

The background is a dark brown, textured surface resembling leather. It is framed by a wide, ornate gold border. The border features intricate scrollwork, floral motifs, and a dotted line pattern. The text is centered within this frame.

Valuing Our Stories - the role of narrative in demonstrating impact

PAVO AGM 7th November 2024

Resource Pack

- Welcome - Ice breaker
- Why are stories so important? – A little bit about anthropology and academics
- The role of narrative in impact – All the main strategic planning, monitoring & evaluation tools have one thing in common
- Listening – Key points for obtaining good stories
- Most Significant Change – One method for gathering stories from people
- Case Study Vs Stories – Getting your story straight
- Whose stories are they? – The role of collective stories in effecting change and bringing about equity
- Resources – Useful links and publications

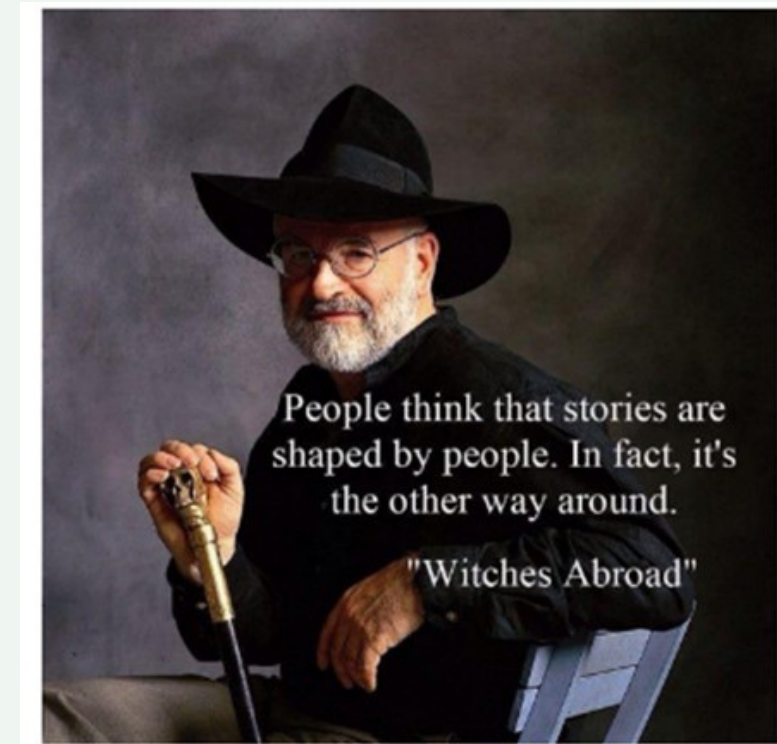
Introduction

- **Janet Walker - Senior Officer Internal Services PAVO.** *I first got involved in storytelling in the 1990's associated with environmental and social justice. I took part in the UK "Testimony of Women" for the Beijing Summit in 1995, going on to work for the Women's Environmental Network and Women in Europe for a Common Future, delivering workshops on the use of stories in campaigning in UK, Hungary, Holland and Russia. I was involved in developing patient & citizen story presentations in Wrexham in early 2000's. Experienced in the use of Results Based Accountability and the role of narrative in base line assessment, monitoring and evaluation.*
- **Michele Muireasgha - Head of Third Sector Development PAVO.** *I have over 40 years experience of development work in the voluntary sector, including leading several organisations before coming to PAVO. I have found storytelling to be very useful in drafting funding bids and reporting on projects. I have authored hundreds of successful bids and only had one turned down.*
- Ice Break - Name, Organisation & Role - and the name of a story you liked or remember from childhood. Purpose is to introduce people, and realise how well we remember stories - even from a long time ago - Once upon a time in fact...



Why are Stories so important?

- Storytelling as a method of communicating information has existed since human society first began to evolve.
- Enables us to make sense of the world we live in.
- Supports expression of feelings and emotions
- Information: Presents facts & invites concurrence or dispute
- Argument: Logic and persuasive
- Story: Provides examples and stimulates imagination and emotion
- Academic research has demonstrated over again how different communication methods determine how successful it is. Emotional responses are powerful in terms of retention and initiating action. Stories touch the spiritual.
- When we tell and listen to stories our brain waves harmonise in different parts of the brain - literally transplanting memories.
- Doesn't have to be the past, it can make sense of now and generate images of the future.



The role of narrative in impact

Main methodologies in use in Wales currently:

- Theory of Change (ToC) - Essentially a description of how a desired change is expected to happen within a context. Maps out the missing elements between identified goals and the present.
- Results Based Accountability (RBA) - A disciplined way of thinking and acting to improve entrenched and complex social problems.
- Developing Evidence Enriched Practice (DEEP) - A caring and dialogue-based approach to exploring and using different types of knowledge (collectively termed as 'evidence'), with a focus on making the world of social care a better place.

Narrative is essential in all three - embedded in DEEP, prominent in RBA (betteroffness), less so in ToC which is more data driven.



We first need to listen!

- The exercise demonstrates how to listen! Or how not to!
- Active Listening means:
 - Appropriate environment
 - Giving space and time
 - Giving full attention
 - Responding & reflecting
 - Asking open clarification questions
 - Showing empathy and understanding
 - Accepting what is being told without judgement
 - Accurate recording



Collecting stories

- How to find your stories
- Preparing for conversations
- Respecting and protecting storytellers



Clear explanation

How the story would be used

Important to stress there is no need to disclose anything

Consent & Data Protection

Recording & Reflecting

Check back before sharing

- Most significant Change

Most Significant Change Template

Date story gathered			
Name of person sharing their story			
Name of person gathering the story			
Contact details of person sharing their story			
Does the person sharing their story give consent for it to be shared with others?	YES		
Details of consent (e.g. restrictions, request for anonymity etc)			
Background – a little bit about the person who is sharing their story (e.g. age, gender, location and situation) so that others can get a picture of them and their circumstances			
Opening question: Over the last 6 months, what good or bad <i>changes</i> have come about as a result of (whatever service or development project you are evaluating) Note: It might be: <ul style="list-style-type: none">• Changes in yourself – the way you think, what you do or your circumstances (e.g. finances, mood, activities)• Changes in another person – e.g. family, friends or professionals• A change in the way an organisation works• Something else• The important thing is something that has <i>changed</i> – for <i>better</i> or <i>worse</i>.			
Record a list of changes (good or bad) Note: Ideally as bullet points, e.g. <ul style="list-style-type: none">• I feel more confident• I have more friends• I get on better with colleagues• I have less money			
Second question: Which <i>one</i> of these changes is the most significant to you and why?			
Regarding this change - what it was like before?			
What it is like now?			
What do you think made the changes come about?			
Please give your story a snappy title for the story			

Telling the story

A case study:

Woman aged 25 with male child aged 2 years 3 months. Living in substandard housing in village location. Has caring responsibilities for elderly grandparent and disabled husband. Child diagnosed with respiratory problems, possibly asthma.

Child presented with respiratory difficulties and persistent cough which did not respond to home treatment at around 10pm. Mother contacted GP practice, and call was routed to out of hours services. GP triage determined child needed to be seen. Mother and child attended clinic for 11pm appointment. Clinical presentation determined that nebuliser treatment indicated. Mother advised to take child to A and E.

Mother and child presented at A and E at 11.30pm. Child was assessed and admitted to Paediatric Ward, received treatment and observation for 12 hours and was discharged to care of GP following significant improvement.

A Story:

“My son has asthma, when he was a toddler he was always poorly at night time. I used to ring the GP Out of Hours number, and they wouldn’t do home visits. They used to say I had to bring him into the centre. I couldn’t drive and there were no buses at night, and even if there were they didn’t go to the village where the GP Out of Hours Centre was - in a nursing home at the end of a long lane. I used to have to get a taxi. It was £12 one way. Sometimes a doctor would examine my son and say he needed to go into hospital to go on a nebuliser. There was no transport from the nursing home to the hospital so I would ring another taxi. I used to get very frightened when he coughed and couldn’t get his breath, he would sometimes be sick in the taxi as well. It was horrible. We’d spend the night on children’s ward and sometimes most of the next day as well. There was usually a bus to get home during the day but if they delayed a prescription, I might need to get a taxi home again. I would some weeks spend over £30 on taxis, that was a lot of money for me as a young mum on benefits, and we would have to go without other things we really needed. It would be easier if the GP Out of Hours Centre was at the hospital, at least then I wouldn’t have to pay for two taxis if my son needed to be seen in the hospital.”



Telling the story

- A good story:

- Has a beginning, middle and end
- Uses clear language and images
- Is long enough - and no longer
- Is authentic (ideally personal to the teller)
- Avoids lecturing
- Invites the listener's / reader's empathy
- Is timely and relevant
- Appropriately pitched for the audience

- Story Tips:

- Reveal the journey not just the destination
- Allow generosity, authenticity & vulnerability

- Tell stories to:

- Let people know who you are
- Show them why you are here
- Demonstrate values in action
- Inspire others
- Make a point memorably
- Share hopes and dreams



Whose stories are they?

Pause for thought:

- Who REALLY owns the narrative?
- What OUGHT we to do with it?
- Our own need to prove impact shouldn't over-ride the underlying interests of those we support.
- Don't tell a victor story that undermines the struggle, or what caused the struggle in the first place.
- Imagine what could happen if we collectively use the stories to bring about radical solutions leading to a more equitable and just world...



Resources

Academic:

- Ted Talk - Uri Hasson Neuroscientist - This is your brain on communication
https://www.ted.com/talks/uri_hasson_this_is_your_brain_on_communication?subtitle=en
- The role of storytelling in professional practice (social care) <https://www.iriss.org.uk/resources/insights/role-personal-storytelling-practice> (lots of other useful references at the end)
- Coming home to story: Storytelling beyond the happily ever after - Geoff Mead, Jessica Kingsley Publishers
ISBN 9781908363015

Strategic Planning, Monitoring & Evaluation:

- Theory of Change - Centre for Theory of Change <https://www.theoryofchange.org/>
- Results Based Accountability - Clear Impact - <https://clearimpact.com/results-based-accountability/>
- Developing Evidence Enriched Practice - <https://www.deepcymru.org/en/> and <https://www.deepcymru.org/cy/> This website also contains a range of resources to support a variety of approaches including Most Significant Change, and details of courses and events.

Resources

Collecting and telling stories:

- Academi Wales: Sowing Seeds - Telling Stories - developing organisational narratives to support the process of change.
<https://academiwales.gov.wales/repository/resource/4e7f7c34-9a0a-4ff0-bac5-496ef70fcb33/overview>
- DSC Speed Reads Communications: Storytelling for Impact, Sarah Myers, Directory of Social Change ISBN 1 78420909
- A story doesn't have to be something you read - click here for A Guide to Digital Story Telling by members of BBC Capture Wales chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/<https://www.bbc.co.uk/wales/audiovideo/sites/yourvideo/pdf/aguidetodigitalstorytelling-bbc.pdf>
- Institute of Development Studies - Vivienne Benson Five steps to telling stories of impact
<https://www.ids.ac.uk/opinions/five-steps-to-telling-stories-of-impact/>
- Good Finance . Org - Five tips for bringing your impact story to life <https://www.goodfinance.org.uk/latest/post/five-tips-bringing-your-impact-story-life>

Socially responsible storytelling: Stanford Social Innovation Review - Annie Niemand

https://ssir.org/articles/entry/how_to_tell_real_stories_about_impact



The image features a dark brown, textured leather background. A wide, ornate gold border is embossed into the leather. This border consists of a double-line rectangular frame. Between these lines, there are decorative elements: at the top and bottom, there are symmetrical scrollwork designs with a central fleur-de-lis-like motif; on the left and right sides, there are vertical scrollwork elements. The corners of the border are also decorated with small, intricate designs. In the center of this border is a rectangular frame with rounded corners, also embossed in gold. Inside this inner frame, the text is centered.

**And they all lived happily
ever after!**

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