humanity and compassion in health and social care

Create Act Change
International Digital Storytelling Conference
Hacettepe University
Ankara, Turkey

9th May 2013




Who are we?

Pip Hardy, Director, Pilgrim Projects/Patient Voices, Cambridge, UK

Tony Sumner, Director, Pilgrim Projects/Patient Voices, Cambridge, UK



Henri Rahman, Carer

Dave Williams, Carer and Head of Manchester Carers Forum

Dr Carol Haigh, Professor of Nursing, Manchester Metropolitan University, Manchester UK

Patrick Cahoon, Head of Patient Experience, Manchester Mental Health and Social Care Trust

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Why are we here?

- The scenario of mental health is dismal across the world.
- In the UK, one in four people will experience mental illness.
- The prospect of dementia looms large.
- Stigma and discrimination lead to persistent suffering, disability and economic loss through violation of human rights.
- Mental health care is often lacking in dignity and respect.

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Why are we here?

'Patients care more about being treated with dignity and respect than they do about mortality rates.'

Ben Page 2004





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Aims of the project



- create a bank of stories to enhance and complement training and education around dignity, respect and privacy.
- focus on dignity as expressed through empathy, compassion and sensitivity
- develop an online educational resource
- enable staff to engage with the affective (emotional) dimension of care
- encourage reflection on impact of care that promotes dignity

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What happened

Carol and Eula Chris





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What happened

Anne



Brenda and Dee




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What happened

Dawn




Lindsey



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What happened



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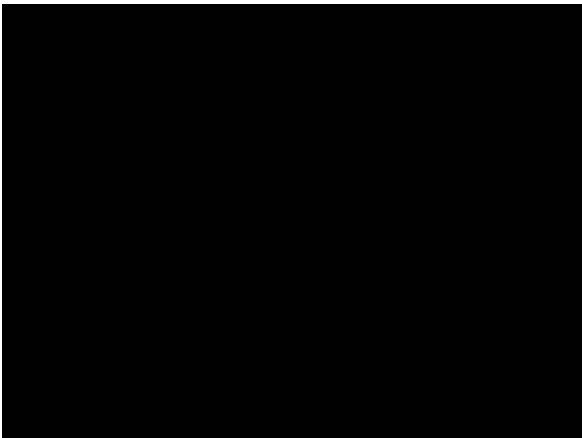
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Bob's story

Part of the world again

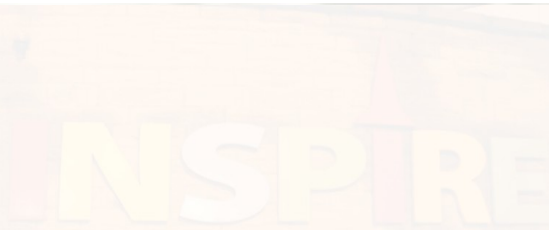
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Your thoughts?



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EAR



Good stories are

- Effective
- Affective
- Reflective

Sumner, 2008



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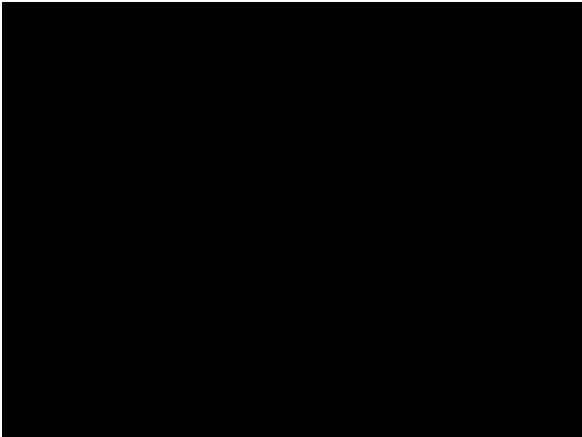
 

Brenda's story

Freedom

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Carol

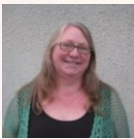


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The Story behind the stories


Carol Haigh



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Why



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What I expected



What I didn't expect



Looking to the future....



Thank you for your attention



Contact me on - c.haigh@mmu.ac.uk



Henri



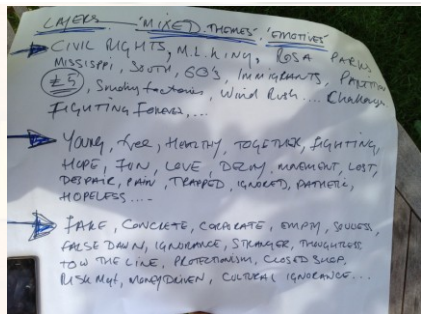
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Henri's storyboard



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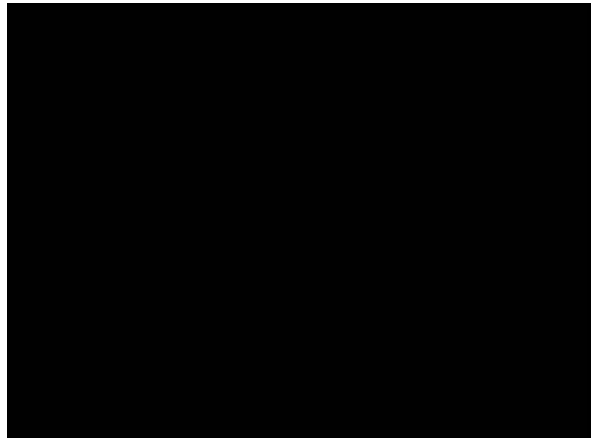
 



Henri's story

Labour of love



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Henri's reflections





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Your thoughts?

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Dave



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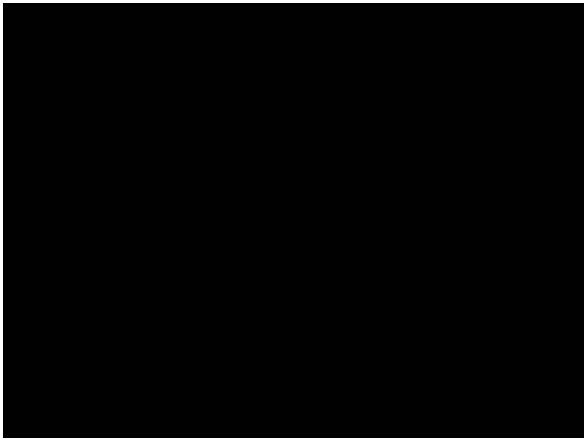
 



Dave's story

Just for today

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Dave's reflections

*No man is an island,
Entire of itself.
Each is a piece of the
continent,
A part of the main.*



John Donne

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Your thoughts?



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Patrick



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Patrick's reflections

Why digital stories?

- putting healthcare professionals right into the shoes of a patient or a carer
- helping doctors, nurses, accountants, board members to really experience and appreciate the impact of that care from a truly personal perspective
- creating an instant connection to the patient
- reminding staff that kindness, compassion and dignity often make the biggest difference

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Patrick's reflections

How the stories are being used:

- shown at the start of every Board meeting
- used in recruitment and selection interviews
- induction and staff training
- public screenings to raise public awareness of mental health
- strengthening the patient voice

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Patrick's reflections

Themes:

- strength and resilience
- isolation
- importance of communication
- lack of dignity and respect
- lack of care co-ordination
- need for more and better information

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Patrick's reflections


Themes:

- need for empathy and compassion
- need for regular assessment and review
- need for greater involvement in decision-making
- importance of self-help and peer support
- importance of voluntary sector
- needs of carers



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Patrick's reflections



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Patrick's reflections

What's changed?

- patient-led 'dignity walks'
- more confident storytellers, able to get their message across
- increased involvement of patients and carers in creation of care plans
- 'experts by experience'
- more engagement with family members

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Hopes for the future

- storytelling in hard-to-reach communities
- raising awareness of the stories
- use of stories in recruitment
- more stories for the Board!
- more staff stories
- collaborative research into potential for transformation and culture change.

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Thank you.

pip@pilgrimprojects.co.uk
tony@pilgrimprojects.co.uk

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Finalist
Health Communicator of the Year