

Presenter Disclosure

Presenter Name: **David Kennedy**


Relationships with commercial interests:


“NONE”



Learning Outcomes


The Power of Story

- To understand the nature of deep connection made through storytelling
 - To identify ethical issues that will guide the telling of story
 - To embrace and explore the opportunities to do this in the learners' context
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Workshop Overview

The Power of Story: Making Hospice Connections Through Life Stories

- Background - why use video to tell our story?
 - Watch the Video
 - The Power of Storytelling
 - Engaging The Community and Health Care Professionals
 - Questions and Discussion
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Why a video for the organization?

- To help with Every Moment Matters Campaign
 - To educate the public on what we do
 - As a tool to connect Hospice to the community
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Meet The Digital Storyteller



Neal Hicks is an award-winning media director, cinematographer and editor based in Toronto, Canada – But born and raised in Vancouver !!

Specializing in intimate storytelling that engages target audiences and demystifies complex issues he has worked with organizations that include: VICE, the Stephen Lewis Foundation, United Nations, WITNESS, AIDS Free World and others.




The Unthinkable






The Power of Storytelling

- Discussion on the impact of storytelling from video
 - What message did you take from the video?
 - What feelings/emotions did it bring up for you?
 - How does it leave you feeling about Hospice – is it a place you would turn to?
 - What would you say to the people sharing their story if you met them?
- 



Why these stories were chosen


- Storytellers were in a place in their journey where they could share their story without damage to self or family
 - They are stories that connect to all of us at some level
 - The power of fewer rather than many
 - Their ability to reflect on their experience at a level deeper than simply what happened.
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Ethics of Storytelling

- Not leaving people feeling “Used”
- It is THEIR story to tell not ours
- Not slanted in a way that isn't truthful
- Respect
- Final approval for the story rests with the storytellers



Cautions and Concerns

- Be careful not to introduce side issues
 - Make sure filming is done with permission
 - Make the Video with a long shelf life
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Making these stories part of the bigger story of Hospice

- How does this video fit into your organization? – **Not** how your organization fits the video.
- Using the video appropriately