



Care Opinion Catch-Up: December 2025

Welcome to the next edition of 'Care Opinion catch-up'. We will send you the latest updates and support available via this newsletter.

But, at any time you can also contact the team for help. (whcnhs.careopinion@nhs.net)



☀ Celebrating Our Infant Feeding Team ☀

Supporting families across Worcestershire.

💬 What Parents Are Saying

👶 “They were fantastic!”

Families feel valued and respected thanks to the team’s compassionate care.

📍 “Support from the team in Kidderminster”

Local, personalized help that makes a real difference.

💖 “Turned breastfeeding journey into a positive one”

Transforming challenges into confidence and success.

✅ Key Strengths

💡 Strength	🌊 Impact
💖 Compassionate, respectful care	Builds trust and confidence in parents
🏠 Local accessibility	Reinforces community-based support
🔄 Continuity of care	Smooth journey from pregnancy to weaning

📌 Why It Matters

Your feedback shows the Infant Feeding Team is making a lasting impact—helping parents feel supported, informed, and empowered every step of the way.

Between September and December we received 102 stories,
that have been viewed 2,690 times.

Care Opinion Webinars

Care Opinion run helpful webinars that can help you get the most out of the site.

Whether you're new to Care Opinion or an experienced user, there's always more to learn.

From learning the basic site functionality to responding well to stories, all you need to know is right here. Our training webinar and workshop programme is split by theme, so simply just click into the section you are interested in to find current live webinars to register for, recorded webinars to watch back in your own time and lots more links to helpful resources and blog posts!

At a glance, forthcoming training...

Webinar/Workshop	Date & Time	
Promoting Care Opinion & how to ask for feedback	Thursday 15th Jan @ 10am	Register
Workshop: Tell your story with help from Bear	Tuesday 20th Jan @ 3pm	Register
Designing co-branded materials	Wednesday 28th Jan @ 3pm	Register

See all available training sessions here : [Training and support webinars | Care Opinion](#)



There are a **range of ways for people to give feedback**.
Between October and December 92% of people used the Care Opinion website/Kiosk Links and 8% called the freephone number.

🎉🎉 Big Shout Outs! 🎉🎉

Congratulations to the many teams that have received their first Stories — a great milestone and a testament to your hard work and dedication!

- September – Cherry Orchard Ward, Herefordshire North and West Neighbourhood Mental Health Team, Herefordshire Eating Disorders Service, Pershore Community Hospital Ward and Post Viral Fatigue Service.
- October – Beacon Service Maternal Mental Health and Infant Feeding Team.
- November – Nutrition and Dietetics.



Care Opinion Materials Process - Update

As the Trust is now fully live, we are introducing a clear timeline to ensure all material requests are processed efficiently.

New Deadline for Requests:

All requests for materials must be submitted by the 10th of each month. This will guarantee delivery by the end of that month.

Where to Send Requests:

✉ Whcnhs.careopinion@nhs.net

By following this schedule, we can maintain a smooth workflow and ensure resources are available when needed. Thank you for your cooperation in supporting this process



“Picking Up the Phone: Why Traditional Channels Still Matter”

Recent data shows that 37% of all stories shared by our neighbourhood teams come through the phone line or freepost leaflets, rather than digital platforms like the QR code or Clickable Links. This highlights the continued importance of maintaining accessible, non-digital options for our communities.

In comparison, across the whole Trust, only 10% of stories arrive via these traditional channels, with the majority submitted digitally. This difference suggests that neighbourhood teams are engaging with groups who may have limited access to or confidence in digital technology.

By keeping these options open, we ensure that everyone has a voice—whether they prefer picking up the phone or posting a leaflet. It’s a reminder that inclusivity means meeting people where they are.

90% of the Trust stories are overwhelmingly positive.

Patient and Carer Stories Dashboard

13 October - 3 December 2025

108

Care Opinion: 102
Phone call: 12
Online: 18
Kiosk Model: 10
Google Reviews: 6

166

Services now live. This is all services within the Trust.

2,690

Views to the latest 102 stories.

86%

Amount of stories responded to within 7 days.

73%

From patients or service users, 24% relative or carer, 1% posted on behalf of patient.

443

Staff members have been trained on Care Opinion

90% not critical, 10% minimally or mildly critical.

Improvements and changes:

- Working to engage all teams with low response rates.
- Edgar Unit looking at artwork for the wards and corridors, Edgar Unit looking at artwork for the wards and corridors.
- Infant feeding team offering some antenatal infant feeding workshops, starting in November.
- Worcestershire Community Equipment Service looking at how they can flag on the EPR, if there is a need to collect equipment quicker.

Top Engagement

- Sharon Robey, Podiatry Arrow.
- Lisa Dane, Infant Feeding Services
- Johanna James, Hospital at Home (Physical Health)
- Liz Gilbert, Worcestershire Community Equipment Service.

37 staff members responded to stories.

CQC fundamental tagging (top 5) to date

Staffing: 503 (493 positive, 4 neutral, 6 negative)
Person-centred care: 205 (199 positive, 4 neutral, 2 negative)
Equipment: 50 (5 positive, 41 neutral, 3 negative)
Unpaid carers: 42 (5 positive stories, 38 neutral)
Dignity and respect: 41 (40 positive stories, 1 neutral)

Patient and Carer Stories Dashboard

Every three months the team creates a visual one-page dashboard. It is used to show the work taking place around engagement and experience within the team and is reported on at Quality and Safety Committee.

[Visit the patient and carer voice staff intranet for more information](#)



Celebrating Success: Podiatry Arrow Team Reaches 150 Care Opinion Stories



The Podiatry Arrow Team recently celebrated a remarkable achievement during their team meeting – receiving **150 stories on Care Opinion** from patients and carers. This milestone reflects the team's dedication to delivering compassionate, professional care and their commitment to listening and learning from feedback.

Sue Harris, Director of Strategy, People and Culture, joined the meeting to personally congratulate the team on this outstanding accomplishment. Since launching in September 2024, the Podiatry Arrow Team has consistently demonstrated excellence, earning the highest number of Care Opinion stories across the Trust. These stories highlight the kindness, professionalism, and positive impact the team has on those they care for.

Sue expressed her gratitude, saying how proud she was of the team's hard work and the difference they make every day. The visit was also a festive occasion, with the team enjoying a Christmas-themed gathering to mark the achievement.

Well done to the Podiatry Arrow Team – your dedication and patient-centred approach truly set a benchmark for excellence across the Trust!

Between September and December **75% of stories were from patients**, 24% from carers or relatives, and 1% were from staff on behalf of patients.

Our top responders for October – December were:

- Sharon Robey, Team Lead, Podiatry Arrow.
- Lisa Dare, Infant Feeding
- Johanna James, Hospital at Home (Physical Health)
- Liz Gilbert, Business and Administration Manager, Worcestershire Community Equipment Service and Worcestershire Wheelchair Service.

Thank you to everyone who has responded within 7 days of the story being posted. We currently have a 86% response rate of 7 days or less.

The Care Opinion team hope you have a lovely Christmas and a happy new year!!

See you in 2026!!

