

Storytelling is the oral, visual or written sharing of our stories and experiences with others. This is a tool to guide ACI Networks, Taskforces and Institutes on gathering consumer, family and staff stories when designing, implementing or evaluating improvements, activities, products and services.

Why use stories?

Stories capture human experience...



and can make a real difference.

Stories can be used to raise awareness and are a powerful way to promote change and improve healthcare.



Stories engage both the heart and mind to create a connection.

A good story evokes emotion, promoting empathy and awareness of differing values, cultures and beliefs.

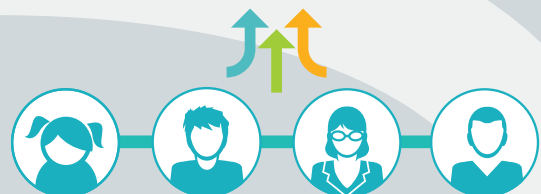


All cultures use their own form of storytelling to communicate their history, belief systems and experiences.



People's lived experience is valuable and worth sharing with others.

Their stories provide insight into their experience and perceptions of healthcare.



People can feel empowered, connected and comforted when they share their story.



Storytelling in Healthcare



Storytelling is essential in the way people interact and communicate.

Our stories help us to explore our experiences and the impact these events have on our lives.



Tips for storytelling

WHAT

Identify what you want to change and recognise the benefits of using a story in healthcare.

WHO IS THIS STORY FOR

Define your audience. Identify the people you are trying to influence with your message e.g. patients, carers, clinicians, consumers – taking into consideration demographics and what influences their thinking.

MODE OF COMMUNICATION

Identify the best delivery method for the target audience? e.g. film, animation, music (audio), case stories and graphic design.

AUDIENCE CONNECTION

Creating a connection with your audience is vital for change to happen.

When an audience feels a connection, they no longer need to be persuaded and are more open to change.

Engage your audience, make them think, laugh and cry.

Appeal to their hearts and minds to promote empathy and understanding.

COMPOSITION

Give the story a beginning, a middle and an end.

Beginning – Introduce the people and their situation

- The situation: explain what happened
- The issue: explore what needed to change
- The challenges: examine the challenges

Middle/Body

- How were those challenges met
- What more can be done to meet the challenges

End

- Summarise any actions that will lead to change
- Instil hope and end on a positive note

Things to remember

- Some stories can be confronting to hear – but don't give up on a story that needs to be told
- Always be respectful and mindful of privacy
- Reassure people that sharing their story will assist in positive change
- Make them feel safe and comfortable to share their story
- Offer support to a person after they have shared their story

For more information on Patient Experience and Consumer Engagement visit www.aci.health.nsw.gov.au