**English transcript of MSC video**

1

00:00:08.120 --> 00:00:09.120

It's a beautiful morning, isn't it?

2

00:00:09.120 --> 00:00:09.680

So far.

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00:00:09.680 --> 00:00:13.720

And we're in the National Botanic Garden

of Wales, which really fits our metaphor

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00:00:14.040 --> 00:00:17.040

for DEEP; Developing Evidence

Enriched Practice, which is around

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00:00:17.040 --> 00:00:20.800

a co-production approach to gathering,

exploring and using diverse types

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00:00:20.800 --> 00:00:24.000

of evidence in learning and development,

using story and dialogue methods.

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00:00:24.320 --> 00:00:27.320

And one of the methods we're focused on

is Most Significant Change.

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00:00:27.400 --> 00:00:27.560

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00:00:27.560 --> 00:00:31.200

Most Significant Change, which is often called

MSC, is a story

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00:00:31.200 --> 00:00:34.560

and dialogue approach

to learning-focused evaluation.

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00:00:35.360 --> 00:00:39.040

And today we've got people from across

Wales really, who've been experimenting

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00:00:39.040 --> 00:00:43.400

with the methodology; from health, from

community development, from social care.

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00:00:43.680 --> 00:00:47.280

And it's just an opportunity

to bring everyone together to celebrate

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00:00:47.360 --> 00:00:51.000

what they've done, but also to learn from one

another and hopefully build a network.

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00:00:51.240 --> 00:00:53.160

They are pioneers,

the people who've come today.

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00:00:53.160 --> 00:00:54.560

They're people who've been a bit brave,

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00:00:54.560 --> 00:00:57.160

not sticking

to the normal way of evaluation.

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00:00:57.160 --> 00:00:59.400

So much of evaluation

is around performance,

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00:00:59.400 --> 00:01:01.480

And it's 'how many' of this

and 'how many' of that.

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00:01:01.480 --> 00:01:03.760

It's the personal outcomes

that matter to people.

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00:01:09.240 --> 00:01:09.680

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00:01:09.680 --> 00:01:10.840

I think very often

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00:01:10.840 --> 00:01:15.360

we rely upon quantitative metrics,

so we rely upon surveys or data.

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00:01:16.040 --> 00:01:20.440

But sometimes hearing the perspective

and experience from the voice of a person

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00:01:20.840 --> 00:01:24.520

is the moment when something changes.

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00:01:24.520 --> 00:01:29.440

I would argue

that you can have thousands of surveys

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00:01:29.640 --> 00:01:34.320

that give you very thin data, whereas

we can have one or two really rich stories

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00:01:34.320 --> 00:01:35.960

that actually tell us

where we're going right,

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00:01:35.960 --> 00:01:39.600

and where we're going wrong.

We're trying to make this change

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00:01:39.600 --> 00:01:42.600

in the context of a system that

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00:01:43.840 --> 00:01:46.440

seems to pay more attention

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00:01:46.440 --> 00:01:50.320

to numbers, than they do stories.

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00:01:50.480 --> 00:01:54.040

I think there'd always been an over reliance

on quantitative information.

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00:01:54.040 --> 00:01:55.400

You know,

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00:01:55.400 --> 00:01:59.200

we may be doing a hundred per cent of something, but

what does that mean in terms of quality?

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00:01:59.240 --> 00:02:01.200

We really needed to understand

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00:02:01.200 --> 00:02:03.520

well, what did that feel like

for that individual?

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00:02:03.520 --> 00:02:04.600

How did that happen?

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00:02:04.600 --> 00:02:07.640

What was the quality of

this intervention?

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00:02:07.640 --> 00:02:10.840

There are certain things

that you can't ever hope to commission

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00:02:10.840 --> 00:02:14.480

or measure quantitatively,

that are the foundations of well-being.

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00:02:14.480 --> 00:02:19.480

And that's things like relationships

and connections and social capital.

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00:02:19.800 --> 00:02:22.520

And you don't really begin to understand

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00:02:22.520 --> 00:02:26.040

that kind of stuff until you participate

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00:02:26.400 --> 00:02:29.560

in more of a kind of participatory

form of evaluation, like

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00:02:29.640 --> 00:02:30.840

Most Significant Change.

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00:02:33.560 --> 00:02:35.720

And there's a real power shift happening.

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00:02:35.720 --> 00:02:39.680

So, the power disappears

within that space.

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00:02:40.560 --> 00:02:44.600

And when you start to really listen to

somebody's story,

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00:02:45.480 --> 00:02:48.360

it's really quite painful.

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00:02:48.360 --> 00:02:51.120

I feel personally

touched by each of the story I read

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00:02:51.120 --> 00:02:54.280

because you feel a real connection

with that individual.

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00:02:55.200 --> 00:02:57.080

You're

kind of part of that journey with them.

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00:02:57.080 --> 00:03:00.880

And you start to see the story,

you start to see perspective change,

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00:03:00.880 --> 00:03:04.360

and you start to see in everybody's

eyes in the room, there and then,

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00:03:04.880 --> 00:03:07.600

what effect it's having on them.

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00:03:07.600 --> 00:03:09.880

Very often in a story

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00:03:09.880 --> 00:03:13.240

support hasn't been obtained

until there's been a crisis point.

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00:03:13.680 --> 00:03:16.680

So that crisis point

has been the catalyst for

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00:03:16.680 --> 00:03:20.680

perhaps a connection for somebody

to saying, I'm here, I'm hearing you.

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00:03:21.120 --> 00:03:24.120

And then the further connection

is made to another organisation.

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00:03:24.160 --> 00:03:26.960

And I think a story demonstrates

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00:03:26.960 --> 00:03:30.400

where those connections happen,

where that trust happens,

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00:03:30.400 --> 00:03:34.400

where the relationships happen.

It's something very difficult to quantify.

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00:03:36.080 --> 00:03:36.960

A lot of people don't

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00:03:36.960 --> 00:03:40.080

actually get a chance

to tell their stories.

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00:03:40.080 --> 00:03:43.840

So it was, you know, it was a

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00:03:43.840 --> 00:03:47.400

nice way of them

recognising their own journeys as well.

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00:03:48.080 --> 00:03:51.160

And actually being included

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00:03:51.760 --> 00:03:54.200

rather than just talked about.

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00:03:54.200 --> 00:03:57.200

Nine times out of ten, people

are quite happy to share their story,

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00:03:57.360 --> 00:04:00.760

and often at the end, they'll recognise

something new about that story.

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00:04:00.760 --> 00:04:02.280

And it'll give them a new sense

of ownership

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00:04:02.280 --> 00:04:05.280

of their own journey

and their own experience.

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00:04:05.400 --> 00:04:05.800

And often

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00:04:05.800 --> 00:04:07.800

they become people who will share

that story themselves,

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00:04:07.800 --> 00:04:10.080

and they become a catalyst

for other people's change as well,

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00:04:10.080 --> 00:04:12.000

almost like a kind of role model scenario.

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00:04:12.000 --> 00:04:13.640

It's empowering.

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00:04:13.640 --> 00:04:18.240

It's a nice way to reflect on yourself,

on your own journey.

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00:04:18.400 --> 00:04:21.960

And I think the MSC is a really good way

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00:04:22.360 --> 00:04:26.160

to capture the human aspect of life.

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00:04:26.720 --> 00:04:30.040

When you're hearing

in somebody's own words, their story

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00:04:30.040 --> 00:04:32.800

and where they've come from

and where they are now,

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00:04:32.800 --> 00:04:35.800

you can't help

but be emotionally connected to that.

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00:04:35.800 --> 00:04:38.680

That forms

part of the organisational memory.

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00:04:38.680 --> 00:04:43.160

Through the storytelling, it unearths the

local strengths and what we call assets.

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00:04:43.160 --> 00:04:45.600

We use an approach called asset-based

community development.

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00:04:45.600 --> 00:04:48.520

And we're able to then build on those

and celebrate those stories.

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00:04:48.520 --> 00:04:51.040

And people own

and tell those stories themselves,

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00:04:51.040 --> 00:04:52.680

which is a very powerful process.

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00:04:52.680 --> 00:04:55.200

And of course, when you start

collecting those stories together

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00:04:55.200 --> 00:04:59.320

and you've got a number of people

telling positive stories about their lives

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00:04:59.320 --> 00:05:02.400

and experiences, that starts to challenge

the community narrative

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00:05:02.400 --> 00:05:04.080

as wholly negative.

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00:05:04.080 --> 00:05:07.040

And you start seeing a sort of different

story being told about the community

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00:05:07.040 --> 00:05:10.960

and they're sort of self reinforcing.

We feel that the reflective

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00:05:10.960 --> 00:05:14.640

relational human element

is what makes MSC really work.

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00:05:15.400 --> 00:05:20.120

Unless there's a sort of robust anchor

or an infrastructure around those stories

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00:05:20.320 --> 00:05:24.800

to ensure that actions

can take place afterwards, sometimes

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00:05:26.280 --> 00:05:28.760

they sit

quiet more quietly than they need to be.

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00:05:28.760 --> 00:05:32.440

With the method,

what we've done is

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00:05:32.440 --> 00:05:34.920

the feedback to them.

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00:05:34.920 --> 00:05:38.760

So we give individual feedback

to that person who's given the story

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00:05:38.760 --> 00:05:41.920

to say, look, we've listened to this

story as a panel.

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00:05:41.920 --> 00:05:45.040

These are the reflections

that we've had as a group listening to it.

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00:05:45.320 --> 00:05:47.400

These are the things we thought

were really powerful,

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00:05:47.400 --> 00:05:50.640

these are the things we've learned

from it, and how are we going to change it

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00:05:50.640 --> 00:05:51.760

going forward.

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00:05:51.760 --> 00:05:55.360

And I think it is allowing us

to better understand the importance

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00:05:55.360 --> 00:05:59.400

of investing in the prevention

and early intervention agenda.

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00:05:59.840 --> 00:06:02.840

When there's a whole set of approaches,

that are preventative,

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00:06:02.840 --> 00:06:03.680

they're relational,

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00:06:03.680 --> 00:06:07.080

they're about actually rebuilding,

reweaving, the sort of network

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00:06:07.080 --> 00:06:10.320

that makes communities

and a society functional.

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00:06:10.680 --> 00:06:12.760

And that actually,

if we're able to redirect resources

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00:06:12.760 --> 00:06:16.160

to some of that work of rebuilding

communities, then it's not all about money,

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00:06:16.160 --> 00:06:19.000

but you would save money further down

the line in traditional services,

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00:06:19.000 --> 00:06:22.240

and you'd recreate a society

that doesn't create so many people with

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00:06:22.480 --> 00:06:25.840

really quite difficult mental health

challenges and traumas,

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00:06:26.040 --> 00:06:29.040

that we're struggling to kind of clear up

after they've happened.

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00:06:29.120 --> 00:06:32.120

Where the NHS resources are spread

really thin at the moment,

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00:06:32.120 --> 00:06:35.160

it can be really difficult

to prioritise time for this,

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00:06:35.400 --> 00:06:40.440

but it's the process itself actually

helps people recover better and quicker

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00:06:40.440 --> 00:06:43.440

then that's a valuable use of resources.

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00:06:43.520 --> 00:06:45.640

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00:06:45.640 --> 00:06:50.640

So there's a gentleman who I know won't mind

me sharing his story, Dave, who went through

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00:06:50.640 --> 00:06:54.000

the college, was in a really

dark place at the beginning,

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00:06:55.600 --> 00:06:56.040

progressed well with the groups

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00:06:56.040 --> 00:06:59.040

and the workshops

that we were doing.

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00:06:59.280 --> 00:07:02.840

And then when we sort of sat down

and really reflected on his journey

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00:07:02.840 --> 00:07:07.720

through the stories, that kind of gave

him the impetus to go on a bit further.

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00:07:07.720 --> 00:07:09.720

And now he's an active volunteer.

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00:07:09.720 --> 00:07:13.600

He set up his own community breakfast

club, which is one of the stories

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00:07:13.600 --> 00:07:15.920

that we talked about,

and he's just rolling it on and on.

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00:07:15.920 --> 00:07:18.920

So it's been like a catalyst

for change for him.

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00:07:19.560 --> 00:07:23.640

I was homeless,

in addiction, had been for over 10 years.

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00:07:23.760 --> 00:07:27.040

When I found out I was pregnant,

I was already,

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00:07:28.120 --> 00:07:30.480

like, attempting recovery myself.

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00:07:30.480 --> 00:07:32.440

I just couldn't ever grasp it.

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00:07:32.440 --> 00:07:35.800

The only thing that got me to get

my recovery was my child.

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00:07:36.400 --> 00:07:40.920

After I'd had my daughter,

I became involved with PAN, and

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00:07:41.920 --> 00:07:43.080

have been here ever since.

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00:07:43.080 --> 00:07:47.680

And now, you know, nearly five years later

and we are here as a CIT,

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00:07:48.040 --> 00:07:52.880

which shows that what we're doing works.

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00:07:54.000 --> 00:07:59.000

A young man, with some neurodiversity

issues and a degree of anxiety.

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00:07:59.240 --> 00:08:02.760

His offer was one of fairly

traditional statutory services.

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00:08:02.880 --> 00:08:06.680

But what he really wanted to do

was to travel independently.

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00:08:06.920 --> 00:08:11.520

And so eventually he was linked

in with a grassroots organisation

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00:08:11.840 --> 00:08:15.040

that supported him

to get on the bus by himself.

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00:08:15.160 --> 00:08:17.960

The young man

was also really interested in films,

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00:08:17.960 --> 00:08:20.960

and he had an aspiration to travel

to London

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00:08:21.000 --> 00:08:22.760

to go to the cinema with his friend.

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00:08:22.760 --> 00:08:24.400

And he made all that happen.

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00:08:24.400 --> 00:08:29.160

And then that led into him writing about

films and creating a blog about films.

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00:08:29.520 --> 00:08:33.520

And ultimately he got to the point that

he interviewed Tom Cruise for his vlog.

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00:08:33.800 --> 00:08:36.120

And I just thought,

that's a fantastic story.

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00:08:36.120 --> 00:08:41.720

You would never commission that,

because that's not a predetermined outcome

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00:08:42.000 --> 00:08:43.800

or indicator that you could measure.

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00:08:43.800 --> 00:08:46.560

But that's ultimately

what mattered to that individual.

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00:08:46.560 --> 00:08:49.560

And as a result, that individual is

not in need

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00:08:49.560 --> 00:08:53.040

of any of those statutory services

because he's achieved what matters to him.

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00:08:53.240 --> 00:08:56.040

He's got his independence,

he can travel on the bus, he's

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00:08:56.040 --> 00:08:59.200

got his friendship group,

and his hobby is writing about films.

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00:08:59.440 --> 00:09:03.560

So from a health and care perspective,

we've done our job.

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00:09:04.160 --> 00:09:07.640

But the only way

I think we know that we've done

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00:09:07.640 --> 00:09:11.160

our job is through having

the privilege of hearing from

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00:09:12.160 --> 00:09:15.160

that gentleman, his own story.

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00:09:17.680 --> 00:09:20.680

We need to build financial stability, don't we? Yeah.

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00:09:21.080 --> 00:09:25.600

And sustainability. And so it's more about

not just about hearing a story

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00:09:25.600 --> 00:09:30.520

which has a resonance for people,

but about the actions that stem from that.

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00:09:31.200 --> 00:09:34.360

And I think local authorities

are realising that these stories

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00:09:34.360 --> 00:09:36.120

are massively powerful.

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00:09:36.120 --> 00:09:39.840

But I suppose where the change

really needs to happen is strategic level

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00:09:39.840 --> 00:09:41.120

at Welsh Government.

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00:09:41.120 --> 00:09:43.160

You know,

people are asking for this kind of work

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00:09:43.160 --> 00:09:44.800

because they haven't got time

to look at hundreds

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00:09:44.800 --> 00:09:47.560

and hundreds of pages of evaluation

reports that just sit there.

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00:09:47.560 --> 00:09:48.840

It's a waste of time.

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00:09:48.840 --> 00:09:51.160

So it's a kind of waste of resources.

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00:09:51.160 --> 00:09:53.880

So, really it's about Welsh Government

now really kind of

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00:09:53.880 --> 00:09:57.400

changing the format

and the systems of evaluation in Wales.

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00:09:57.600 --> 00:10:01.640

It's great that Welsh Government

acknowledge tools like MSC but it's often

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00:10:01.800 --> 00:10:05.000

as something complementary

to more established

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00:10:05.000 --> 00:10:08.680

quantitative evaluation routines.

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00:10:08.680 --> 00:10:12.800

So, I'd like to see MSC reframed

as a really important routine in its own

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00:10:12.800 --> 00:10:17.160

right that can help inform future

health and care strategy in Wales.

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00:10:18.200 --> 00:10:19.640

I think there's a need of more

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00:10:19.640 --> 00:10:24.520

days like this where we can come together

and we can share resources,

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00:10:24.560 --> 00:10:28.400

share knowledge, but also making sure

that the right people are in the room.

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00:10:28.560 --> 00:10:30.840

Today there's a lot of people missing,

but it's early days.

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00:10:30.840 --> 00:10:32.320

Nick Andrews is absolutely amazing

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00:10:32.320 --> 00:10:37.240

in what he does. On a national level,

really sharing all the good stories,

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00:10:37.240 --> 00:10:41.240

and the difficult stories, the challenges,

you know, really kind of, realising

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00:10:41.240 --> 00:10:46.160

that it's okay not to be okay

and to come together as third sector,

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00:10:46.160 --> 00:10:51.240

public health board and local authorities in

really how do we drive this forward.

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00:10:51.400 --> 00:10:54.320

It's experimental. So, and it takes time

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00:10:54.320 --> 00:10:56.240

and people are busy.

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00:10:56.240 --> 00:10:59.600

So, all of the people who have come

today, are people who have taken time,

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00:11:00.240 --> 00:11:03.520

stepped out of the norm

and are doing their best

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00:11:03.640 --> 00:11:06.480

to make the world a better place

and to see how they are doing that.