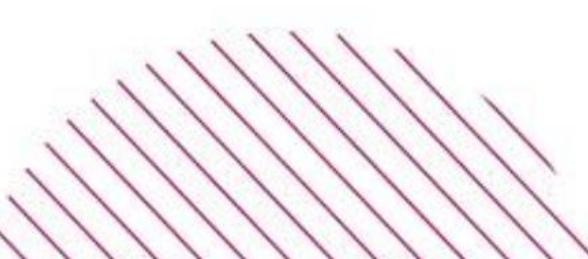




Workshop: How to tell your story with Bear



Agenda...



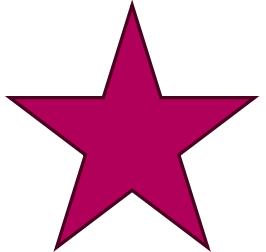
- **Why** do we want to get feedback from Children.
- **How** to tell your story with Bear – Story Telling Process.
- Other ways to **share** feedback.
- **Promoting** Care Opinion to Children and parents & looking at some **examples!**
- **Framing the Ask** to Parents and Children.
- **How** to **search** for stories told by children & looking at some **examples!**
- Q&A!

Why do you want to get feedback from your patients and service Users?



Possible reasons:

- To know what your service is doing **right**
- To know what could be **improved**
- To have **evidence** of how patients/service-users feel about your service
- To allow children and parents to have a **voice** and be involved in **service development**



How can Children share feedback on Care Opinion with Bear?





Tell your story with help from Bear



"The Paramedics were **kind and the Nurse in the fracture clinic was efficient**"

STORY HAS A RESPONSE



[Tell your story with help from Bear](#)

Tell your story with help from Bear



Bear needs your help!

Hi there, I'm the Care Opinion Bear with a heart as big as the mountains!

I love listening to stories, because it brings us closer together. I am here to listen to what you have to say and lend you a helping paw!

Select the button below to begin sharing your story on Care Opinion.

[Tell your story with help from Bear](#)



Or you can also tell your story without Bear

Visit the [Children and young people help page](#) for more information.

Introduction and Story

What's your story?



Has someone helped you feel better when you were sick or needed care recently? Maybe a doctor, nurse, or someone special? I'm here to hear all about it!

Sharing your experience can help others feel brave and strong. It can make things better for everyone.

You can say why you needed to be looked after and where you had to go. You can say what you liked and what you did not like!

Please don't put your real name in your story. Ask a grown up to help if you are not sure.

What will happen to my story?

We will publish it on this site, if we can, so everyone can read it. Then we will tell the service about your story, and they might reply.

Don't worry: we never share your name or email with anyone.



This story is being added by Lisa (Not you?)

What is your story about? [?](#)

What happened? How did you feel? [?](#)

► *If you want, use pictures to help tell your story*



0 words (of 1000 allowed)

When did your story happen? [?](#)

Unknown



<https://www.careopinion.org.uk/go/3425/tell-bear-your-story>

Help:
You c
here.

Information about person and Service/s attended

Your story > About you > Services > Tags > Sign off

Are you: ?

a service user

Are you:

18 or over

What is your postcode? ?

(confidential)

Select any conditions, tests or treatments in your story, or add another ?

Add another... + 

◀ Back  Next



Your story > About you > Services > Tags > Sign off

Select any services your story is about ?

You can add another service your story is about + 

Suggesting services... ○

◀ Back  Next



<https://www.careopinion.org.uk/go/3425/tell-bear-your-story>

Tags and Consent

What was good? 



One idea at a time



What could be improved? 



One idea at a time



How did you feel? 



One idea at a time



 Back

 Next

Your consent

I consent to my story being published on Care Opinion and shared online to help learning and change. I understand my email and postcode will not be shared.  [More information](#)



Submit my story

<https://www.careopinion.org.uk/go/3425/tell-bear-your-story>



Want to understand this process more?

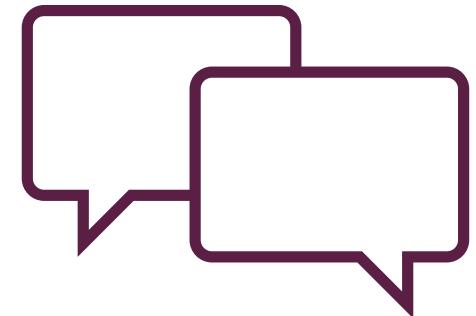
**Watch our super helpful bitesize video that takes
you through each step of the tell your story
process!**



CLICK HERE

Other ways to Feedback

- Picture Tiles – can be used with or without Bear
- Phone
- Freepost Leaflet (new Bear leaflets are in development will not be included in any allowances at this stage) Sneak peek at these later!!
- Help from Staff and Volunteers- view our staff and volunteer overview [here!](#)
- Help from a translator
- Kiosk Mode



Picture Tiles



Watch a short video on How to Tell your Story using Picture Tiles [Here](#)

"A good appointment"

About: North Devon District Hospital / Cardiology North Devon District Hospital / Outpatients

Posted by [chrism12](#) (as the patient), 5 months ago



Waiting time



Team work



Reception

I went to outpatients then I had to walk all the way back to main door which I found a struggle with unable to breath. Then I had an ECG and a heart scan. Next I made my way back to outpatients and saw Angie. She explained every thing to me in words I could understand which no one has before. I came out feeling a lot more confident about my health. Then I went for a chest x ray and blood test pick up my new prescription. Then I went home feeling a lot more positive. Over all a very good appointment.



Finding your way



CHANGE PLANNED



This story may lead to a change

Story summary

What was good?

understanding well explained

How did you feel?

confident positive

Activity

8 staff members have read this story

Who has Care Opinion told about this story?

Show your support

Have you experienced something like chrism12 did, here or elsewhere?

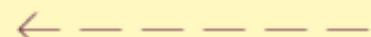
If so, show your support below.

I've experienced this

Or maybe your experience was different?

► Download story and responses

[Share](#) [Tweet](#) [Email](#)



Happy

Not happy



Staff attitude



Seeing the whole me



Calling for help

Watch a short video on How to Tell your Story using Picture Tiles [Here](#)

How can responders respond using picture tiles?



Thank you very much for taking the time to feed back to us about your experience in ward A11. I'm delighted that you found your experience a mostly positive one and will ensure this information gets back to the ward team.



I see that you were less impressed by the lack of things to do on the ward. This is a recurring theme I am seeing from our feedback and there are a few developing projects in ward A11 to try and keep our group from getting bored and fed up.



Things to do

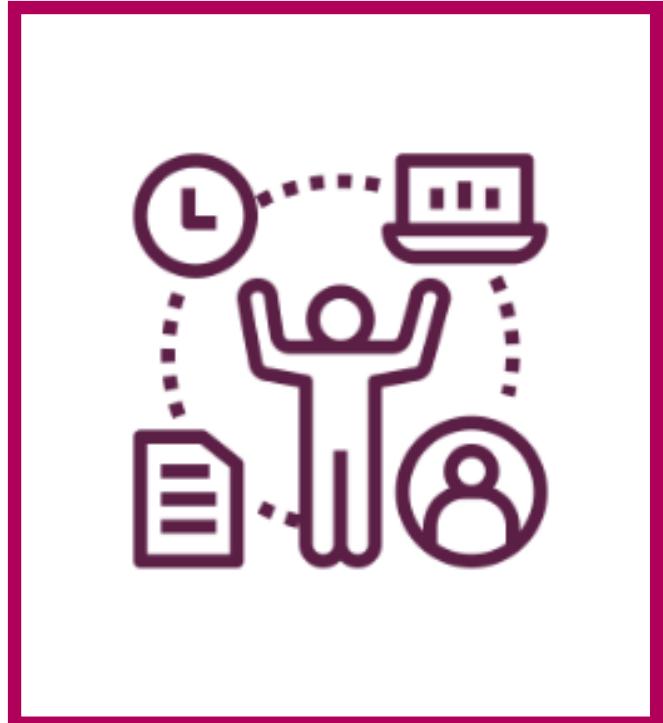
There is an activities box in the ward and a seating areas at either end for staff and patients to use. I completely understand that time can pass quite slowly when you feel there is nothing to do.

Story: <https://www.careopinion.org.uk/597071>

Your feedback will help to make sure that the next group of patients coming through have a similarly positive experience.

Promoting Care Opinion to Children





How to Promote Care Opinion to Children?

Think about **how patients can be encouraged to tell their story**. Discuss with colleagues or speak to patients. Think outside the box and ask for support and examples from your support lead at Care Opinion.

Consider:

- **Age**
- **Ability (physical and mental)**
- **Resources**
 - ❖ Invitation Links/QR codes
 - ❖ Visual Promotion – paper/slideshow/widget
 - ❖ Speaking to Parents and children
 - ❖ Social Media
 - ❖ Letters
 - ❖ Text messages

Bear invitation Links...

Example Invitation Link

<https://www.careopinion.org.uk/go/3425/tell-bear-your-story>

Customise your own link!

When this link is used:

- the theme will be Bear 
- the feedback focus will be **the food on the ward**

Navigation

- Stories
- Saved things
- Members
- Tags
- Invitation links**
- Reports archive

▼ Theme

You can select a theme

Bear 

 Save

Care Opinion says:

We would like to hear about your recent experience of care.

You can post feedback about any aspect of your care.

In particular, we are keen to hear feedback about **the food on the ward**.

What's your story?



Has someone helped you feel better when you were sick or needed care recently? Maybe a doctor, nurse, or someone special? I'm here to hear all about it!

Sharing your experience can help others feel brave and strong. It can make things better for everyone.

You can say why you needed to be looked after and where you had to go. You can say what you liked and what you did not like!

Please don't put your real name in your story. Ask a grown up to help if you are not sure.

Your experience is important

Tell Bear what you liked or didn't like!

You can help make care better for other children.

Care Opinion is an independent website. We make it safe and simple for you to share feedback about your care.

We put your story anonymously on our website so that everyone can see what's happened and how the service responds.

careopinion.org.uk



Share your story

careopinion.org.uk/bear or scan:



You can also call Care Opinion
0800 122 31 35

Tell Bear about your care



Staff or Service Name



Promotional resources



Care Opinion Bear Posters, postcard and Stickers

- **Bear postcard** - there is space on the front to write a service name
- **A4 poster**
- **A3 Poster**
- Print guidelines: 400gsm silk for the postcard. 170gsm silk for the posters
- **Bear sticker 1 (pink)** - 'Tell your story on careopinion.org.uk'
- **Bear sticker 1 (plum)** - 'Tell your story on careopinion.org.uk'
- **Bear sticker 2 (pink)** - 'I told my story on Care Opinion'
- **Bear sticker 2 (plum)** - 'I told my story on Care Opinion'
- Print guidelines: We recommend W:37mm x H:37mm, standard circle sticker. Sticker 1 design is recommended for general purposes, such as letters and handouts for children.

All Care Opinion Print Materials are available here!

Before you send this off we just need to know a bit more, to make sure that your story is heard by the right people.

Which services did/do you use?

What organisation(s) run these services?

When did you use these services?

Are you the...

person who uses services carer relative friend

other Please specify:

Your postcode:

Please share your email with us so we can let you know what happens with your story (we won't share it with anyone else).

My email address is:

By completing and returning this leaflet you consent to your story being anonymously published on Care Opinion and shared online to help learning and change. Your email and postcode will not be shared. For more information see careopinion.org.uk/privacy

It'd be great to know more about you, if you don't mind sharing, can you tell us...

Are you: male female other gender identity

What year were you born?

How do you identify your ethnic group?

 **Send us your story, and help make care services better.**

no stamp
needed



Help others feel brave and strong

Your story is important

Tell Bear what you liked or didn't like

You can also share your story on line
careopinion.org.uk/bear or scan



FREEPOST CARE OPINION
(No postcode needed)



This is a super exciting pilot project currently being trialled in 3 Health Board's/ Trusts currently. These freepost leaflets will be purchasable in the near future, but for now they are not quite ready!

rite or draw your experiences of health and care services.
You can tell them what you liked or what you didn't like!

What made you happy?



What made you sad?



It doesn't matter how old you are but if you are 12 or under, please ask a grown up if it's OK to put your story on Care Opinion and ask them to help fill in the form on the back of this page.



Bear images



ALL AVAILABLE IN EPS, PNG AND SVG

THESE ARE THE PRIMARY IMAGES THAT CAN BE
USED ONLINE AND IN PRINT MATERIALS



Happy



Neutral



Sad

Brand guidelines



The bear image must always be used **in conjunction with the Care Opinion logo** and/or web address

If using with invitation link address or QR code (instead of the web address) the bear image should be used with the Care Opinion logo

The Care Opinion logo and the bear imagery must not be combined as one image – e.g. the bear should not be put inside the O in the Care Opinion logo

Bear cannot be given another name. The must be referred to as Bear or the Care Opinion Bear

All use **must be approved by Care Opinion** prior to printing or publishing online

Ask the lead at your organisation, contact your support lead at Care Opinion or email info@careopinion.org.uk to request the Bear images and Brand Guidelines. You will be sent a link to download all the things you need!

Promotional examples using bear from across the UK



Do you have your own children's character?

- After conducting a focus group with its young people, Midlands Partnership University NHS Foundation Trust have created their very own children character!
- This is a brilliant example of involving children & young people in decision making processes, allowing them to have their say/ input heard by staff and giving them the opportunity to have their ideas become a reality.
- The character will be used across MPFT's children and young people's services, with our development team here at Care Opinion looking expanding the functions available to allow services to incorporate their own characters into the tell your story workflow!





How are we doing?

Scan the QR code on your mobile



Your Feedback Counts!

From your feedback we have made changes
to improve the comfort of your stay
and quality of care given to our patients.

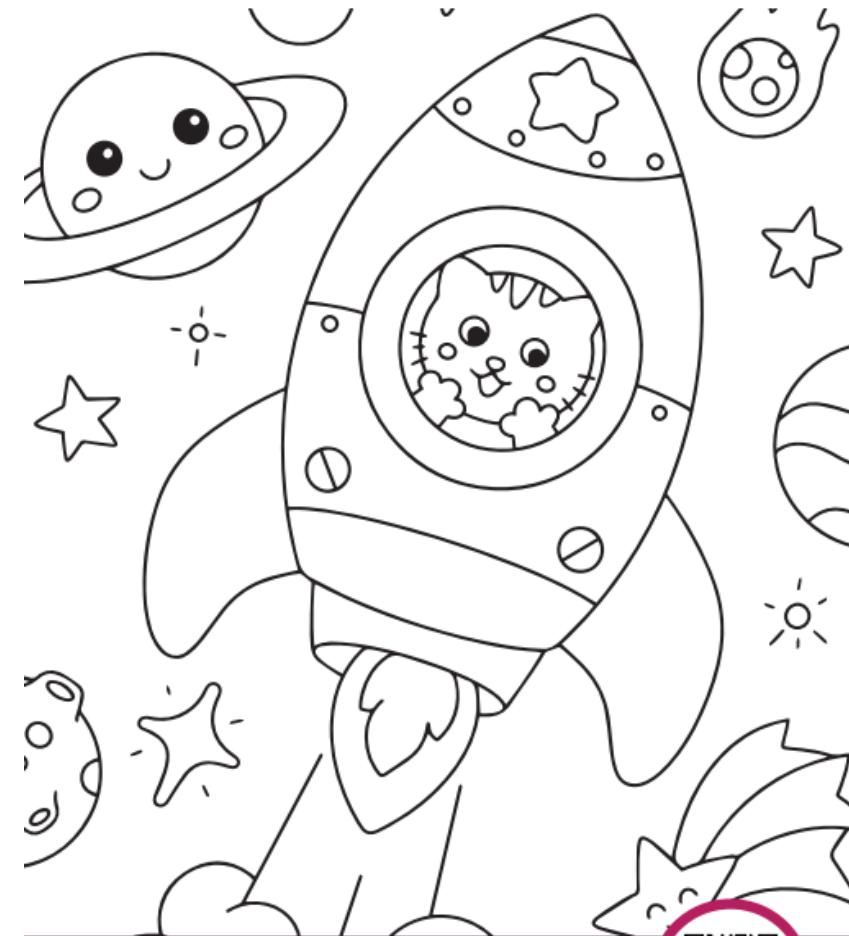






What's your story?

We want to hear what you thought about Worcestershire CAMHS.
Sharing your experience can make things better for everyone.
Free phone number to tell your story: 0800 122 31 35
Go to the website: careopinion.org.uk



What's your story?

We want to hear what you thought about Worcestershire CAMHS.
Sharing your experience can make things better for everyone.
Free phone number to tell your story: 0800 122 31 35
Go to the website: careopinion.org.uk



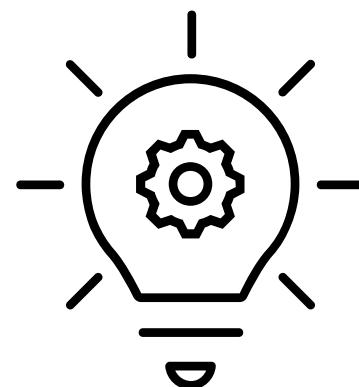




Framing the ask to children & parents



4 key elements to consider when asking for feedback



The potential
barriers of
asking for
feedback

When to ask
for Feedback

Who to ask
for feedback

How to ask
for feedback

Possible reasons for why it might be hard asking for feedback:

- **Feeling anxious about what people would say**
- **Not having the right words**
- **Not knowing when is the right time**
- **Not feeling like you have the time**
- **Feeling like you are bothering people**



Possible reasons...

Fear of rejection

Not wanting to ask in case you upset someone or feel like they might not want to give feedback.
Feeling like it might be low down on their list of priorities.



Not understanding the importance of feedback

Show you are a listening organisation and that you use the feedback in a constructive way to learn from & improve services for others – explain why feedback is so important

Having confidence to ask

Asking for feedback is a skill, and will become easier the more you do it



People love to help!

Whatever the situation, the human brain is hard wired to be social, to cooperate, to assist where we can. Being helpful strengthens our sense of self and is a path to finding meaning, even in dark days. Children will often jump at the opportunity to give their opinion!



Ask for honesty

Encourage the people you ask for feedback to be helpful over nice. Let them know you are looking to get the most out of their time and their honesty is valued and appreciated.



Explain why feedback is important

Explaining to patients/service users that all feedback is important and that on Care Opinion they can say what was good as well as what could have been better – Balanced view

When to ask?

This will depend on your patients and the type of services you deliver.



- Think about how your service works and the **pathway** for a patient
- You can ask for feedback at anytime, and they have **3 years** to give feedback about their experience.
- Before an appointment – *“While you are waiting, we wanted to let you know you can feedback to us about your experience”*
- During an appointment – *“You can tell us what has been good or what could be improved anonymously using this link.”*
- After an appointment – *“Please tell us about your experience today”*
- In communications e.g text messages per/post appointment/procedure.

Who to ask?

- Asking families/parents/carers
- Asking children using Bear
- Support from Volunteer/staff member

Remember, Care Opinion will only publish one story based on an incident of care....

Parents and children can combine their feedback into one story if needed.



Possible ways to 'Frame the ask' to parents and families...

"All the staff have been so lovely to my child...."

"I was so nervous but the care my child has received has been wonderful"

"Thank you for helping me get an appointment for my child today..."

"Thank you, I know the team will really appreciate you saying that. We do have a way to share your kind words with everyone involved. Would you be happy to take a few minutes to write a few lines for them all?"

"I'm so glad it turned out better than you thought. We find many people are sometimes nervous about coming for their minor procedure. Would you be willing to share your experience with others via Care Opinion? This may help reassure other patients who may also feel nervous."

"You're welcome, that's what I'm here for. I wonder if you would be willing to share your positive feedback on Care Opinion, I can send a link directly to your phone if that's ok?"

Possible ways to 'Frame the ask to children'...

"I've had a good time here...."

"That's lovely to hear. Would you like one of these Bear cards, and you can write your story to tell us more..."

"I was really scared but the stickers made me happy"

"It's good to hear you didn't feel as scared after you got your stickers. Your mum can help you tell your story here..."

"Thank you for looking after me today"

"You're welcome, I hope you feel better soon. Would you like to write a little about what happened today and how you felt?"

Teasing out the ‘what could be improved’...

“First class service
from first class
staff”

“ We left feeling relaxed
and valued”

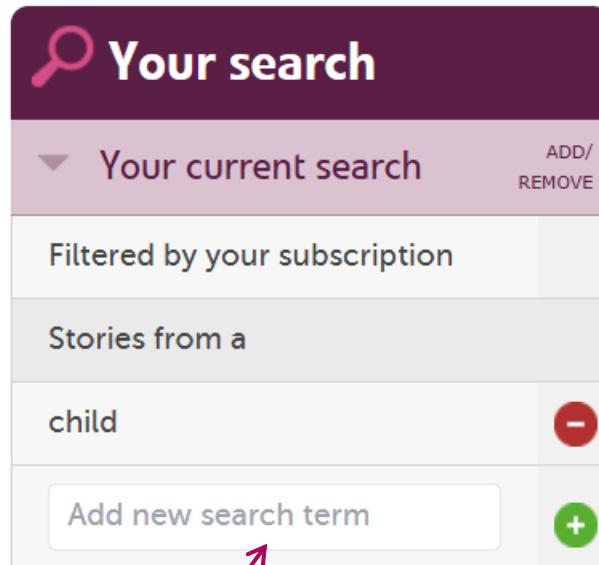
“and if there is **one**
thing we could have
done differently, to
improve things for you
or your loved ones
please do mention
this too”

Searching for stories told by children



1 - To look for stories told by children and young people on Care Opinion – go to this search link:
<https://www.careopinion.org.uk/opinions?authoragegroup=Child> You can save this search for future in your saved things!

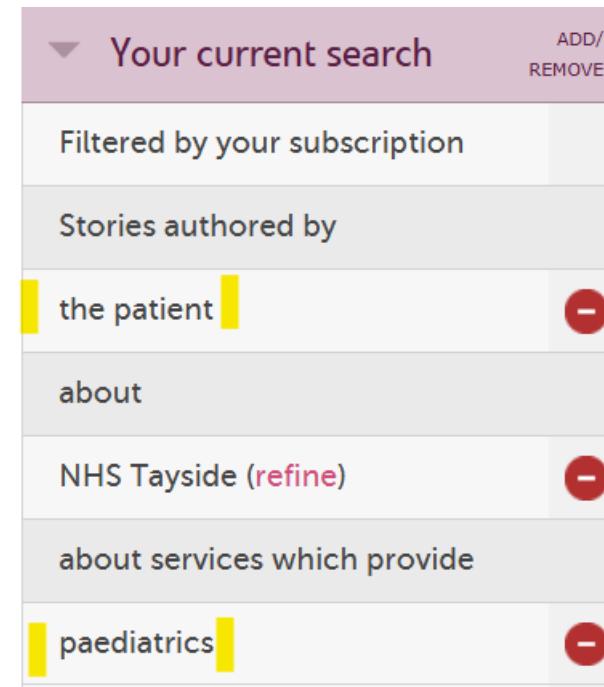
You can refine this search to your service or local area by adding the organization to the search:



The screenshot shows the 'Your search' interface. At the top, there is a purple header with a magnifying glass icon and the text 'Your search'. Below this is a section titled 'Your current search' with a 'ADD/ REMOVE' button. The search results are listed under 'Filtered by your subscription' and 'Stories from a child'. At the bottom is a 'Add new search term' input field with a green '+' button.

Add your Service/Health Board/Trust to the search here!

2 - You can also look for stories about a Child service, told by the patient/service-user, using the search options:



The screenshot shows the 'Your current search' interface with the following search terms listed: 'Filtered by your subscription', 'Stories authored by the patient', 'about NHS Tayside (refine)', 'about services which provide paediatrics'. Each term has a red '-' button to remove it.

Your Subscriber Support Lead can help you with this!

Stories told by children & young people

- Stories received by children & young people come in all different shapes and sizes, spanning across several services and specialties!
- Encouraging children to use their voice to share their opinion is so important, allowing them to **advocate** for what was good, what could be improved and how did they feel.
- This is as **important** for them as it is for you as service providers, providing you with the opportunity to go away, make **changes** and make informed **decisions** as a result from the input received by these authors.

Let's look at some **examples** to show this range!



" The hospital and staff were insanely efficient "



About: Royal Hospital for Children (Glasgow) / Plaster Room

 *Posted by RAC14 (as the patient), last month*

I went to the hospital at stobhill and I got an xray on my wrist, after I found out it was fractured.



Then I was referred to the royal hospital for children where I got a plaster cast on. It was slightly emotional but apart from that it was fun getting my first cast and it was euphoric when I got it back off and my arm got itched and cleaned.

Overall I absolutely loved the experience and the hospital and staff were insanely efficient and lovely to me on each visit. Both of which were under an hour each visit.



Hello RAC14,



Wow – what an amazing piece of feedback! It sounds like you handled everything like a pro, even when things got a bit emotional. Getting your first cast can definitely feel like a big moment, so I'm glad our team made it a positive experience for you.

I love that you described it as euphoric when the cast came off – that's such a great way to put it! Our staff will be thrilled to hear how much you appreciated their efficiency and kindness. We always aim to make visits as smooth and stress-free as possible, so hearing that both appointments were under an hour is fantastic.

Thank you for taking the time to share this – it really means a lot to us. Wishing you all the best as you get back to doing the things you love with your wrist fully healed! 🤸

Take care,
Mhairi Stirrat
Senior Charge Nurse,
Outpatients Department RHC
Women & Children's Services

1 person thinks this response is helpful

Was this response helpful? [Yes](#) | [No](#)

" Staying in hospital "



About: University Hospital Hairmyres / Emergency Department

 *Posted by mugwuffin (as a service user), 8 months ago*

I fell over a slide and hurt myself really badly and I felt very scared because
it was a new experience for me.



The nurses did a good job of looking after me, the food was great except for the
hotdog (bun was dry).

The staff were good at explaining who they were and what they were doing, but
sometimes they went through things a bit fast for me and I had to ask mum or dad
what they meant after they left.

I found it really exhausting having to tell what had happened to me over and over
again, we met lots of staff and they all wanted me to tell what had happened.



Response from Lise Axford, Chief of Nursing, University Hospital Hairmyres, NHS Lanarkshire 8 months ago



Dear mugwuffin



Thank you for sharing your experience after you fell from a slide. It must have been scary for you and I am glad to read that the nurses did a good job of looking after you.

Sorry that you were given a dry bun with your hotdog. I will let the catering team know that otherwise the food was good, but a dry bun was certainly not!

You have told us that it was exhausting having to tell people over and over what happened to you and that sometimes staff went through things a bit too quickly. This information is really helpful to us and will be shared with the team. We can then all learn from this and try and improve for others.

Thank you again for your honesty as it is important to understand how it felt for you.

I hope that you are feeling better and making a good recovery.

Best wishes to you

Lise

Over to you...



Take a few minutes to note down some ideas to take forward – here are some pointers to help!

How do you currently promote Care Opinion in your service? Does it work, and if not, what could be improved?

What materials will you use to promote Bear? What would be eye-catching or appealing to your patients? Could you design your own materials? Could you create a Bear invitation link? Do you need help to do this from colleagues?

Who in your service will ask for Feedback? E.g. receptionists, play-workers, medical staff, volunteers.

Are you going to ask Parents or Children, or both for feedback? Think about the age, ability and resources of these people. Will they need support?

How will you share the feedback with your colleagues and the public? E.g. reports, visualisations, feedback boards, emails, newsletters, blogs, social media.

Helpful blogs



- [Celebrating the Launch of Care Opinion Bear at the Royal Hospital for Children | Care Opinion](#) – Greater Glasgow & Clyde
- [Creativity in Children's Services | Care Opinion](#) – Promotion in Herefordshire and Worcestershire
- [Sharing your story with Bear - How can children share their experiences of NHS Scotland services on...](#) - Recorded Session - Promotion, asking for feedback and looking at [UNCRC](#) in Scotland



Resources to help you...

- **About Care Opinion**
<https://www.careopinion.org.uk/info/about>
- **Subscriber Know How Page**
<https://www.careopinion.org.uk/info/subscriber-know-how>
- **Promoting Care Opinion:**
<https://www.careopinion.org.uk/info/sharing>
- **Training and Support Webinars – Sign up or watch recordings**
<https://www.careopinion.org.uk/info/support-webinars>
- **Visit our support page dedicated to the tell your story process for children [here](#)**

