

CARE OPINION NEWS



Care
Opinion

What's your story?

ISSUE
33

Winter 2021

Online feedback during the pandemic



For many of us, the past year has been the hardest in living memory. So many have been sick with Covid, others have been unable to access care for other conditions, and health and social care staff have struggled to meet the overwhelming need. Patients and carers have experienced radically changed forms of care, often remotely, as we consult by video or visit loved ones in hospital via Zoom.

Amidst all this, open and honest feedback remains as important as ever: encouraging staff, raising concerns, sharing how it really feels. As face-to-face forms of feedback have faltered, online approaches have grown.

At Care Opinion we have been busier than ever. We are now the system-wide feedback platform for two UK nations. In both Scotland and Northern Ireland, online feedback is becoming the "new normal" with increasing use by both statutory and third sector

services. We continue to innovate online – adding new features such as campaign links, story slideshows, bookmarks – and we've expanded our support team to help everyone get the most from our service.

At the same time, evidence that online feedback can make an important difference for patients and staff alike is growing. In 2021 we expect new research to be published examining diverse issues: online feedback as early warning for patient safety concerns, organisational cultures of ignoring or responding to feedback, indicators of defensiveness, effect on staff morale, and more. Our monthly live research chats have been popular and we'll continue to share what we are learning.

There is much uncertainty ahead for all of us in 2021. However the year unfolds, you can be sure that giving feedback will still matter

to patients, and receiving it will still matter to staff. The Care Opinion team will be working hard to ensure this happens in ways which are safe, simple, and lead to learning and change. Whatever the year brings, we're staying on mission.

Using online feedback in teaching: how can you get started?

Step 1: What's the topic?

Almost anything that relates to people's actual experiences of care, and what makes those experiences better or worse, is a good fit for Care Opinion.

Step 2: Find some stories

If you do the [search](#), you have a common set of stories to share across your student group. If you prefer, ask your students to search for stories themselves.

Step 3: Ask your question

What matters to people in these stories? Do you see any safety issues? Are the family included in care? Is the team working? Are there improvement opportunities? How would you have reacted here?

Step 4: Don't forget responses

Students often find the staff responses on Care Opinion as interesting and valuable as the stories. From the responses, students learn about listening, compassion, apology and improvement. Or, conversely, about not really listening, generic responses and non-apologies.

[Read our full getting started guide](#)

Care Opinion chats... Coming soon!



Following the success of our different Care Opinion online events from last year (all the sessions are [here](#)) we wanted to give you a heads up for a series of brief online sessions planned for this year.

People often don't realise the scope and range of the work covering specific services, providers, and various health and social care related organisations. So we are going to try and put that right by offering everyone a chance to find out more about the work we are doing and the value of a subscription. You'll hear from subscribers

in all different settings, sharing their experiences where Care Opinion is making a difference and leading to learning and change.

Care Opinion is now available across England, Scotland, Wales and more recently [Northern Ireland](#), so you all are invited!

We will be sharing invitations to these chats very soon! However, if you don't want to wait for these and would like to know more about our work, then do contact our COO [Miriam Rivas-Aguilar](#) to talk about the options for your organisation or service/team.

careopinion.org.uk
the UK's leading independent feedback platform.

Or call us during working hours (local rate):

0114 281 6256

Empowering Service Users to Get Involved

By Leigh Morgan, Care Opinion facilitator
Northern Health and Social Care Trust

Our Trust recently received [a story](#) from a service user, which described their poor experience whilst visiting our acute hospitals with their Guide Dog. In this case, staff did not adhere to the etiquette required when an assistance dog is in harness.

I responded to the story and asked the author to contact me. With the authors consent, details of their story were shared with the Trust's Equality Team. The team wanted to improve awareness of guide dog etiquette in the Trust by creating a poster to be displayed in reception/waiting rooms for staff and patients to see.

The team worked in partnership with the story author designed a poster which is now off to the printers for the final stage in design.



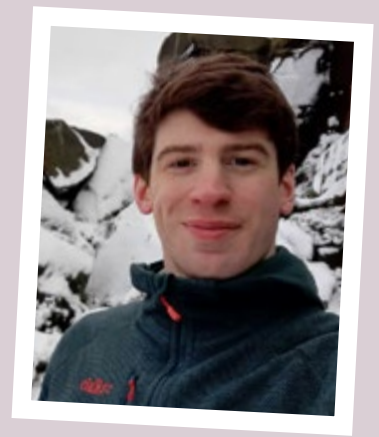
The story author told us:

"It was fantastic to get some responses [to my story] from people within the trust thanking me and planning to actively address it. I was asked to review documents to improve visible information around correct guide dog etiquette which was an incredibly positive and empowering outcome.

Disabled people have a wealth of lived experience and it is so important to ensure that they are fully involved in any initiative like this. Care Opinion allows service users a platform to bring issues to light which might not otherwise be heard"

The poster will be rolled out later this month.

Read Leigh's [full blog on this story](#)



Meet the team: Andrew Wells

My role at Care Opinion:

Engagement & Support Officer. I have recently joined the team and am currently training to support subscribers and help them to get the best possible benefit from their Care Opinion subscription. I have previous worked in the occupational benefits industry.

What are the values that drive me:

I'm passionate and excited to be working to give ordinary a people a voice and to promote positive changes in people's experience of health and social care.

What do I like to do when I'm not working?

I love the outdoors and enjoy hiking, climbing and a lot of exercise! I'm also into cooking and like to try and experiment with new recipes.



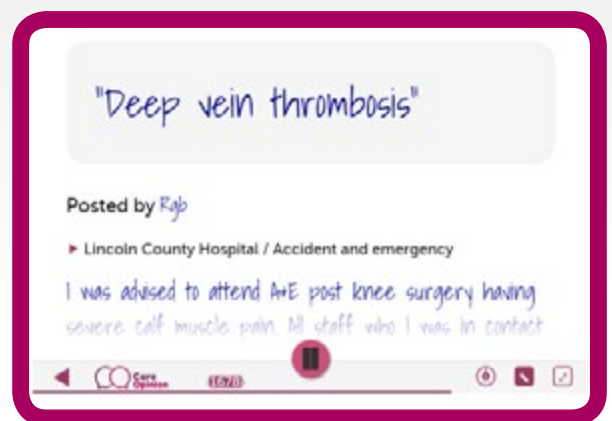
Show stories in a slideshow

Did you know you can display stories using the Care Opinion Slideshow. It's safe - no paper involved - and shows your service welcomes feedback and that you are a listening organisation.

Because the slide show is a link you can run the slideshow on a computer or tablet, display it on a big screen, or even embed it as a widget in your web page.

You can make a slideshow from any set of stories you search for, just like making a report or a visualisation. So you can have slideshows for specific services, conditions, places or procedures [Here's how it looks:](#)

To find out more on creating your own slideshow [click here](#)



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