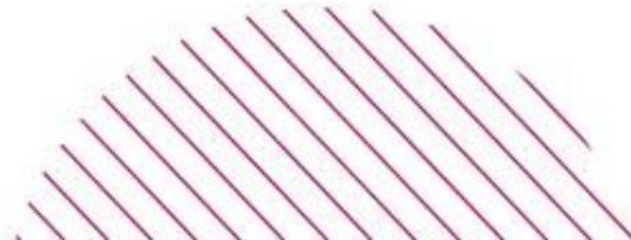


# Workshop: How to tell your story with Bear



# 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
- Framing the Ask to Parents and Children
- Q&A

Today's padlet link!





**Why do you want to encourage feedback in your service area?**

**What are your main motivations?**



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

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Possible reasons:

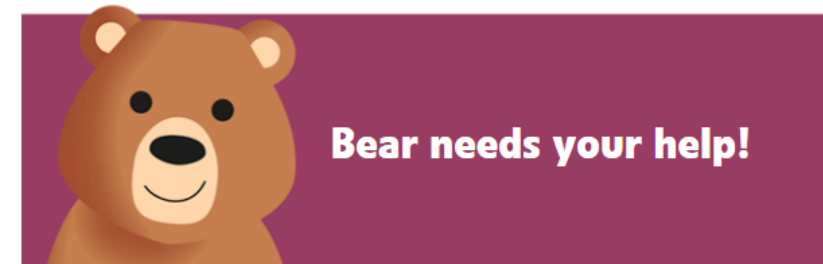
- To know what your service is doing **right**
- To know what could be **improved**
- To have **evidence** of how patients/service-users feel about your service
- To allow children and parents to have a **voice** and be involved in **service development**



# How can Children share feedback on Care Opinion with Bear?

The screenshot shows the Care Opinion website. At the top is a navigation bar with 'Home', 'Tell your story', and 'About us' links. A search bar is on the right with the text 'Search for stories about...' and an example 'eg Leeds General Infirmary, heart surgery, dementia, S3 8EN'. Below the navigation bar is a carousel of three stories. The first story features a woman and says 'I made sure my mum could keep in touch'. The second story features a woman holding a child and says 'Now the staff know how they helped our family'. The third story features a man and says 'Your stories help me to keep improving'. Below the carousel is a 'Featured stories' section with a 'View latest stories' button. It shows a quote: 'She reassured me all would be fine and take one day at a time, she posted out information to help myself and my daughter.' Below this is a 'Care Opinion in 2 minutes' section with a cartoon illustration of a person and a speech bubble. At the bottom of the screenshot is a large pink button that says 'Tell your story with help from Bear' next to a small bear icon.

## Tell your story with help from Bear



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.



Your story



About you



Services



Tags



Sign off

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

< Back



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

# 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? 



  

What could be improved? 


How did you feel? 

 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

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

# " A good appointment "

**CHANGE PLANNED**

This story may lead to a **change**

**About:**

North Devon District Hospital / Cardiology
North Devon District Hospital / Outpatients

Posted by **chrism12** (as the patient) 5 months ago

Happy
Not happy

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

Appointments

**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

help from learning disability liaison nurse and ward b31

Seeing the whole me

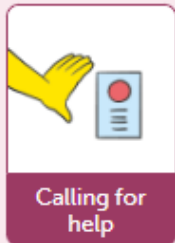
Calling for help

## How can responders respond using picture tiles?



Our staff work hard to make sure that anyone who needs it, gets assistance to help make choices from the menu provided for us, and we would always encourage our visitors and relatives to bring in food from home if there is nothing on the menu that you fancy.

We work hard to ensure that the meals get out to you quickly to ensure they are hot and fresh, however it's often difficult to cater for everyone's tastes. If there is anything specifically that any of our group would like, any of our staff would be prepared to contact the kitchen and see what is possible - just ask.



Also, I see that you were slightly unhappy with 'calling for help'. Please forgive me if I am wrong, but I am going to assume that you are referring to the time it takes sometimes for staff to answer the nurse call system.

We work hard every day to try and get to you as quickly as possible after you push your call bell, however, as I'm sure you can imagine, this often takes some prioritising when there are multiple call bells sounding at once. We will always try and get to you quickly - I'm sorry that you feel this hasn't happened during your stay with us.

I'll pass on to the whole team what you have said - everyone will be delighted that they have managed to give you a mostly positive experience while you were with us.

Thanks again.

Story:

<https://www.careopinion.org.uk/601996>





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.



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.

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

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



# 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...

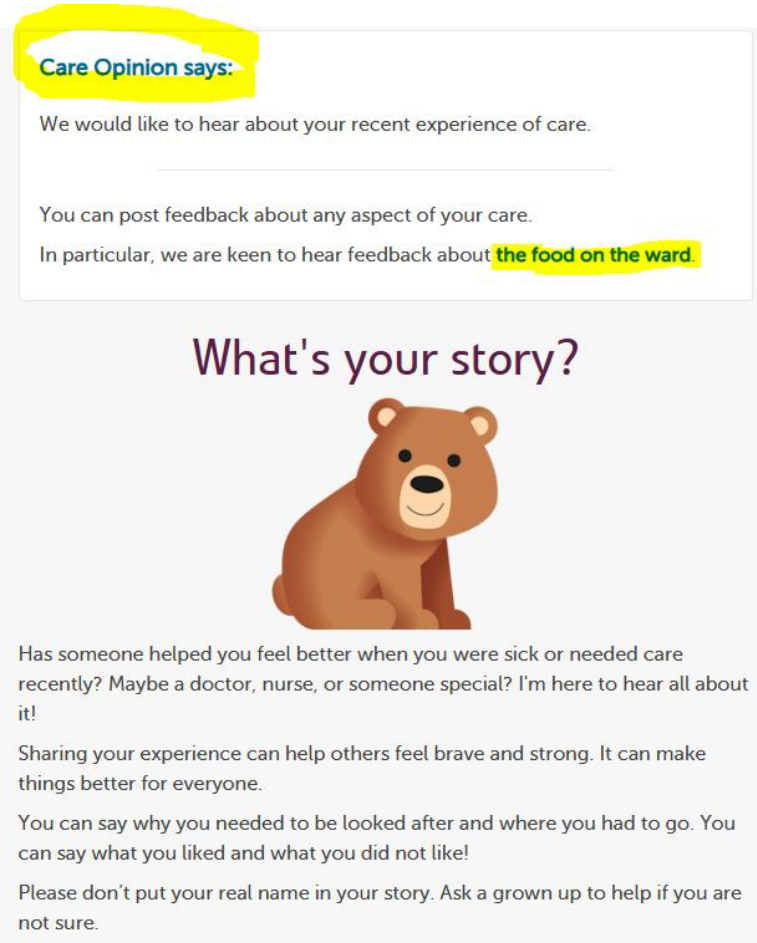
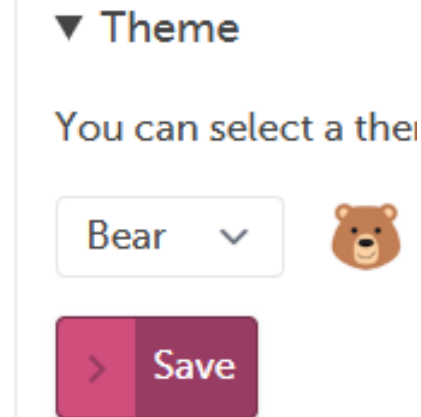
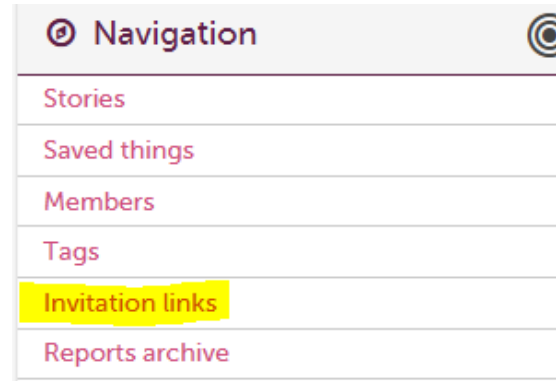
## Example Invitation Link

<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



## 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](https://careopinion.org.uk)



**Share your story**

[careopinion.org.uk/bear](https://careopinion.org.uk/bear)  
or scan:



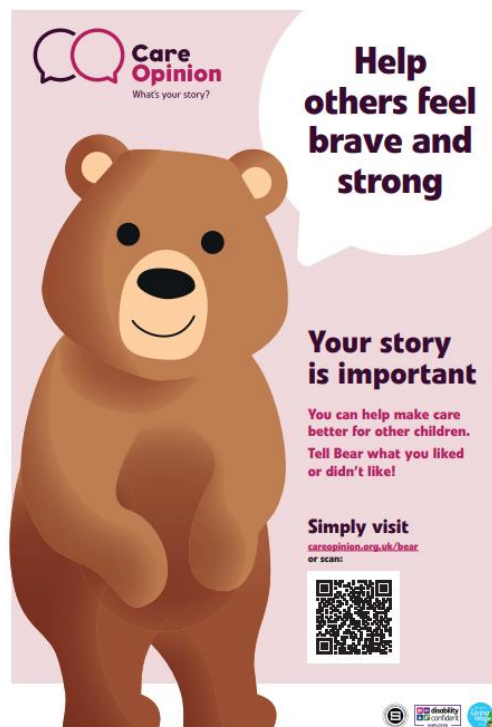
You can also call Care Opinion  
0800 122 31 35



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](https://careopinion.org.uk)'
- **Bear sticker 1 (plum)** - 'Tell your story on [careopinion.org.uk](https://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](https://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

your story will be shared on Care Opinion. It will be seen by all our users and shared with others. Without any one knowing who you are.

**Care Opinion**  
What's your story?

**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](https://careopinion.org.uk/bear) or scan



**Care Opinion**  
What's your story?


**FREEPOST CARE OPINION**  
(No postcode needed)




# Sneak Peek!

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

What made you happy?



What made you sad?



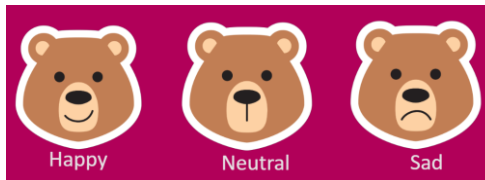
It doesn't matter how old you are but if you are 12 or under, please ask a grown up if it's OK to put your story on Care Opinion and ask them to help fill in the form on the back of this page.



### Bear images

All available in EPS, PNG and SVG

These are the primary images that can be used online and in print materials



We can provide you with images and Guidance to create Bear Materials.....

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# Care Opinion for children: Bear imagery and brand guidelines

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# Brand guidelines

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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

# Bear images



ALL AVAILABLE IN EPS, PNG AND SVG

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

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Bear standing





Bear seated



Bear behind another image



# Bear icons



ALL AVAILABLE IN EPS, PNG AND SVG

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GENERALLY, THE IMAGES WITH SHADING SHOULD BE USED OVER THE ICONS BUT THESE ICONS CAN BE USED AT A SMALLER SIZE OR TO EXPRESS DIFFERENT EMOTIONS

Bear icons version one;

- File formats – EPS, SVG, PNG
- No border, for use on light backgrounds or buttons
- Used in Tell Your Story next to “what was good?” “What could be improved?” and “how did you feel?” tags
- This is the primary set of icons, the white border versions should only be used where a dark background is unavoidable



Happy



Neutral



Sad

Bear icons version two;

- File formats – EPS, SVG, PNG
- White border for use on dark backgrounds where necessary.
- Happy face used on the pink buttons across the Care Opinion site



Happy



Neutral



Sad

# Character Profile

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## Description:

- Friendly, gentle, calm, not too high energy
- funny and wise
- Calm, compassionate, steady, nurturing

## Role:

- Guiding personality, big sisterly, hold my hand, “I might know more than you, let me help you in this process”. Prepared to help through telling even upsetting experiences.

## Impact:

- Children and young people to feel supported and empowered to share their experiences



## How are we doing?

Scan the QR code on your mobile

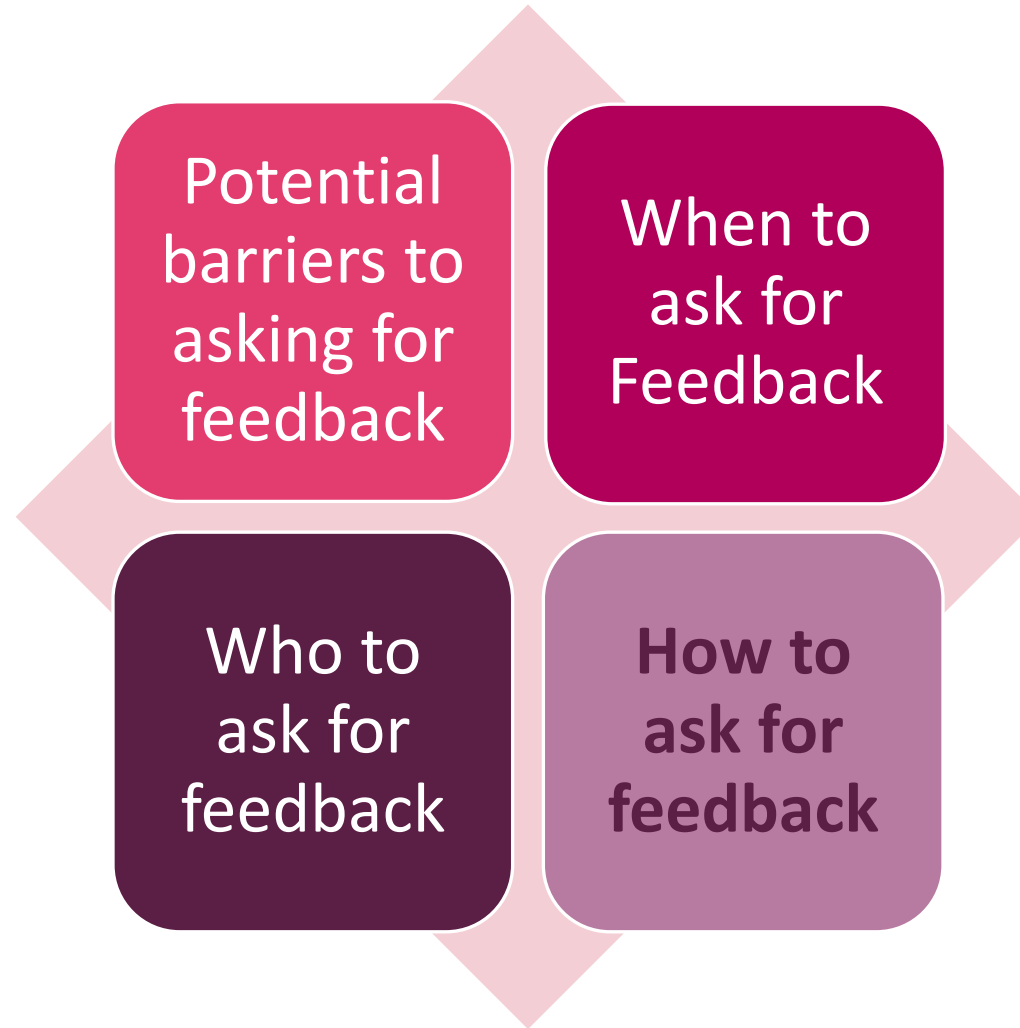


### Your Feedback Counts!

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



# Framing the Ask to Children and parents.







**How do you feel about asking for feedback  
in children's services?**

**Do you have any reservations, fears or worries?**



# 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

# Questioning your assumptions



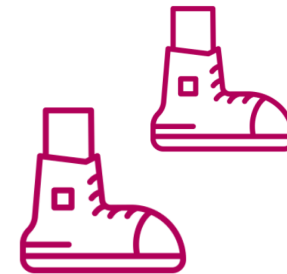
**Q: Would you be unhappy if you were asked for feedback about an episode of care?**

Maybe put yourself in their shoes...

## **Role reversal**

Ask yourself...how would you feel if you were asked to give feedback about your care

Don't be afraid just ask!



# 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.



## **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 v's 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.



**Have you faced any barriers when promoting  
Care Opinion or asking for feedback?**





# What should I include in the 'Ask'?

Include these 3 key things:



**Explain what the Care Opinion platform is** – Independent from NHS, social enterprise/CIC, public, transparent, encourages social value etc.

“Bear can help you share your experience with the staff”



**Explaining its safe!** Always inform your patients/service users that feedback is anonymous.

“You won’t have your name or personal details shared ...”



**That you will get a response** - This is a key motivational factor for many people to share their feedback, so it is always worth mentioning in the 'ask'



“The staff can read your Thanks and know they are doing a good job!”

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

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

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

"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."

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

"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"

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

"I'm not very happy about the problems I've had trying to book an appointment...."

*Thank you for raising your concerns, however this is not something I can deal with personally but you can use Care Opinion to feedback your issues or suggestions and this feedback will be heard by the right member of staff who can respond to your feedback and also implement changes that can improve the patient experience.*

**Overall, 70% of the feedback via Care Opinion has contained no criticism at all**






**What methods of asking for feedback have  
worked well for you?**



# " Support from the CYP team "



**About:** Fife Community Services / Children's Community Nursing

 Posted by *rhinotg99* (as a service user), 2 weeks ago

I have been going to see my cyp nurse for years. Sheila was re spoke to me instead of my mum. She always checked up on k and gave advice. When I didn't want to do something she gav option which made me feel important. She was friendly and l what she was talking about.

I am now discharged but wanted to say thanks.



Response from Angela Wigham, Lead Nurse - Children and Young Peoples Community Nursing Service, Children's Services, Health & Social Care Partnership Fife Wide Childrens Services last week



Dear Rhinotg99



Thank you for taking the time to write about your experience of the children and young peoples nursing service. I am pleased to hear that Sheila listened to you and communicated with you clearly. I will pass on your feedback to

Sheila who I am sure will be delighted that she made you feel an important part of your own care.

I am happy to learn that you have now been discharged, however if at any time you feel you require any further support please do not hesitate in contacting the service.

All the best

Angela (Lead Nurse)



"Th  
has

About

Posted

My daught  
1.5 years o  
play activit

Her key wo  
SLT to wor

If we are u

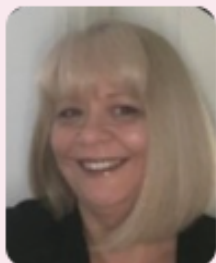
I would say  
have to be  
profession

It has also  
kids with a  
process.

It really is a  
knowledge



Response from Angela Wigham, Lead Nurse - Child Development Centre, Community Nursing Service, Children's Services, Fife Partnership Fife Wide Childrens Services 7 months



Dear virgopw37

Thank you for taking the time to let us know your experience of the Child Development Centre.

I am pleased to hear that the support and advice that has been given has been helpful and the staff will be delighted to have found them professional and knowledgeable.

Regular MDT meetings are a vital part of the work that we do and thank you for letting us know that you have found this the most helpful.

I will pass on your feedback to the staff at the centre and wish your daughter all the best as she moves on to nursery and school.

Please do not hesitate to contact the service in the future if we may be able to help with anything.

1 person thinks this response is helpful

Was



Response from Olivia Robertson, Senior Manager, Childrens Services Fife, Fife Health & Social Care Partnership 7 months ago  
<https://www.careopinion.org.uk/1262680>



Dear Virgopw37

Thank you so much for sharing your positive experience of the Child Development Centre. It's wonderful to hear how the support of the key worker and the multidisciplinary team has been instrumental in your daughter's development. The

collaboration between professionals to coordinate her care, along with the home visits and support you've received, highlights the importance of a truly integrated approach to care.

We're so glad that the CDC has provided you with both practical assistance and valuable information about services and processes, such as the move to nursery. Your feedback reinforces the vital role that the CDC plays in supporting children and families with additional needs, and we are thrilled to know that the support and guidance have had such a meaningful impact on your daughter and your family.

Thank you again for your kind words and for emphasizing the importance of this service and we shall share this with the CDC team - they will be over the moon to read such kind feedback!

Thanks again and best wishes

Olivia

1 person thinks this response is helpful

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





# 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](#)**
- **Sharing your story with Bear - How can children share their experiences of NHS Scotland services on Care Opinion [Blog](#)**



