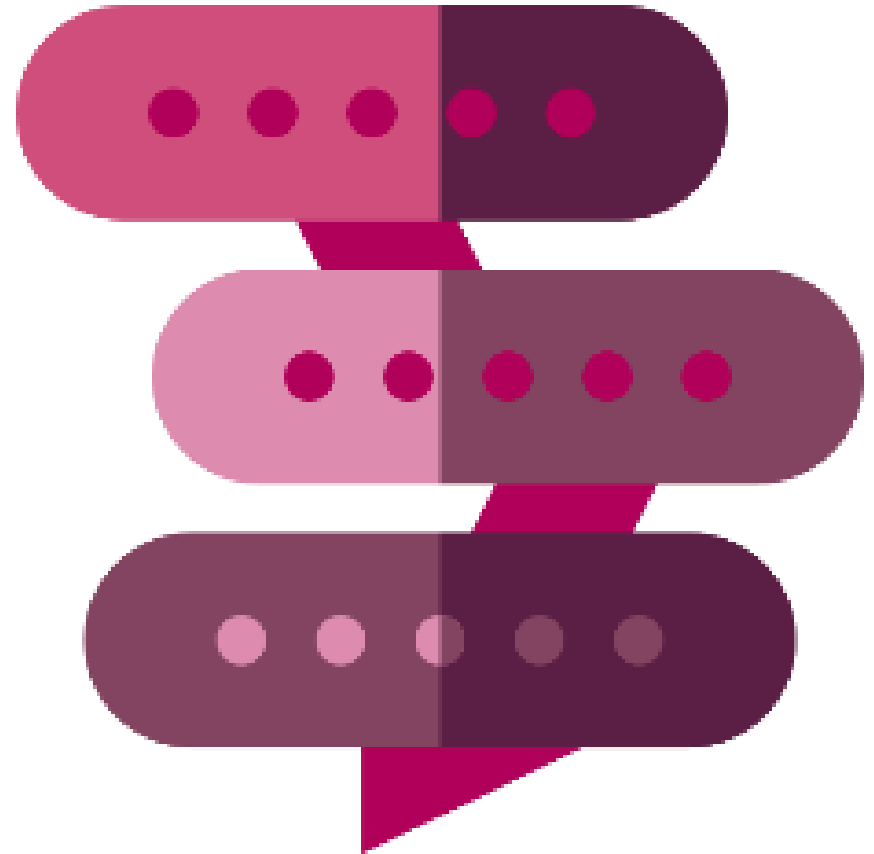


The background of the image is a dark purple color. It is covered with a repeating pattern of speech bubbles. Most of these bubbles are outlined in a medium purple color. One bubble, located in the lower right quadrant, is outlined in white and contains the text 'Promoting and Encouraging Feedback'.

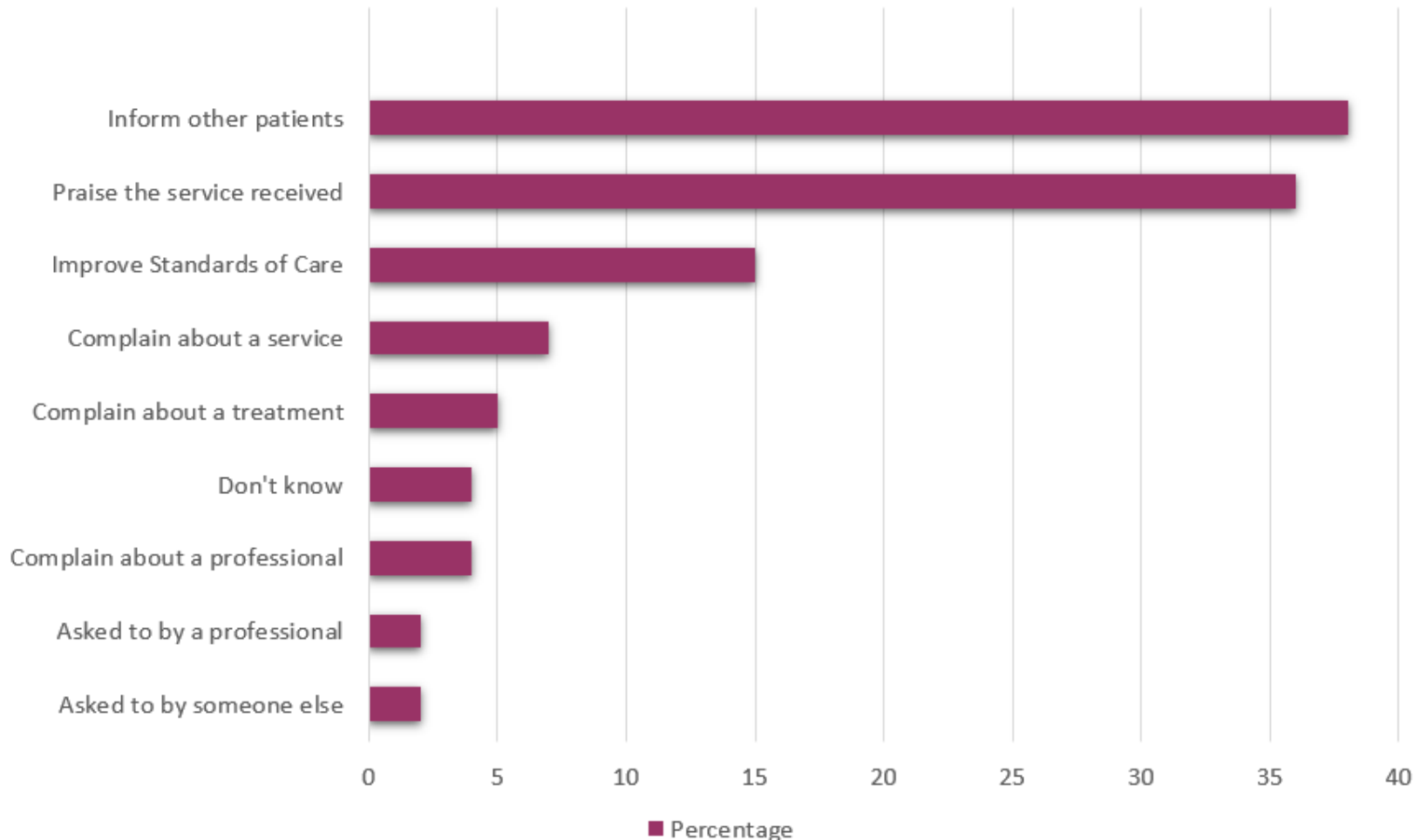
**Promoting
and Encouraging
Feedback**

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

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

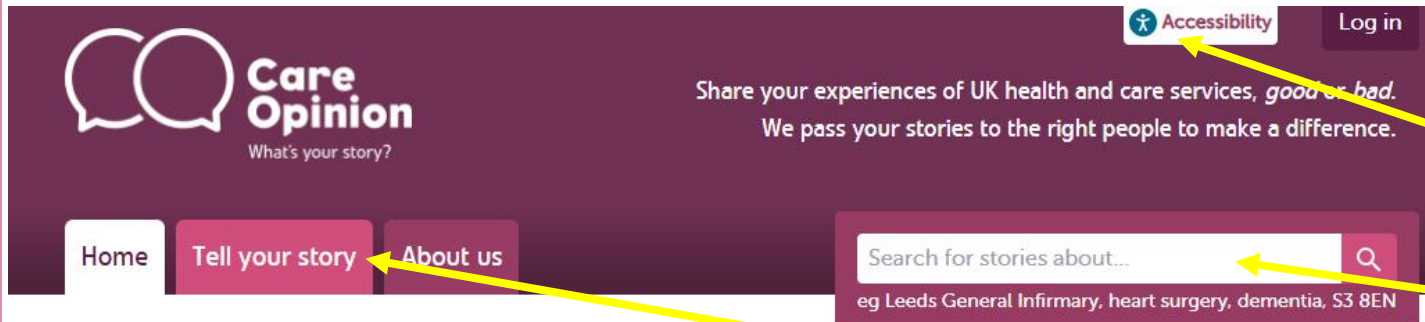
Ways to share a story with Care Opinion

- **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



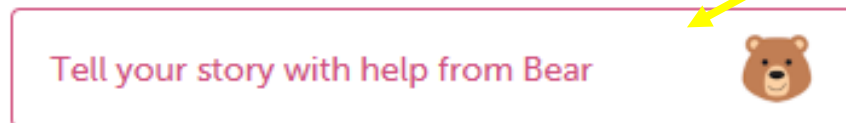
Accessibility
Features

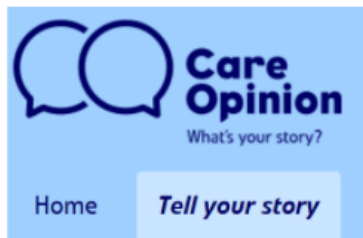
Search stories
here

Tell your story tab
on every page



Link for
parents and
children





The website is viewable in various font sizes and contrasts



Videos explaining how Care Opinion works in BSL and ISL

Accessibility



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 STAMP
NEEDED

FREEPOST CARE OPINION
(No postcode needed)



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.



Invitation Links



The simplest way to invite people to share their experiences on Care Opinion is just to provide a link to this site. Another way is to make an "invitation link" and provide that instead.

What does an invitation link do?

An invitation link will

- Customize various aspects of our story-telling workflow
- Easy access widget codes, Kiosk links or QR codes to share
- Keep track of which stories came via which invitation link
- You can preselect a service and add your own tags
- Create a welcome message and ask for feedback on specific topics within the service
- Offer your own online survey and attach FFT ratings



<https://vimeo.com/1055598349>



QR Codes

QR codes can direct people to specific pages on Care Opinion.

This could be an invitation link or a kiosk link.

QR codes can be created for free online. The Care Opinion team uses <https://www.qr-codegenerator.com/>.

Invitation links have a QR code generator on the site.



How can I use an invitation or kiosk link?



Invitation links can be added to most correspondence that you have with patients and/or service users.

Here are some ideas:

- Emails
- Texts – appointment reminders etc
- Letters
- On staff email footers
- As a QR code on posters & leaflets
- Social Media
- On a tablet or iPad

Example could be:-

“We’d love to hear your story of using our service, Tell us what was good or what could be improved at Care Opinion using the link below:

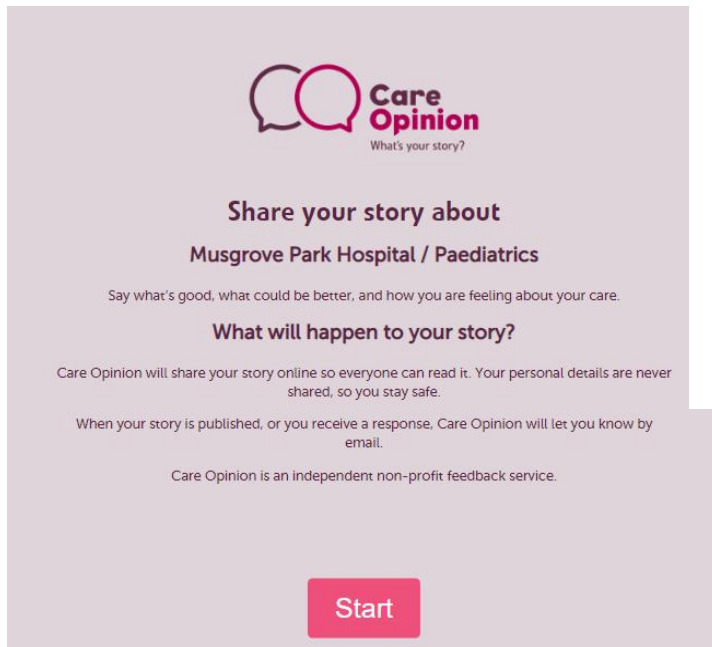
[careopinion.org.uk/kiosk/nms-substance-to-solution](https://www.careopinion.org.uk/kiosk/nms-substance-to-solution)”



<https://www.careopinion.org.uk/blogposts/831/how-can-i-invite-rapid-online-feedback-about>

Kiosk mode

- Kiosk mode is a link – not an app
- Can be used on tablets but also phones and laptops
- Stories are linked to one service and the story telling process is shorter
- Stories are still published on line and we alert the author to responses
- Widgets for websites and intranets

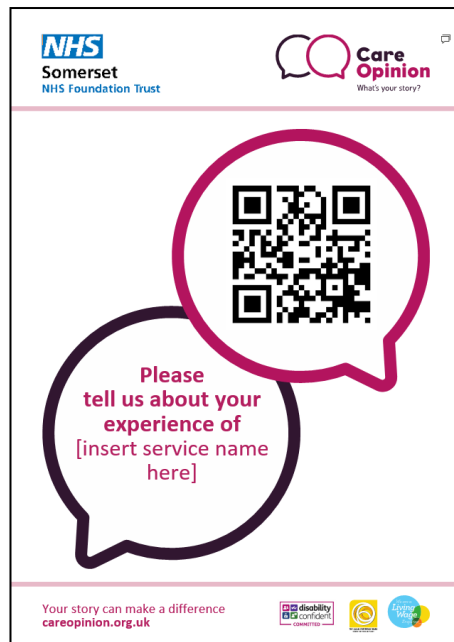


- [Blog: How to collect stories via kiosk mode](#)
- [How to locate Kiosk mode on a service page](#)

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 and Intranet



- Logo on your front page – this can include a link to your stories on Care Opinion
- Latest stories Widget on front page - Stays up to date with most recent stories
- Story telling widget – people can share feedback with Care Opinion about your service without leaving your site
- Embed the Care Opinion [video](#) so people can watch how Care Opinion works

Support available from Care Opinion:

- Online [widget builder](#) (or we can send you the code)
- Logos – any shape or size!
- Story telling widget help and guidance
- Video embed code



OUR SERVICES



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 services support individuals towards recovery, building on potential & providing a range of interventions that are proven to achieve change



Criminal Justice Services

Our Mental Health Services & DART (Drug & Alcohol Recovery Teams) provide pharmacological & psychosocial clinical treatments in prisons across England



Building Communities

We are committed to working collaboratively with communities, understanding their importance in achieving long term change for individuals



Naloxone Project

Inclusion are the 1st organisation to develop & implement a protocol (RCGP SMMGP approved) to save lives by supplying Naloxone to reverse the effects of drug overdose

A LITTLE ABOUT US

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

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

There are 3 main strands to Inclusion services. We provide treatment for drug & alcohol use in the community, residential & prison-based settings, treatment for individuals experiencing low-level mental health problems referred through their GP in IAPT services (Improved Access to Psychological Therapies) and Forensic Mental Health Services within prisons across Staffordshire. Our services are delivered by a range of NHS clinical and psychosocial care specialists.

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

Recent stories about Inclusion UK

"I feel more confident about moving my life forward"

Yesterday [caringht76](#) on [Inclusion Matters Wirral](#)

"Clean, safe and friendly place"

2 days ago [Bestman](#) on [Inclusion UK / Buckinghamshire STARS \(in partnership with Oasis\)](#)

"My addiction and help from STARS"

2 days ago [Ben12](#) on [Buckinghamshire STARS \(in partnership with Oasis\) / Buckinghamshire STARS High Wycombe](#)



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

© Care Opinion, the independent not-for-profit feedback service



Text size [A](#) [A](#) [A](#) Colour [C](#) [C](#) [C](#) [C](#)



Your spotlight on local services

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[Home](#) [About us](#) [News & Events](#) [Find Services](#) [Talk to us](#) [Get involved](#) [Our Work](#) [Mailing List](#) [Tell us your story](#) [NHS Complaints](#)

[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](#)

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

Active Online Promotion

(Can you ask comms for help?)



Use the Care Opinion **blog** to talk about the work you are doing and how patient feedback impacts your organisation ([for example](#))

Twitter/Bluesky:

- X/Tweet asking for feedback (n.b you won't find CO on X)
- X/ Tweet stories and responses (good and bad ;)
- Ask people who tweet you about care to share a story



Facebook:

- You can do the same things as twitter here. Share and engage.
- Share feedback in staff groups

Think about how else you engage with people online – news section of your website? Partner sites/twitter accounts?



↻ Care Opinion Retweeted



Care Opinion Scot @CareOpinionScot · Jul 29

The dentist isn't everyone's favourite place - some great feedback for an orthodontics service in Ayrshire

careopinion.org.uk/778227
[@NHSaaa](#) #timeforgratitude



"thanks to his empathy
kindness and ability to make
me feel at ease and explain
everything he was doing, I was
able to get the treatment I
needed."





NHS Greater Glasgow and Clyde ✓ @NHSGGC · Mar 25



“It was patient centred care at its best.”

Royal Alexandra Hospital staff support our [#FeedbackFriday](#) patient and their carer feel listened to at bit.ly/3pRrTgn.

[#NHSGGC](#) [#PatientFeedback](#) [#RAH](#) [@clyde_em](#) [@NHSGGCCarers](#)
[@CareOpinionScot](#)



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

e.g. Kilmarnock or KA1



Search website:

Search...



EAST AYRSHIRE

Health & Social Care
Partnership

[Home Page](#)

[Living Well](#) ▾

[Partnership Working](#) ▾

[What's New](#)

[Get Involved](#) ▾

[About Us](#) ▾

[Contact Us](#)

**Your story
can make a
difference**

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!



**University
Health & Social Care**
North Lanarkshire

About UsFind a serviceGet in TouchNews and Events

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

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



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"

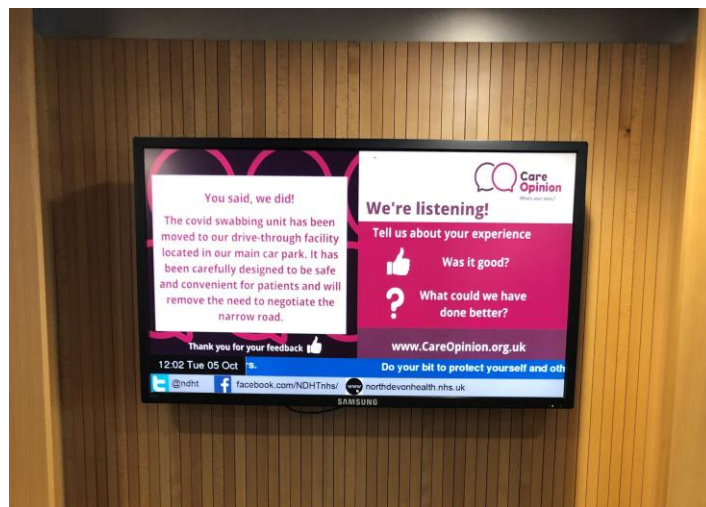
3 days ago SeanR on University Hospital Hairmyres / Coronary Care Unit and Scottish Ambulance Service / Emergency Ambulance

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

[Get the story telling widget! | 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

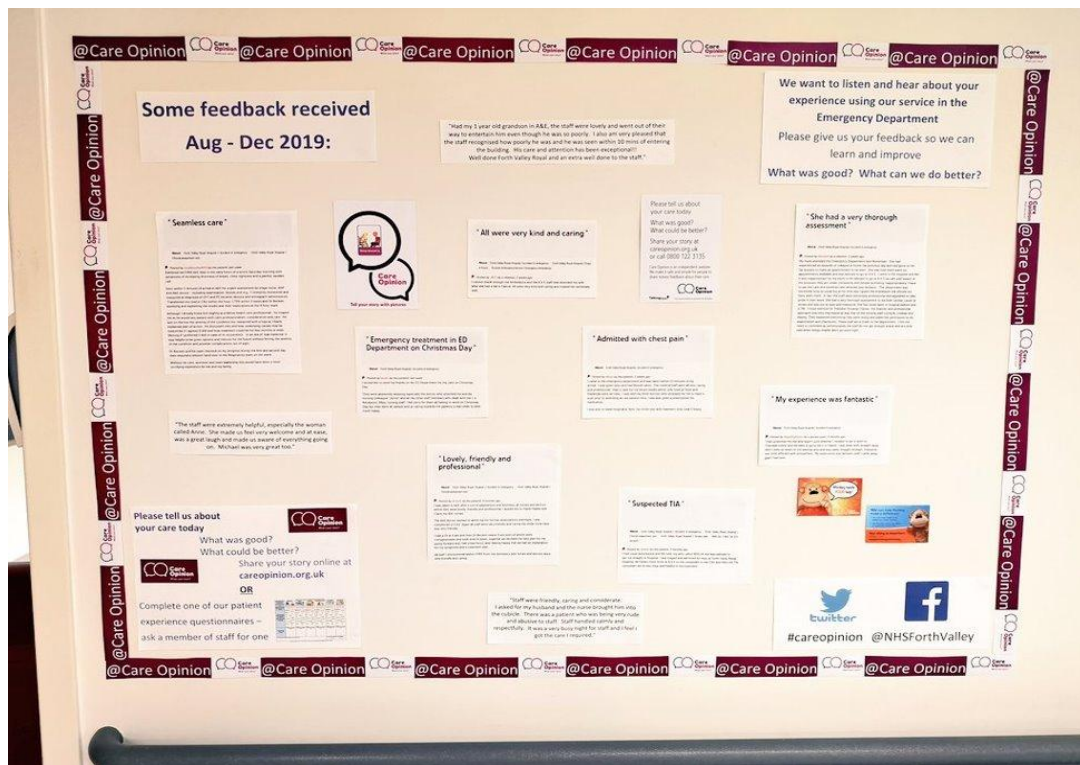


8:35 PM - 23 Jan 2019

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

Examples of subscribers promoting Care Opinion









Gregor Smith

@DrGregorSmith

Following



Great to see this joint branding for [@NHSHighland](#) & [@CareOpinionScot](#) - such an important partner for us to enable learning, improvement & celebration from peoples's feedback. But we can get even better at how we use it & learn from other boards experience.



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?

This feature allows subscribers to communicate proactively and is a great public engagement tool it can be for sharing great stories or you can blog about changes and learning from the feedback you have received. A fantastic and simple way of letting people know what you're doing in an interactive way! You can also share links to your blogs online and Staff are also alerted when someone in the subscription posts a new blog.

Care Opinion and NHS Greater Glasgow and Clyde's Pulmonary Rehabilitation Service

SLUHSCP: The Power of Lived Experiences in Justice Social Work Services



[Find out more here!](#)

Remember to share feedback with staff...



From: RAYNER, Amanda (THE LAWSON PRACTICE)

Sent: 26 August 2020 10:40

To:

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

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 have here at The Lawson Practice!

If 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!

Have you seen the staff blog?

Online feedback touches
so many people | Care
Opinion

"Great Service with dedicated and compassionate staff"

About: The Lawson Practice

Posted by flyinhorse249 (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.

STORY HAS A RESPONSE

This story has had a response

Story summary

What's good?	What could be improved?
compassionate	
helpful	
pharmacist	
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

Kind Regards,

Amanda Rayner

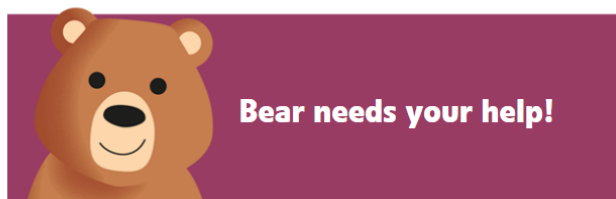
Human Resources and Facilities Lead/Deputy Practice Manager

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

Tell your story with help from Bear



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.

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.



<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

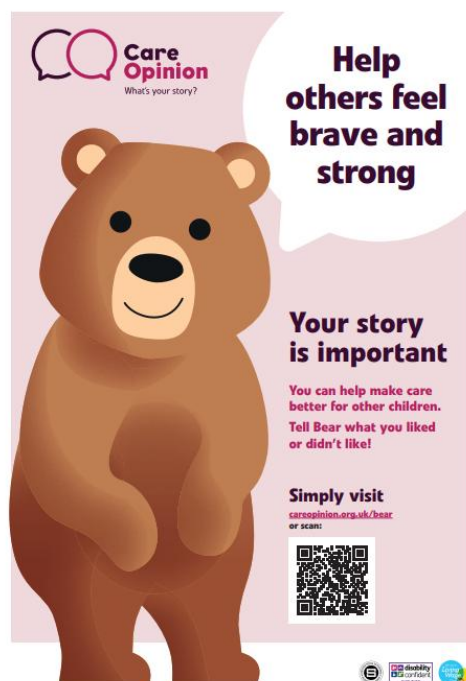


Share your story

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”**

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, 65% of the feedback via Care Opinion has contained no criticism at all

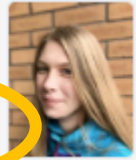


How to find help?

- **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 [Help](#)



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[API](#)

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[t 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

Find out about our upcoming Care Opinion events here: [Care Opinion Events | Care Opinion](#)



Contact us: info@careopinion.org.uk