



Coalition for
Personalised
Care

Storytelling: the 3Ss of co-production

Sharing stories

Which stories provide the most impactful messages? Where are the best places to share them?

Background

Some of our most successful ways of communicating the current reality of Personalised Care are through people sharing their stories. These stories may be examples of successful Personalised Care, or where the lack of Personalised Care has had an impact on **someone's** quality of life.

A lot of big health and social care events invite people with lived experience to share their stories alone or alongside presentations by professionals. This session focuses on how to choose the most impactful of these stories, and the best ways to share them to effect change in the system.

Some of the key questions we can ask are:

- How do communications teams pick what parts of their story to share and where to share them?
- Do they have change across the system in mind?
- How do people's stories get picked up by larger campaigns?
- Who chooses what stories are shared on a larger platform and what part of the story is useful/relevant?
- When compiling a unified message how do we find stories, and pull out the key parts and messages from all the stories we collate?
- Who are our target audience when looking for the most impact on change in the system?
- What are the key messages or topics of focus when seeking the most impact on the system?

Stories are so powerful, and each individual one has the potential to bring a real change to another person's experience of a condition or a treatment pathway or how they support a friend or family member.

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Presentation

Impactful storytelling – [Media Trust](#)

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Key points:

Effective storytelling key components:

- Authentic
 - The voices of lived experience are valuable.
 - We need to be inclusive and mindful of intersectionality.
 - **It's best to use simple and clear language that builds trust.**
- Hope
 - Think about the challenges that are faced and focus on solutions and problem-solving.
 - Frame information through the lens of opportunities to create change.
- Power of why
 - Remember why you do what you do.
 - Keep this focus at the heart of your storytelling.

Human interest stories are the most impactful and resonate with most people.

Top three places to share stories:

- Newsletters
 - Your newsletters are a great place to test human interest stories.
- Website
 - Consider creating a dedicated space for stories as these humanise your work
 - This makes your stories easily accessible for funders and journalists doing research.
- Social media
 - The best channels are different for each objective/audience.
 - **It's best to focus on one or two social channels that are the most used by your audience.**

Follow-up questions:

Q: Are positive or negative stories more impactful?

A: Definitely positive stories, demonstrating the impact that you want to achieve.

Q: With social media posts, would you recommend taking visitors from posts to your website?

A: It depends on your objective. If the website contains more relevant information, **it's** good to link to that, but otherwise **it's fine to** link directly to videos or other content.

Q: How do you manage the impact of the story on the storyteller to minimise trauma?

A: Always check with your storytellers about what they need to make them comfortable. Remember there are other creative ways to share stories such as using stock footage and a voiceover rather than a video of the person.

Q: Best ways for charities to connect with clinicians and professionals in the NHS?

A: From Sarah Holmes @ Imagineer: sarah@imagineer.org.uk. Storytelling is vital but must be connected to outcomes detailed in the universal model of Personalised Care and the

NHS 10-year plan. We contacted a range of experts by experience and asked them to tell their stories, which we then edited and framed in context with the outcomes that ICBs have been asked to deliver. We've found that what people are looking for is practical examples of how a policy document can be translated into real-life activity. There is a lot of room for interpretation of the policy and guidelines, so actual examples of what works in practice are very useful and well-received.

Q: How consistent do you need to be with posting on TikTok?

A: For the algorithm to pick up your videos you need to post fairly regularly, at least weekly would be the suggestion. It's worth thinking through before you commit to using this channel because it needs to be sustainable for your organisation to regularly create this content.

Discussion

Participants collaborated in breakout rooms to answer the following questions.

[The answers were collated on this Jamboard.](#)

How do we decide which stories to share? How do we find them?

- The best stories to share are positive stories of people overcoming adversity, handling a bad situation well, or showing what is possible.
- We can ask ourselves, does this story make me feel good about what we do? Is the story impactful?
- Human interest stories from real-life examples of people's experiences are the best way to create connection.
- Everyone has a story and there are as many different stories as there are people.
- 360 storytelling involves everyone and gets a different perspective.
- Anonymous content can be gathered from user engagement, helplines and surveys.
- Feedback from clinical environments can be obtained from patient feedback (like knowledge cafes and the [NHS what matters to you campaign](#)) and from frontline staff.
- We can try to target stories that relate to current topical issues as these may gain more traction.
- We may need to be open to whatever stories are available if they are in short supply.
- We can help by:
 - Creating a comfortable environment for people to share.
 - Building trust with storytellers.
 - Managing people's expectations around where and when stories will be shared.
 - Being transparent around our reasons for sharing stories.
 - Avoiding 'inspiration porn' which is patronising, tokenistic, and feeds into stereotypes.

Pick up the phone and chat with frontline staff about who they are working with and what they are proud of.

Who are our target audiences and why?

- People who draw upon health and social care.
- People with lived experience of disability and long-term health conditions.
- The general public.
- Carers.
- Allied organisations.
- Volunteers.
- Newsletter subscribers and social media followers.
- Community groups, including 'easy to ignore' community members.
- Influential stakeholders such as:
 - Senior leaders.
 - Funders.
 - Local authorities.
 - Internal colleagues.
- We target these audiences to:
 - Demonstrate that people have the power to share their stories and we want to listen, learn from them, and share.
 - Share good practice.
 - Connect service delivery teams with co-production.
 - Role model co-production.
 - Promote equality and citizenship for all.
 - Build relationships with others in the community.

We need to check what people who've signed up to receive information want to hear about, and how often. Reading newsletters with lots of links can be very time-consuming!

What are our key messages in Personalised Care?

- Personalised Care makes life easier for clinicians in the long run by improving outcomes.
- Nothing about us, without us.
- Look at the person, not the problem.
- Asking what does a good life look like for you?
- Focus on what people can do, from strengths or assets, rather than 'needs'.
- Equality of access to appropriate care.
- Wellbeing starts with community.
- Patients' and their families' voices matter.

- Personalisation is about whole of life not just being respectfully treated in a clinical setting.

What's good, what's working well, what's strong and where are the connections in the person's life? Start there.

Who can support us to share these stories?

- [Media Trust](#).
- [Frameworks Institute](#).
- [Open storytellers CIC](#).
- VCSE organisations.
- Social media groups and Twitter lists.
- Internal communications teams.

Are we gathering stories to create meaningful impact or just to create content? In relation to personalisation, we should always be focused on the individual and their story, rather than the research, service or professional perspective.

Resources

Media Trust - [bespoke training](#)

Media Trust - [charity events page](#)

Media Trust - [newsletters](#)

Media Trust - [resources](#)

Media Trust - [creative ways to share stories](#)

Sprout Social - [social media use by user demographics](#)

Google Ads - [free ad spend for charities](#)

NHS - [What matters to you campaign](#)

Imagineer - [stories playlist](#)

Imagineers - [explainer video about sharing your story to encourage our audience to share](#)

Mirkwork - [How to make a Zine](#)

Sorbus Learning - [A Day in the Woods](#)

Tackling Poverty Together - [A little cup of co-production](#)

Sorbus Learning - [storytelling project](#)

Georgie Steele - [telling your story as a fairy tale](#)