

**REPORT TO: HEALTH AND SOCIAL CARE SERVICES COMMITTEE ON
18 NOVEMBER 2009**

SUBJECT: UPDATE ON THE DIGITAL STORIES PROJECT

BY: DIRECTOR OF COMMUNITY SERVICES

1. Reason for Report

1.1 To inform Health and Social Care Services Committee of progress with the Digital Stories project.

1.2 This report is submitted to Committee in terms of the Council's Administrative Scheme in relation to the function of the Council as Social Work Authority under the Social Work (Scotland) Act 1968.

2 RECOMMENDATION

2.1 It is recommended that Committee considers the progress made by the Digital Stories Project.

3. Background

3.1 The Digital Stories project commenced on the 1 September 2008 and is funded through Scottish Government Telecare funding and NHS Grampian until the 31 March 2010.

3.2 Since starting on 1 September 2008 the Digital Stories Project has developed a library of 102 films. It is predicted to achieve between 140 –145 films by the end of March 2010. This outperforms the original target by 11 films.

3.3 The project has made 10 of these films available online for people in the community through the Moray Community Planning Partnership website www.yourmoray.org.uk and every 6 weeks the library is updated with 10 new stories including a film of the month.

3.4 The Digital Stories team has managed to record a variety of service user and carers experiences, as well as covering a broad range of issues of importance to the community within Moray. These stories come from people with: physical disabilities, mental health issues, learning disabilities, sensory disabilities, and the autistic spectrum. They cover issues of homelessness, drug and alcohol addictions, youth unemployment and carers.

3.5 Each film is made available to the individual whose story it tells and to any community services that are mentioned. The whole process has proved to be a very beneficial experience for the individual story teller. This may be because it provides an opportunity to reflect upon a difficult period of life. As such, digital stories can have a therapeutic effect.

- 3.6 The films are of value to the services mentioned in the film as it provides them feedback on their service, for training purposes, as promotional material or for informing other potential clients and carers. Many of these films have been used at conferences, or have formed part of Moray Council reports to the Care Commission and the Scottish Government.
- 3.7 One film has won an award, the National Gold Award winner for Mencap Snap 2009. This is an award set-up to encourage people with disability to express themselves through photography and film.
- 3.8 Information films have been produced for NHS Grampian covering Women's Health, Health Acquired Infection, Managing Long Term Conditions, and Community Hospitals.
- 3.9 The Digital Stories team produced, for the Education Service, an information film on healthy eating which promotes the fact that Moray schools support local industry by used locally sourced foods in all the meals that are prepared.
- 3.10 The Digital Stories team has been able to assist the Northern Constabulary with training materials on issues related to equality and diversity.
- 3.11 The impact of Designing Better Services was captured by the Digital Stories team and made in to a short promotional film that explains in a positive manner many of the ideas that are at core of designing better services. This has been made available to all Moray Council Staff.
- 3.12 The Digital Stories team was able to contribute to the DBS 'Bringing change to life' video with a piece to camera by the Moray Council Chief Executive explaining to all staff the positive benefits of Designing Better Services.
- 3.13 Since their inception, the Digital Stories team have made a positive impact on the lives of many people in the community of Moray. Their films will continue to have a positive impact on people who may be experiencing similar issues to those depicted in the films. As a resource for the Moray Council the Digital Media Team could be seen as saving the Moray Council a considerable sum of money on films if they had been outsourced from a professional film company.

4. SUMMARY OF IMPLICATIONS

(a) *Single Outcome Agreement/Service Improvement Plan*

- (i) Contributes to community engagement as outlined in National Outcome 11 – 'We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others'.
- (ii) Contributes to the Community Services Service Improvement Plan relating to the National Community Care Outcomes Framework.

(b) Policy and Legal

None

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

There are no direct financial implications arising from this report. The Digital Stories Project is funded through Scottish Government Telecare funding and NHS Grampian.

(d) Consultations

Jane Mackie	Acting head of Community Care
Charles Mckerron	Service Manager
Robin Paterson	Senior Performance and Planning Officer
Bridget Mustard	Corporate Policy Unit Manager

5. CONCLUSION

5.1 The Digital Stories Project has proved to be a valuable asset to the people of Moray, Community Services, Community projects, NHS Grampian and the Moray Council.

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Background Papers: With the author
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