

A health care system to meet our needs

The Power of Innovation

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INTANGIBLE STORYTELLING PROJECT



Health

Our Innovation: How We Improved Care/Services

I care ... do you?

Seven carers from the Far West of NSW supporting someone they love living with mental illness share their stories

“Real voices, real people”

www.intangible.net.au

intangible



in·tan·gi·ble
in'tanjəbəl

unable to be touched or grasped; not having physical presence; difficult to define or understand



Our Innovation: How We Improved Care/Services

Intangible allowed us to capture seven mental health carer's stories and visually share the essence of our communities in the Far West of NSW.

Recording their stories allows us to take them with us wherever we go ... whether it's delivering education; providing information sessions for families and carers; or attending community events – our carers are being heard across Australia and internationally.

Our Inspiration: The Start of the Journey

Having carers co-facilitate education within the Family & Carer Mental Health Program (F&CMHP) created challenges due to the unpredictable and cyclic nature of caring and the distances we cover.

The storytelling idea evolved from within the F&CMHP, with invitations extended to other carer support organisations within our community to become involved.

And most importantly, 7 carers from the Far West volunteered to partner with us and share their stories.



Our Inspiration: The Start of the Journey

The project vision was to develop a number of resources:

- A DVD of carer stories, together with an education booklet that was written in two voices – one for families and carers; the other for mental health workers;
- A coffee table book themed around the carers stories and the landscape.

Our Idea Comes to Life

- Carer participation invitation extended to all mental health carers within the F&CMHP and across the community;
 - Storytelling company engaged;
 - Volunteers;
- Storytelling workshops run over a number of weeks, before and after the filming;
 - Weekend workshops held which involved storyboarding and filming ... combined with some 'pampering and time out' for the participants;

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Challenges along the way:

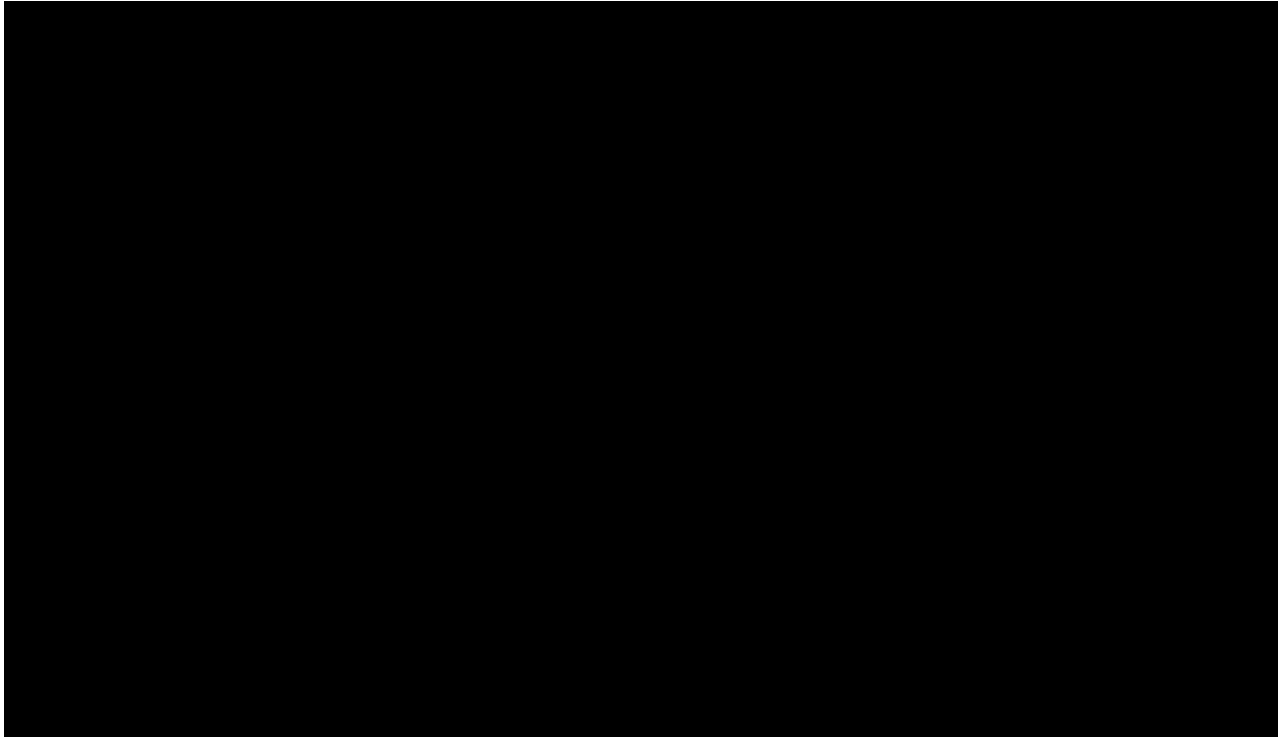
- People we engaged to work on the project not fulfilling requirements – for example, we had copyright and quality problems with the film company we engaged; the writer for the book became unwell, we engaged another writer who subsequently withdrew from the project;
 - Project team numbers decreased;
 - Ensuring the participants were in charge of their story rather than the film company;
 - Being mindful of the participants wellbeing during all facets of the project;

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Overcoming the challenges:

- Have a clear vision of the project but allow some flexibility and fluidity;
 - Be solution focused;
 - Don't be afraid to 'manage' the project;
- Trust in the skills and knowledge of the project team and their ability to learn new skills quickly;
 - Stay committed – believe in what you are doing - be persistent, reliable and consistent;
- Recognise and acknowledge the importance of everyone's contributions.

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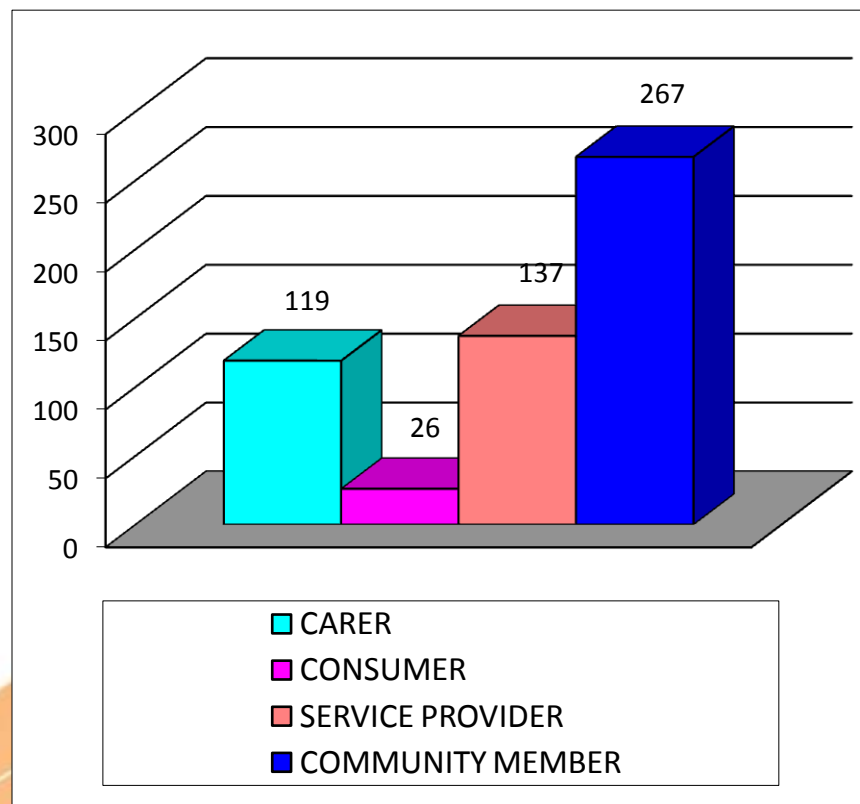
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Intangible has had 9 community screenings in Broken Hill, Mildura, Tibooburra, Bathurst, Orange, Dubbo, Wellington, Gilgandra and Bourke with over 800 people in attendance.

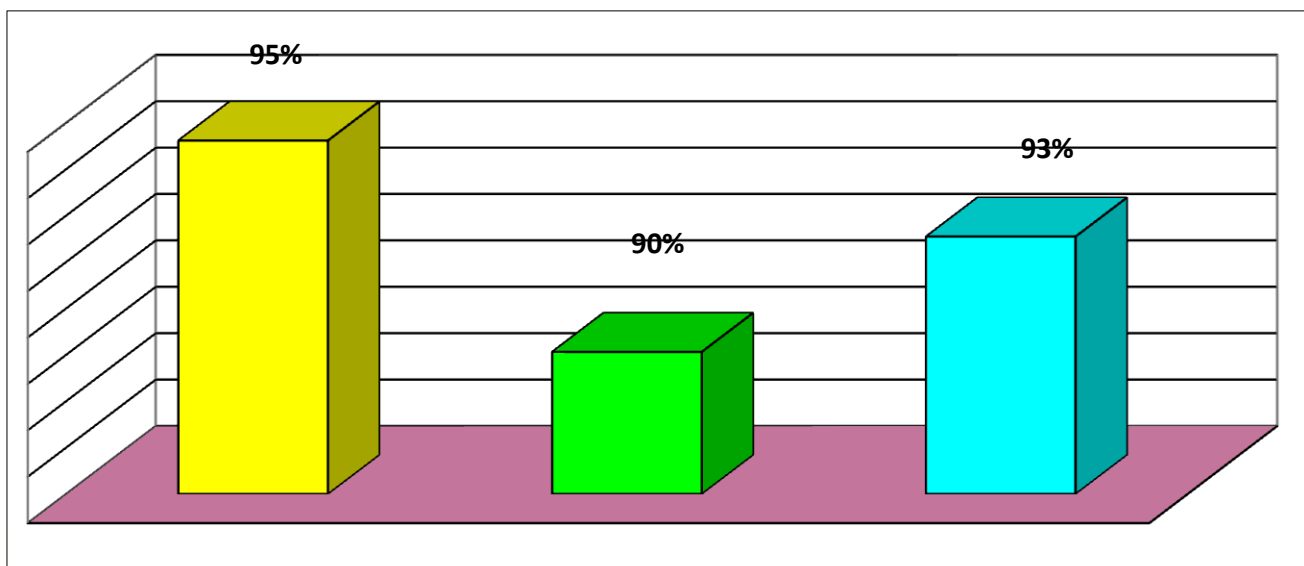
(483 evaluations have been collected)

CARER	CONSUMER	SERVICE PROVIDER	COMMUNITY MEMBER
119	26	137	267

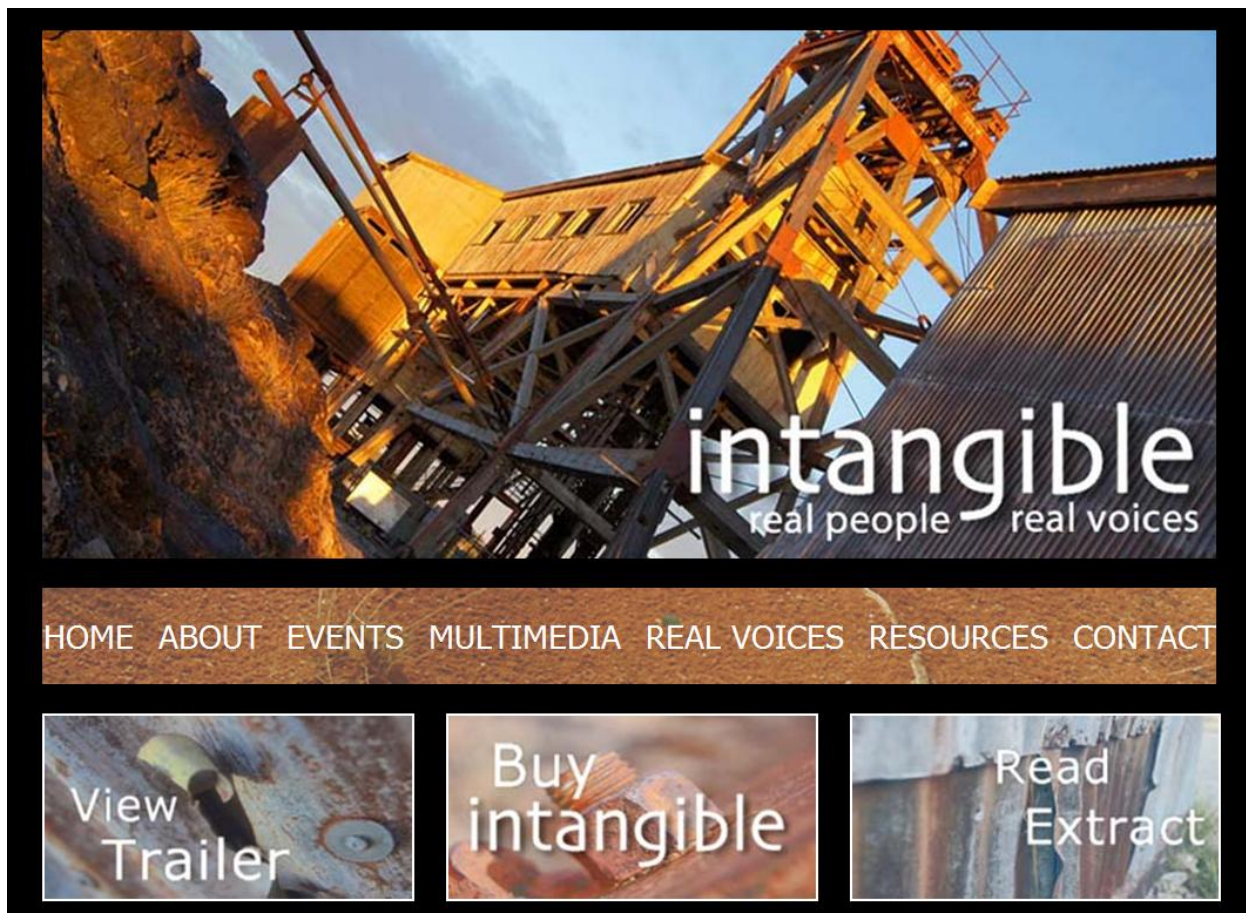


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8. Do you think real stories that are connected to your own community are important in raising awareness and reducing stigma to mental illness?	9. Would you be interested in seeing other stories/films about mental illness?	10. Will you recommend 'Intangible' to others?
457	435	447
95%	90%	93%



Our Idea Comes to Life



The screenshot shows the homepage of the 'intangible' website. The main visual is a large photograph of a mine's wooden and metal structure against a blue sky. The word 'intangible' is written in a large, white, lowercase font, with 'real people' and 'real voices' in smaller text below it. A navigation bar at the bottom of the main image contains the following links: HOME, ABOUT, EVENTS, MULTIMEDIA, REAL VOICES, RESOURCES, CONTACT. Below the navigation bar are three smaller image-based buttons: 'View Trailer' (with a background image of a person in a mine), 'Buy intangible' (with a background image of a mine structure), and 'Read Extract' (with a background image of a mine structure).

Our Insights: What We Have Learned

- The power of and the importance of ‘real voices’ and ‘real stories’;
- Consultation and inclusion are imperative to any successful project;
- Be flexible – much easier to problem solve if you are open to explore all of the options that are available;
 - Think outside of the square;
 - Creativity can nurture wellbeing;
 - Storytelling is a powerful tool!



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