



Promoting
and Encouraging
Feedback

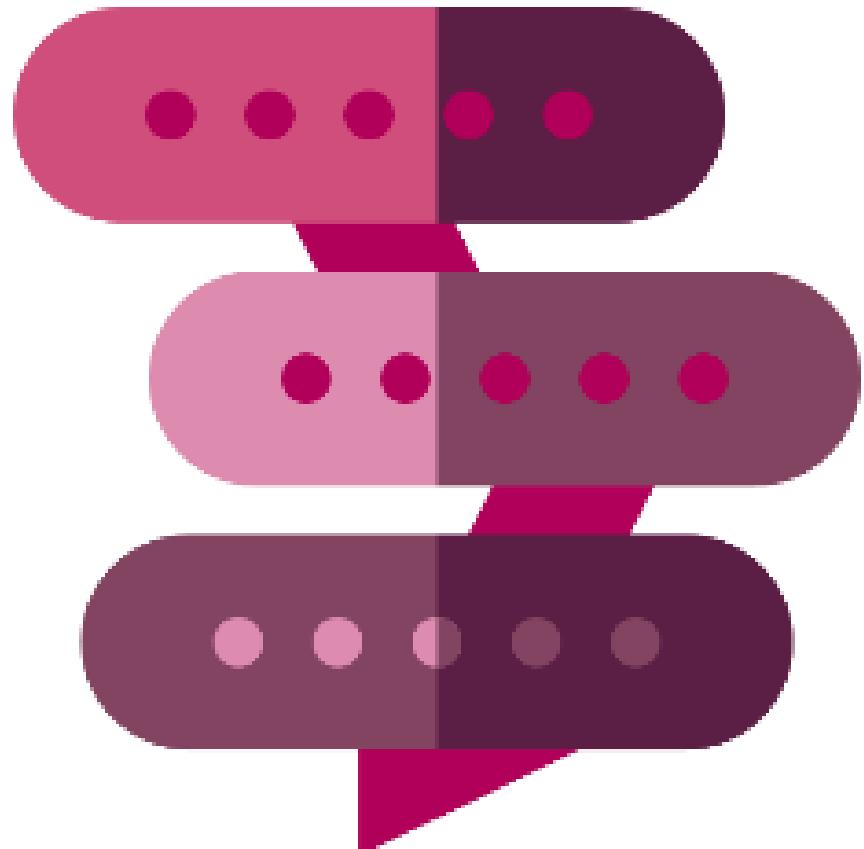


Before we begin...

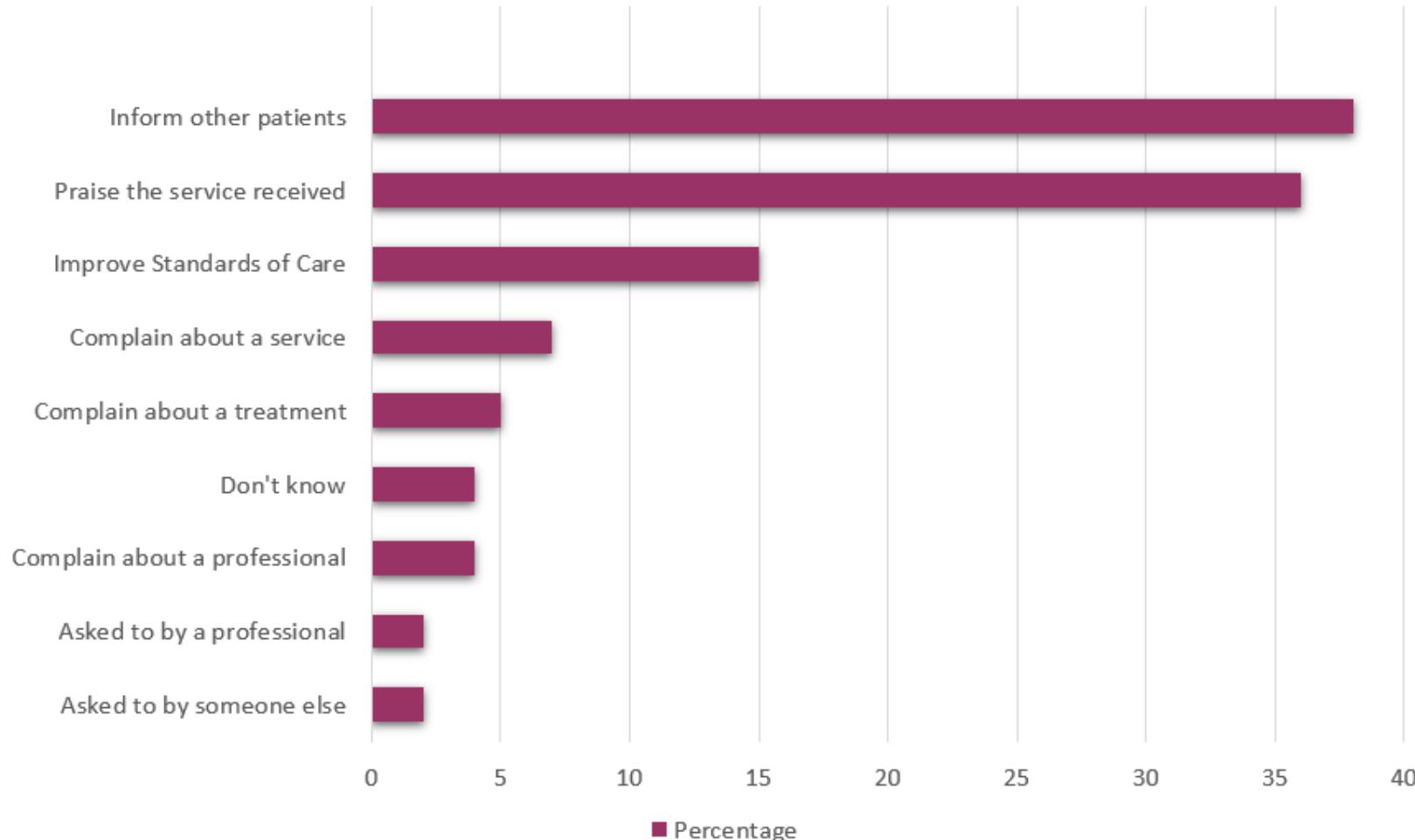
- Camera & mic
- Webinar recording
- Webinar follow up email

Aims:

- Understand the different ways people can leave feedback on Care Opinion
- What motivates people to share feedback
- How to encourage feedback
- Explore why we find it difficult to ask for feedback
- Addressing barriers
- Where to find support



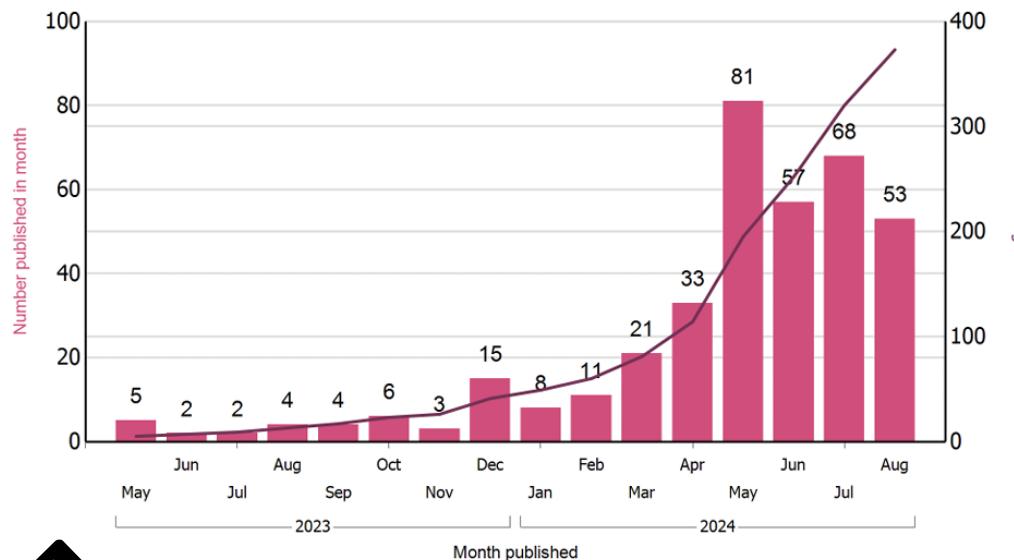
Why do people share their feedback online?



Source: Van Velthoven et al, 2018

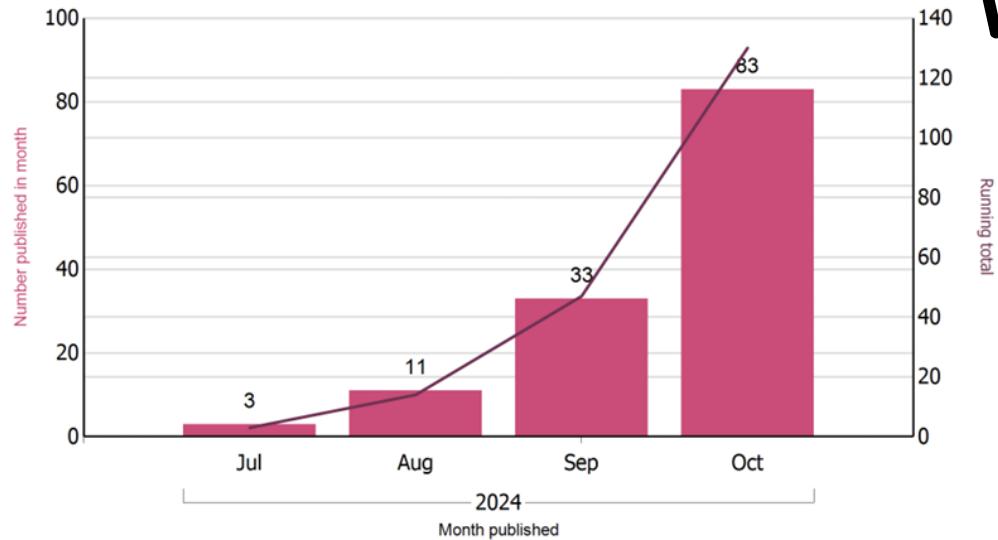
Does active promotion make a difference?

When these stories were told



Rotherham, Doncaster and South Humber NHS Foundation Trust

When these stories were told



South Lanarkshire University Health & Social Care Partnership

How authors feel about sharing their story on Care Opinion:



“I feel empowered and understood and believed and respected”

“She really does deserve praise, and I am grateful for this site where staff can be highlighted for doing a great job”

“I wasn’t sure if I was doing the right thing by posting on Care Opinion, but I am so glad I did, hopefully lessons will be learned from my experience”

“A necessary route for voicing opinion but without making a formal complaint”

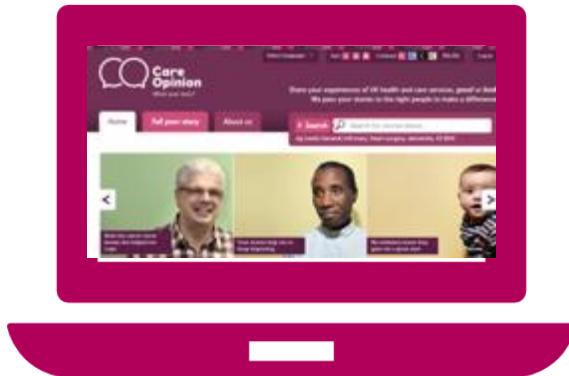
Authors Quotes

Care Opinion author survey - 2019

Ways to share a story with Care Opinion

- **Online** careopinion.org.uk
- **Freephone** 0800 122 3135 (UK only)
- **Freepost leaflets**
- **Via a Kiosk link**
- **From an invitation link**
- **With support from Volunteers**
- **Using picture tiles**

All stories are **subject to moderation** before being uploaded to the website



Online Via website



Home Tell your story About us



Share your experiences of UK health and care services, *good or bad*.
We pass your stories to the right people to make a difference.

Search for stories about...



Your stories help me to keep improving



Featured stories

[View latest stories](#)

"Empowered to weigh up the risks
surrounding my healthcare"

STORY READ

About: Maternity care / Midwives and Raigmore Hospital / Maternity care

"We always **felt informed** and part of the
bigger conversation"

**STORY HAS A
RESPONSE**

About: Royal Devon & Exeter Hospital (Wonford) / Neonatal Unit

"Their **calm presence and understanding**
made a huge difference"

**STORY HAS A
RESPONSE**

Care Opinion in one minute



What's your story?

careopinion.org.uk

Tell your story with help from Bear



**Who's listening to your
stories?**



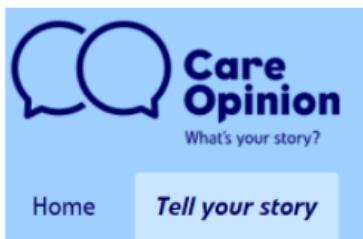
Accessibility
Features

Search stories
here

Tell your story tab on
every page

Link for
parents and
children

Accessibility



The website is viewable in various font sizes and contrasts



Videos explaining how Care Opinion works in BSL and ISL



Tell your story using pictures



Translate the website into your chosen language

[Accessibility features on Vimeo](#)

Freepost leaflets and Freephone Number



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:

If you share your email with us, we will let you know what happens with your story.

My email address is: _____

By completing and returning this leaflet you consent to your story being 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 postcode needed)

FREEPOST CARE OPINION



When sharing your story via a free post leaflet or the free telephone number, a member of the Care Opinion team will input the data to the site and the story will follow the same journey and moderation process as any other story would.



Inviting online feedback with an invitation link

The simplest way to invite people to share their experiences on Care Opinion is just to provide a link to the site.

Another way is to make an "**invitation link**" and provide that instead. They look like this <https://www.careopinion.org.uk/49/aah-ed>

What does an invitation link do?

An invitation link allows you to:

- customise various aspects of our story-telling workflow
- easily access widget codes, kiosk links or QR codes to share with people using services
- keep track of which stories came via which invitation links, and run reports and visualisations easily
- Add your own survey link at the end



Tell us your experience of our service

Mental Health for Older Adults

East & South

Your story matters and could help bring about positive change to meet the needs of our patients and their families.

Scan here to share your story:

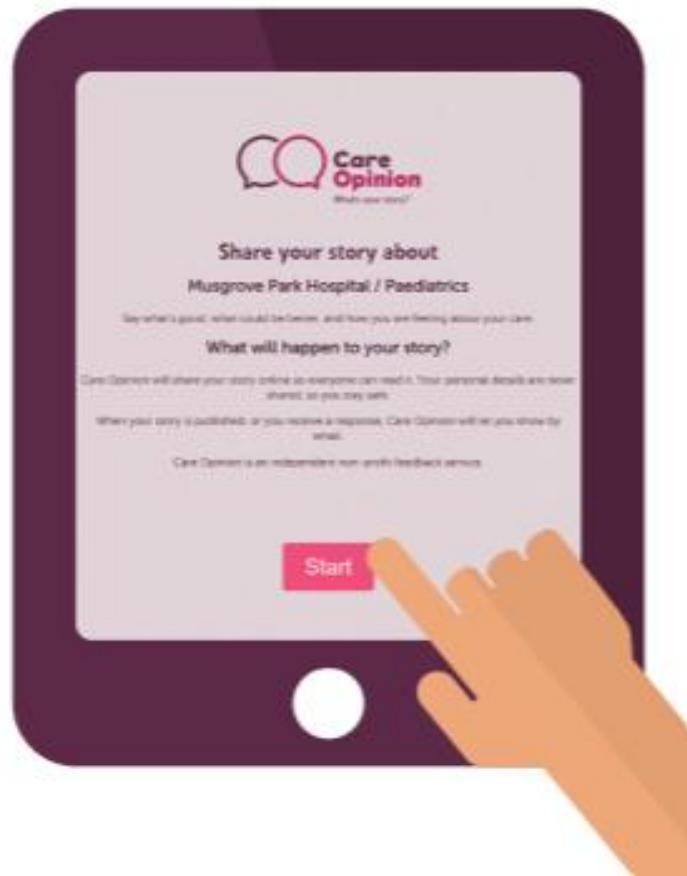
SCAN ME



visit:

<https://www.careopinion.org.uk/799/mhoa-east>

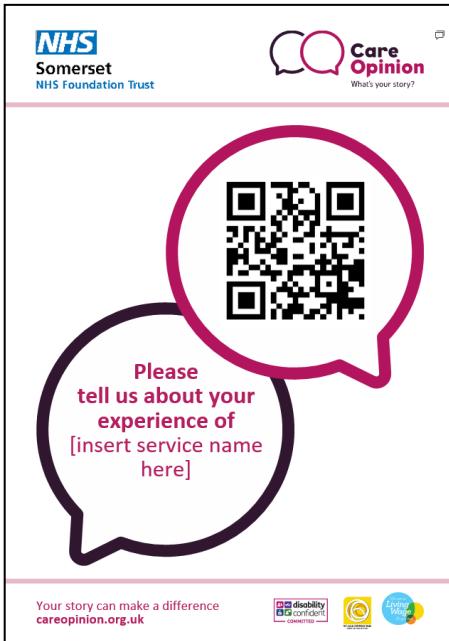
or freephone: 0800 122 3135



Print Materials

All materials, excluding the freepost leaflets, are available to download

<https://www.careopinion.org.uk/info/new-materials>



Support available from Care Opinion:

- Care Opinion high-res logos available
- Can provide examples

Volunteers?

- If you would like to hear more stories from the people who use your services, then think about how your staff and volunteers are encouraging people to feed back on Care Opinion.
- To help you with this process, we have developed a practical set of resources which have been designed to help train and guide members of staff or volunteers through the process of the assisted story telling process.
- [Click here](#) to visit our 'Staff and Volunteer Overview' page where you can read more about using volunteers to encourage feedback, where you can watch our 'How to' session on volunteers, and where you can download our volunteer toolkit!



Posted by **UHW4** (as a volunteer/advocate), less than an hour ago



Website analysis

Logo on you front page



Psychological Services
Our IAPT (Improved Access to Psychological Therapies) services provide a range of talking therapies for common mental health problems



Drug & Alcohol Services
Our Drug & Alcohol service support individuals towards recovery, building on potential & providing a range of interventions that are proven to achieve change

A LITTLE ABOUT US

Inclusion is a national organisation that works with individuals, families and carers who are affected by drugs, alcohol, crime and mental health. Whilst providing specialist and inclusive support we invest in all people using our services to inspire, develop potential and forge a more successful future.

Inclusion was established in 2002 as part of the **Specialist Services Division** of the **Staffordshire & Shropshire NHS Foundation Trust (SSSFT)**. As part of the Specialist Services Division, Inclusion develop new and flexible services across England as opportunities arise.

There are 3 main strands to Inclusion services. We provide treatment in the community, residential & prison-based settings, treatment for low-level mental health problems referred through their GP in Inclusion (e.g. to Psychological Therapies) and Forensic Mental Health Services in Staffordshire. Our services are delivered by a range of NHS clinical specialists.

To find out more about us and watch our short video, please [click here](#)

Text size A A A | Colour C C C

healthwatch Oldham Your spotlight on local services

Search box

Our survey Tell Your Story Online

Tell Your Story Online

We need to hear your comments about services you have accessed. We have joined with Care Opinion to provide you with a way to post your feedback. This means other people can read about your experience - which may help them to decide whether it's the right service for them. It also means that we can get an idea about which services we should take a look at.

Please note - you can use this to give feedback about health or social care services. If you want to give feedback confidentially, please use our [other feedback](#) form.

Your Story (required)

What is your story about? ?

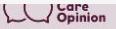
What happened? How did you feel? ?

Are you: ?

a service user

Next step

feedback service

 Care Opinion

Recent news All

Healthwatch Oldham are holding a Pharmacy Electronic Referral System Focus Group

Healthwatch Oldham Forum Friday 26 January 2018

Healthwatch Oldham - Emergency Department Report

Upcoming events All

Mar 07 Healthwatch Oldham - Pharmacy Electronic Referral System Focus Group

Contact Us

To get in touch with Healthwatch Oldham, click [here](#) or telephone 0161 622 5700.

E-Bulletins & Newsletters

Healthwatch Oldham eBulletin 22/02/2018 Pharmacy Focus Group Invitation

Healthwatch Oldham eBulletin 21/02/2018 Special Forum Edition

Healthwatch Oldham eBulletin 14/02/2018

Healthwatch Oldham eBulletin 19/01/2018

Search for services, groups and activities in East Ayrshire by postcode or town:

e.g. Kilmarnock or KA1



Search website:

Search...



Home Page

Living Well ▾

Partnership Working ▾

What's New

Get Involved ▾

About Us ▾

Contact Us



Care Opinion arrives in East Ayrshire

01.04.2022 [Campaign](#)



Tell us what you think about health and social care in East Ayrshire

[Care Opinion](#) the online feedback



Care Opinion in 2 minutes
from CareOpinion



Widgets on your website!



About Us Find a service Get in Touch News and Events



Health & Social Care North Lanarkshire has signed up to Care Opinion, a website which allows patients to share their stories online.

Care Opinion is an independent, not-for-profit, website that gives patients and carers a way of voicing what they think of the services they receive.

We will listen to positive and negative comments and respond to those in a way that is honest, supportive and constructive.

We will use this feedback to make our services in North Lanarkshire the best they can be.

[Open the Care Opinion Website](#)

[Get the story telling widget! | Care Opinion](#)

Recent stories about NHS Lanarkshire

"Made this traumatic experience that little easier"
less than an hour ago SueG on University Hospital Wishaw / Trauma & orthopaedics, University Hospital Wishaw / Emergency Department, University Hospital Wishaw / Radiology and Scottish Ambulance Service / Emergency Ambulance

"Better organisation needed to run more efficiently."
less than an hour ago alphadh79 on University Hospital Ayr / Combined Assessment Unit (CAU) and University Hospital Hairmyres / Surgical Receiving Unit (Ward 4)

"I will never be able to thank them enough for keeping me alive"
3 days ago SeanR on University Hospital Hairmyres / Coronary Care Unit and Scottish Ambulance Service / Emergency Ambulance

See more stories like this, or share your own experience of your local health or social care services, at [Care Opinion](#)

Slideshow

Our slideshow is one small way to help make patient experiences visible to everyone who spends time in healthcare settings. It is a collection of stories which can be displayed one after another in Waiting areas and other health care settings.



 **Daniel Overton**  
@EyesNurse

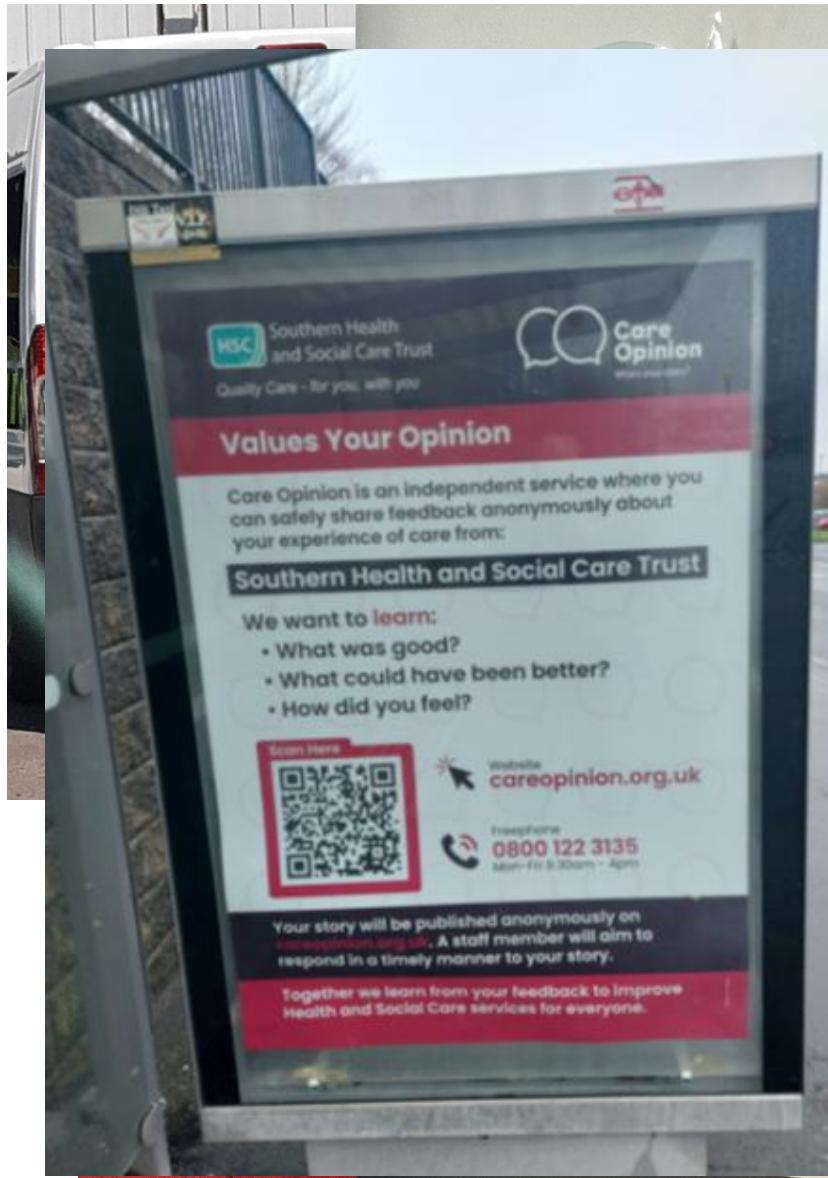
Follow

It took a little longer than planned but our @careopinion slides are now live @Team_OP_LCH and @ULHTphbOPD. @boroshaz @ULHTpatients @MelvinWar2004 @JanSobieraj @ULHT_News



8:35 PM - 23 Jan 2019

<https://www.careopinion.org.uk/blogposts/848/slides-show-and-tell>



6:52 PM - 24 Jan 2019



Blogging

Did you know that, as a Care Opinion partner, you have your own blogging platform right here at your fingertips?

- **Communicate** proactively with a blog. A blog is ideal for sharing and is a great public engagement tool.
- **Blog** about changes and learning from the feedback you have received.
- **Let people know** what you're doing in an interactive way!
- **Share** links to your blogs online-staff are also alerted when someone in the subscription posts a new blog

Read some recent blogs for inspiration

- [Find out more here!](#)
- [Stories that Travel – Reflections on a week with Care Opinion Australia | Care Opinion](#)
- [How Care Opinion coding is transforming patient feedback at Royal Devon University Healthcare NHS...](#)
- <https://www.careopinion.org.uk/blogposts/1310/stories-that-change-care---20-years-of-care-opinion---autumn>

Remember to share feedback with staff...



Have you seen the staff blog?



Online feedback touches
so many people | Care
Opinion

m: RAYNER, Amanda (THE LAWSON PRACTICE)
t: 26 August 2020 10:40

bject: Another amazing story on Care Opinion....

Please have a look at the story and response below...

Please keep up the great work, I know it's been a particularly tough few months but you are all doing a great job and we are really proud of the team we are here at The Lawson Practice!

You can remember to promote the use of Care Opinion with a text or by handing out a leaflet please do so as it's great to see these stories – or send your patients to our Care Opinion champion Shazia who will be happy to help!

" Great Service with dedicated and compassionate staff "

STORY HAS A RESPONSE

This story has had a response

About: The Lawson Practice

Posted by [flynhorse249](#) (as the patient). 2 days ago

I have always been looked after very well at the Lawson Practice. Nothing is too much for the dedicated and compassionate Doctors at this practice, and this also applies to the amazing and very knowledgeable female clinical pharmacist working at this practice.

In light of GDPR rules and regulations, I will not be disclosing her name, but she is an amazing, and very compassionate person with a lot of knowledge about medicines and have always provided excellent advice to me and also to a lot of other patients at this practice.

Being a highly vulnerable person, there is a shortage of a certain prescription medicine which is an antidepressant, and the Pharmacy technician has been very busy for over a week trying to source this medicine for me.

She has been very successful by getting me some of this medication to last me a month during which time hopefully the medicine might be in stock.

I am very grateful for all her kind help and the lengths she went through to ring so many Pharmacies just to source my medication. This Practice in my opinion is one of the best in Hackney, and they have got the nicest and most pleasant receptionists I have ever come across.

I am ever so grateful to the Lawson Practice for looking after me so well for more than 10 years since I registered at the Practice.

Kind Regards,

Amanda Rayner

Human Resources and Facilities Lead/Deputy Practice Manager

Story summary

What's good? **What could be improved?**

compassionate

helpful

pleasant

receptionists

staff

Feelings:

amazing grateful well looked after

Activity

2 staff members have read this story

Who has Care Opinion told about this story?

Show your support

Children can share their story with help from Bear...

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.

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.



Next

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

We can provide you with images and guidance to create Bear materials.....



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



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



New Promotional resources

- Care Opinion Bear Posters and postcard 
- [Bear postcard](#) - there is space on the front to write a service name
- [A4 poster](#)
- [A3 Poster](#)
- Print guidelines: 300gsm uncoated stock for the postcard. 170gsm uncoated stock for the posters

[All Care Opinion Print Materials](#)
are available here



How to encourage feedback



Now we know the ways in which people can give feedback, we are going to share some thoughts on how to frame the ask to get the feedback...

- Address some potential barriers
- Discuss questioning your assumptions
- Being confident
- Consider what to include in the ask
- Using conversational opportunities
- Think about ways of being and feeling comfortable enough to tease out any areas for improvement

Possible reasons for nerves...

- 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?

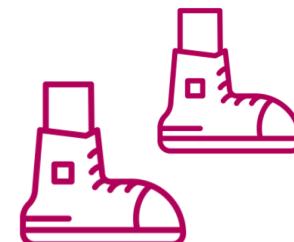
Maybe put yourself in their shoes...



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

What should I include in the 'Ask'?

Include these 3 points:

- Explain who Care Opinion is** – Independent from NHS, social enterprise /CIC, encourages social value
- Explaining it's safe-** Always inform your patients/service users that feedback is anonymous
- 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'



Possible ways to 'Frame the ask'...

“All the staff have been so lovely....”

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 using this... **Would you be happy to take a few minutes to write a few lines for them all?**

“It's not like I thought, it's not so scary...”

I'm so glad it turned out better than you thought. We find many people are sometimes nervous about coming in. **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 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 direct to your phone if that's ok?**

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



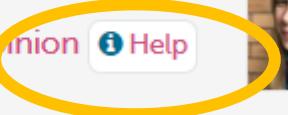
“If there is one thing we could have done differently, to improve things for you or your loved ones please do mention this too”

How to find help?

- Help button
- Support page
- Contacting your **lead within your organisation**
- Contacting your Care Opinion support lead
- Emailing: **info@careopinion.org.uk**

Good afternoon Lisa!

Administrator of Care Opinion 



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

About us	FAQs	Subscribing	Help
Our mission	Accessibility	Features	Tell your story
Our team	Privacy	Support	Find stories
Contact us	Cookies	Education	Find services
Blog	Complaints	Research	API

[!\[\]\(887c095daed5549396c9ef0c31e8f647_img.jpg\) Like](#) [!\[\]\(98908bfb5bc8db4e4c86f5bfc45db907_img.jpg\) Follow](#)



Bitesize Videos!!

Our support team have been working incredibly hard to update our suite of **Bitesize Videos** and these are now very excitingly on our website for everyone to watch!

These videos cover a whole **host of topics** and are **perfect** for explaining how to complete **common tasks**, with videos created **for all levels** of Care Opinion knowledge

Our Bitesize Videos make the **perfect** training aid and are great for sharing amongst subscribers for a visual **step-by-step** on whichever task they are looking to learn how to complete!

CLICK HERE



Resources and Care Opinion training webinars/events

Invitation Links

You can watch a short 9 minute video on how to create Invitation Links here:

[Invitation Links - Bitesize Video](#)

Other webinars and workshops

Sign up for and view webinar recordings on this page:

[Training, workshops and tailored support | Care Opinion](#)

*Register
Now*

Know How Page

For all your support needs, you can find lots of information at this page:

[Subscriber know-how | Care Opinion](#)

Events

Our Spring Conference date is here! Thursday the 23rd of April (PM) Sign up [here](#)

Contact us: info@careopinion.org.uk



Questions, thoughts or comments?

