



## Your Moray - Your Community

**REPORT TO: COMMUNITY ENGAGEMENT GROUP - 23 APRIL 2009**

**SUBJECT: DIGITAL STORIES**

**BY: MORAY COUNCIL – COMMUNITY PLANNING OFFICER**

### **1. REASON FOR REPORT**

1.1 The reason for this report is to invite the Community Engagement Group to agree to the promotion of Digital Stories for Public Performance Reporting and to encourage the Partners to create their own Digital Stories. There will be a short presentation on the subject before debate on this item commences.

### **2. RECOMMENDATION**

2.1 **It is recommended that the Group :**

- (i) agrees to the promotion of Digital Stories for Public Performance Reporting and communicating Community Planning issues and information to the public; and**
- (ii) encourages the Partners to create their own Digital Stories.**

### **3. BACKGROUND**

- 3.1 Digital Stories is a joint project funded by Moray Council and NHS Grampian. Two Project Officers have been appointed to run the project, initially for a period of six months, and are based at the Employment Support Centre in Elgin.
- 3.2 The main criteria for the making of a Digital Story are that the story must be personal, accurate and have a relevant message to the wider community.
- 3.3 The digital storytelling approach can be used to illustrate specific training needs, showing every day actions from a different point of view. Stories can also provide understanding and support to others who have gone through or are facing similar problems in their own lives. The experiences of the subjects related in the Digital Stories have also been used to develop and improve services.

- 3.4 Digital Stories could have a wide range of uses in promoting Community Planning. Stories could be created around initiatives to prevent antisocial behaviour or highlight care in the community. The successes of Area Forums in progressing local projects could also be showcased. Once created, the stories could then be uploaded to the Community Planning website for a wider audience to view.
- 3.5 The Digital Story Maker interviews the subject of the story and helps to prepare a short film (2-3 minutes) comprising still photos, graphics and a narration. The storyteller is often someone who has experienced a life-changing event - negative or positive - and uses the process to relate their feelings, etc. It is clearly a cathartic process, and those receiving elements of care from the NHS and Moray Council have been shown to benefit from it.

#### 4. SUMMARY OF IMPLICATIONS

(a) **Community Plan / Theme Plans / Partner Plans**

An important part of the Community Engagement Group's remit is to develop new initiatives which will enable it to engage more effectively with local people.

(b) **Policy and Legal**

There are no policy or legal implications.

(c) **Resources (Financial, Staffing and Risks)**

The Digital Story Officers have been funded from the telecare grant funding from Scottish Government. This is a ring fenced grant to promote the use of technology. They can be funded for a further year from this grant.

NHS Grampian have contributed to the cost of one post during 08/09, and will make a further contribution for 09/10.

(d) **Consultations**

Consultations have been carried out with the Corporate Policy Unit Manager, PPR & Communications Officer and Acting Head of Community Care, who agree with the content of this report.

#### 5. CONCLUSION

5.1 It is recommended that the Group :

- (i) **agrees to the promotion of Digital Stories for Public Performance Reporting and communicating Community Planning issues and information to the public; and**

**(ii) encourages the Partners to create their own Digital Stories.**

**Author of Report: Roy Anderson, Community Planning Officer**

**Background Papers:**

**Ref:**