

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

**Promoting
and Encouraging
Feedback**



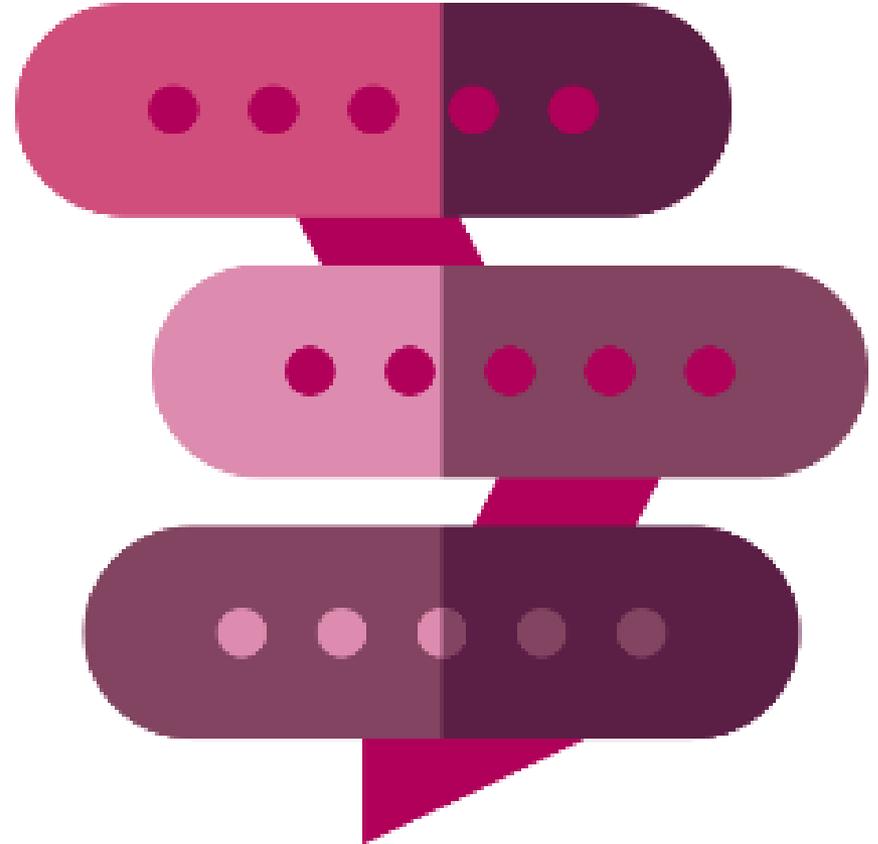
Before we begin...

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

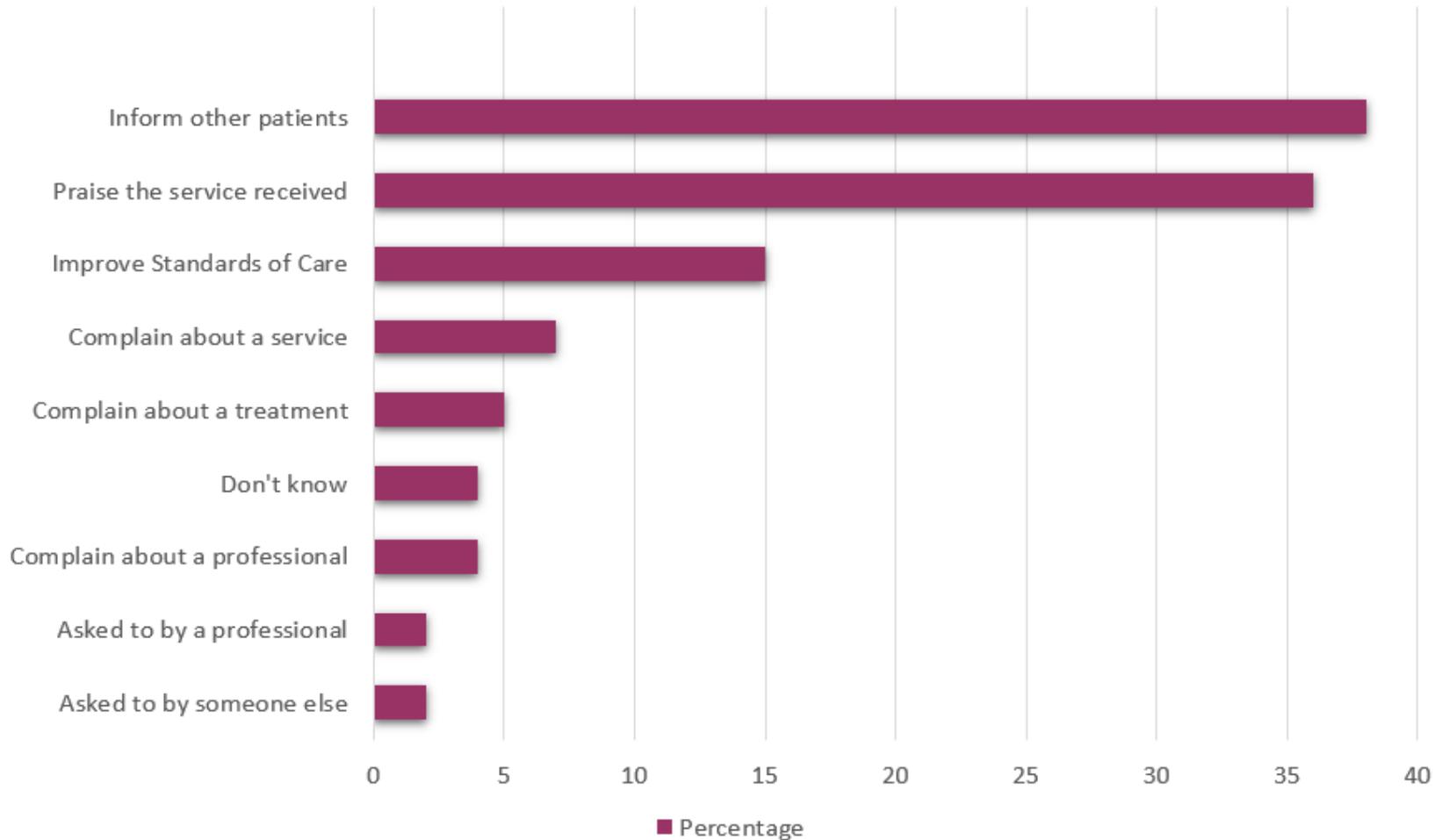


Aims:

- 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**



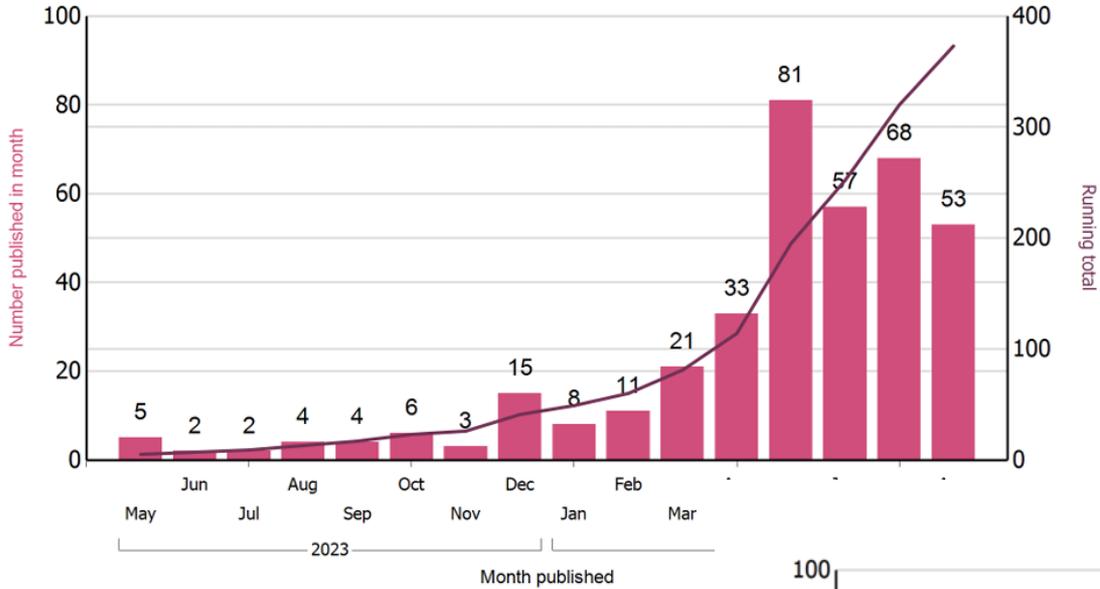
Why do people share their feedback online?



Source: Van Velthoven et al, 2018

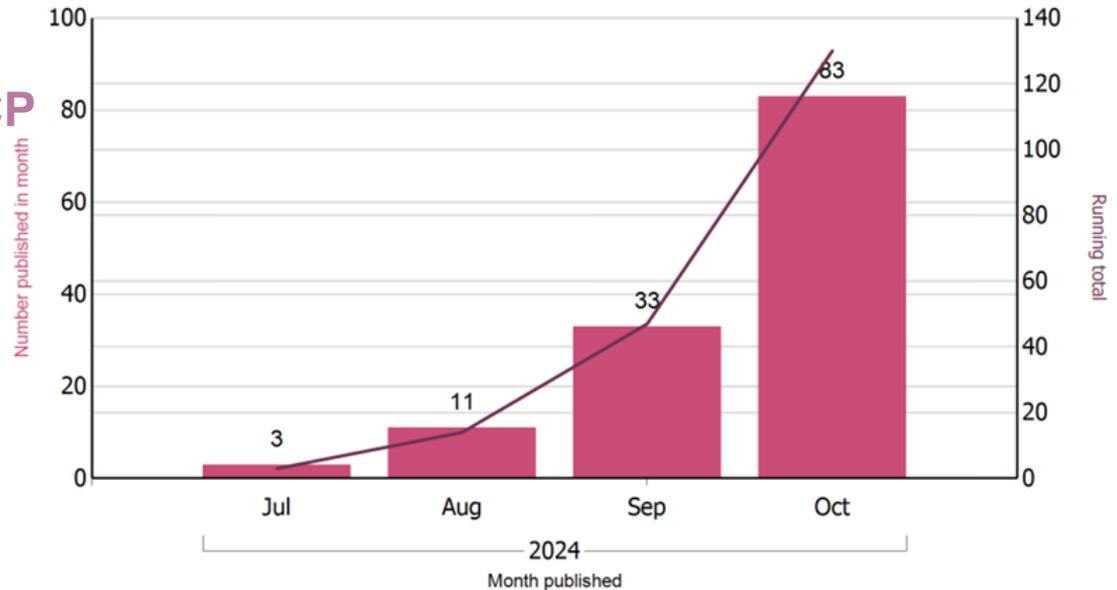
Does active promotion make a difference?

When these stories were told



Rotherham, Doncaster and South Humber NHS Foundation Trust

When these stories were told



South Lanarkshire HSCP

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”

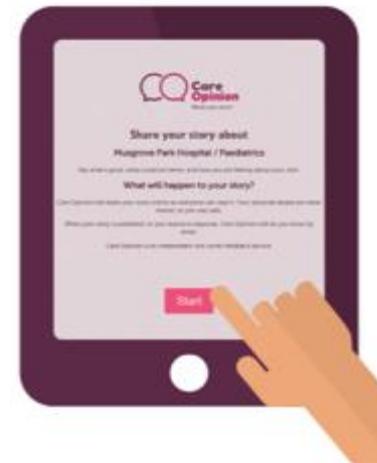
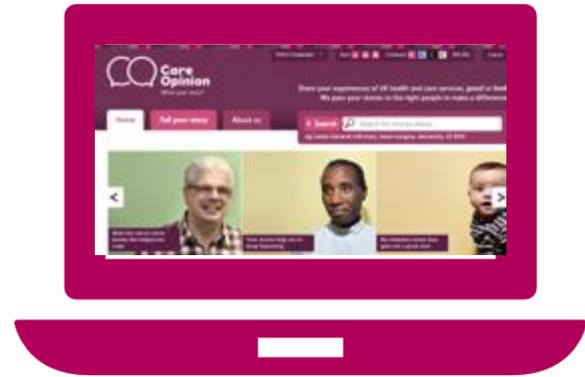
Authors Quotes

Care Opinion author survey - 2019

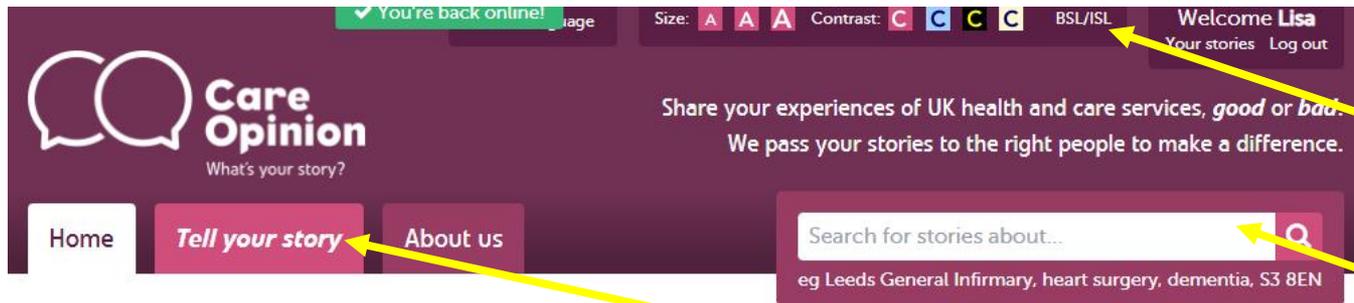
Ways to share a story with Care Opinion

- **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



✓ You're back online! Page

Size: A A A Contrast: C C C BSL/ISL

Welcome Lisa
Your stories Log out

Care Opinion
What's your story?

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

Home Tell your story About us

Search for stories about...
eg Leeds General Infirmary, heart surgery, dementia, S3 8EN

Accessibility
Features

Search stories
here

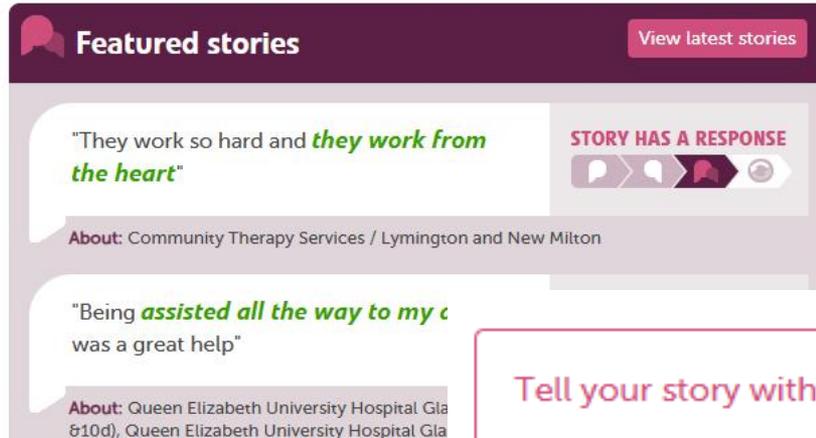
Tell your story tab on
every page



I made sure my mum could keep in touch

Now the staff know how they helped our family

Your stories help me to keep improving



Featured stories View latest stories

"They work so hard and *they work from the heart*"
About: Community Therapy Services / Lymington and New Milton

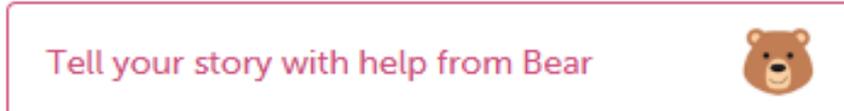
STORY HAS A RESPONSE

"Being *assisted all the way to my c* was a great help"
About: Queen Elizabeth University Hospital Gla 810d), Queen Elizabeth University Hospital Gla



Care Opinion in 2 minutes

"I think my story is rather d... about phones! But I think it made a difference not just for my mother but for other visitors and patients on that ward"



Tell your story with help from Bear

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 extra
needed

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

FREEPOST CARE OPINION
(No postcode needed)



Tell your story and make a difference

Share your story at
careopinion.org.uk
 or call us on
0800 122 3135



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>

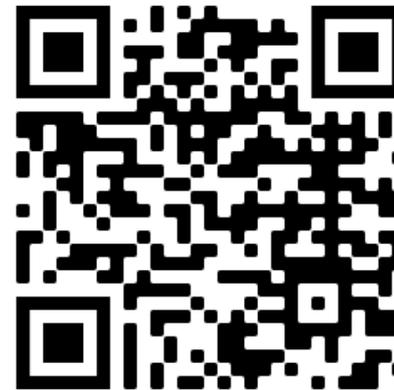
QR Codes

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:

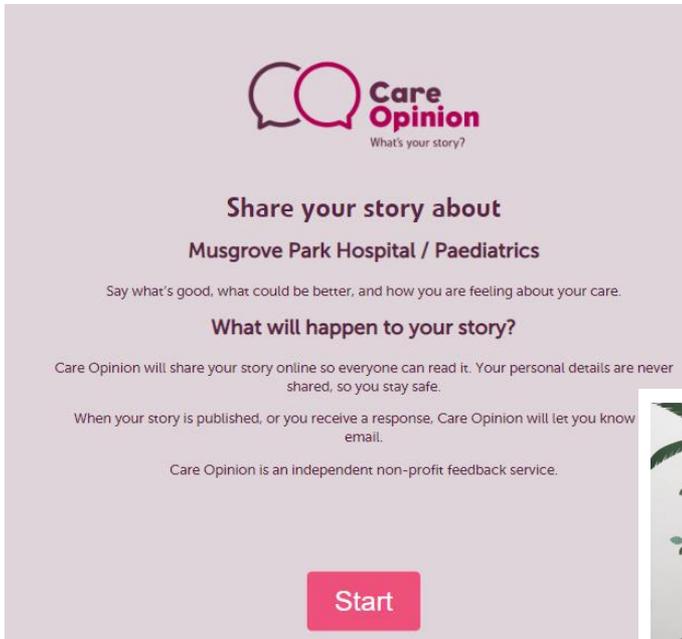
[careopinion.org.uk/kiosk/nms-substance-to-solution](https://www.careopinion.org.uk/kiosk/nms-substance-to-solution)”



<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




What's your story?

Share your story about
Musgrove Park Hospital / Paediatrics

Say what's good, what could be better, and how you are feeling about your care.

What will happen to your story?

Care Opinion will share your story online so everyone can read it. Your personal details are never shared, so you stay safe.

When your story is published, or you receive a response, Care Opinion will let you know email.

Care Opinion is an independent non-profit feedback service.

Start

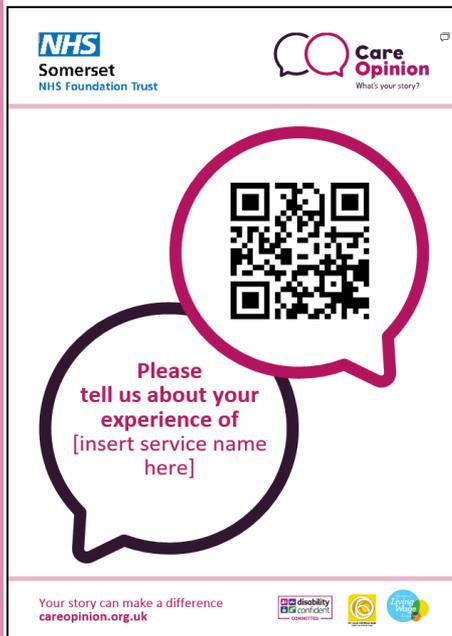


- [Blog: How to collect stories via kiosk mode](#)
- [How to locate Kiosk mode on a service page](#)

Print Materials

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

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



NHS
Somerset
NHS Foundation Trust

Care
Opinion
What's your story?

Please
tell us about your
experience of
[insert service name
here]

Your story can make a difference
[careopinion.org.uk](https://www.careopinion.org.uk)

disability
confident

100
years



How
was your
care?

Care
Opinion



Please tell us about
your care today

What was good?
What could be better?

Share your story at
[careopinion.org.uk](https://www.careopinion.org.uk)

Care Opinion is an independent website.
We make it safe and simple for people to
share honest feedback about their care.

Care
Opinion



Care
Opinion
What's your story?

Your story
can make a
difference

[careopinion.org.uk](https://www.careopinion.org.uk)

Support available from Care Opinion:

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



We also have bespoke material you can print. These include a call to action:



This poster features the NHS Somerset NHS Foundation Trust logo in the top left and the Care Opinion logo in the top right. A large QR code is centered within a pink speech bubble. Below it, a purple speech bubble contains the text: 'Please tell us about your experience of [insert service name here]'. At the bottom, there is a footer with the text 'Your story can make a difference careopinion.org.uk' and three logos: 'disability confident', 'NHS', and 'Living Well'.

This poster features the NHS United Lincolnshire Hospitals NHS Trust logo in the top right. The main text reads: 'Please tell us about your care from United Lincolnshire Hospitals NHS Trust. Share your story at careopinion.org.uk'. Below this, a smaller text block states: 'Care Opinion is an independent website. We make it safe and simple for people to share honest feedback about their care.' The Care Opinion logo is at the bottom.

Support available from Care Opinion

- Files and fonts
- Printing guidelines
- Help with logo placement

Print material: Where else can you include Care Opinion?

What other materials do you share with people who use your services? Can you put Care Opinion on appointment letters?

How was your health or social care experience?
We care about your opinion! Please can you let us know how it went by sharing your feedback on the Care Opinion website at careopinion.org.uk or calling 0800 122 31 35.

The Care Opinion logo consists of two overlapping speech bubbles, one light blue and one light green, positioned to the left of the text 'Care Opinion' in a bold, sans-serif font.

Or Stickers on existing leaflets/booklets?

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



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



Naloxone Project
Inclusion are the 1st organisation to develop fr



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](#)



Video embed code

The screenshot shows the Healthwatch Oldham website interface. At the top right is the Care Opinion logo. The main header includes the Healthwatch Oldham logo and the tagline 'Your spotlight on local services'. A search box is located in the top right corner. Below the header is a navigation menu with links: About us, News & Events, Find Services, Talk to us, Get involved, Our Work, Mailing List, Tell us your story (highlighted), and NHS Complaints. Below the navigation is a sub-menu with 'Our survey' and 'Tell Your Story Online' (highlighted). The main content area features the 'Tell Your Story Online' heading and a form. The form has a purple header with a dropdown arrow and the text 'Your Story (required)'. The form contains two text input fields: 'What is your story about?' and 'What happened? How did you feel?'. Below the second field is a large text area. At the bottom of the form is a dropdown menu labeled 'Are you:' with the selected option 'a service user'. A purple 'Next step' button is at the bottom right of the form. On the right side of the page, there are three sections: 'Recent news' with an 'All' button, 'Upcoming events' with an 'All' button, and 'Contact Us'. The 'Recent news' section lists two items: 'Healthwatch Oldham are holding a Pharmacy Electronic Referral System Focus Group' and 'Healthwatch Oldham Forum Friday 26 January 2018'. The 'Upcoming events' section lists one item: 'Healthwatch Oldham - Pharmacy Electronic Referral System Focus Group' dated Mar 07. The 'Contact Us' section provides contact information: 'To get in touch with Healthwatch Oldham, click here or telephone 0161 622 5700.' Below these sections is an 'E-Bulletins & Newsletters' section listing four eBulletins with their dates: '22/02/2018 Pharmacy Focus Group Invitation', '21/02/2018 Special Forum Edition', '14/02/2018', and '19/01/2018'.

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 Us Find a service Get in Touch News 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

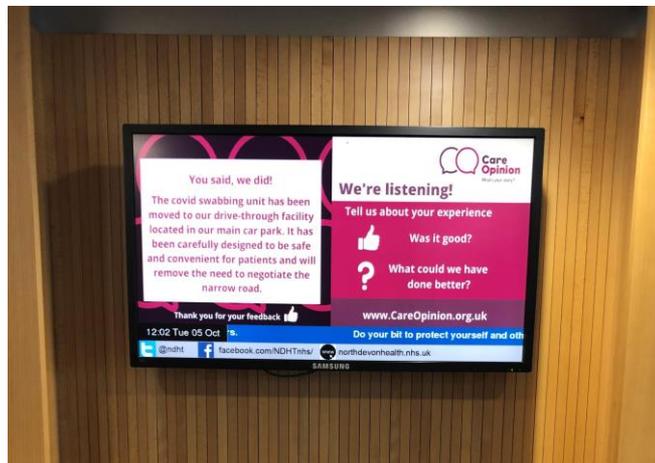
See more stories like this, or share your own experience of your local health or social care services, at [Care Opinion](#)

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

Slideshow



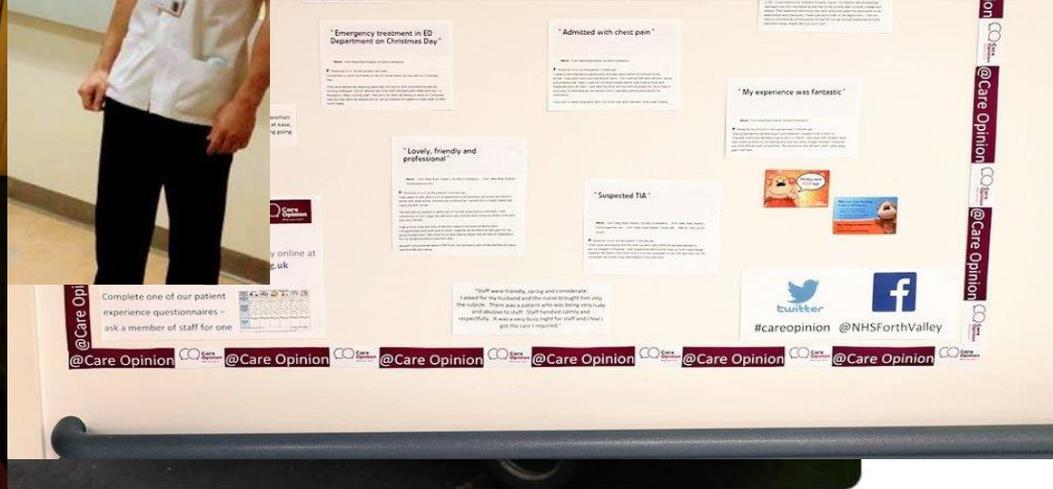
Our slideshow is one small way to help make patient experiences visible to everyone who spends time in healthcare settings. It is a collection of stories which can be displayed one after another in Waiting areas and other health care settings.



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



Subscription
Opinion



2 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"

STORY HAS A RESPONSE
This story has had a response

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 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



Care Opinion
What's your story?



Help others feel brave and strong

Your story is important

You can help make care better for other children.
Tell Bear what you liked or didn't like!

Simply visit
careopinion.org.uk/bear
or scan:



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

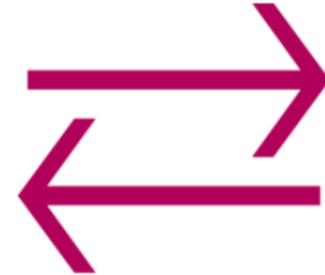
Show you are a listening organisation and that you use the feedback in a constructive way to learn from & improve services for others – explain why feedback is so important

Questioning your assumptions



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

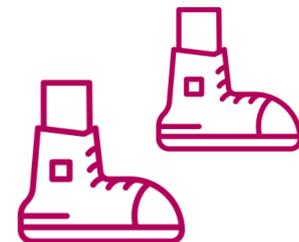
Maybe put yourself in their shoes...



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...”

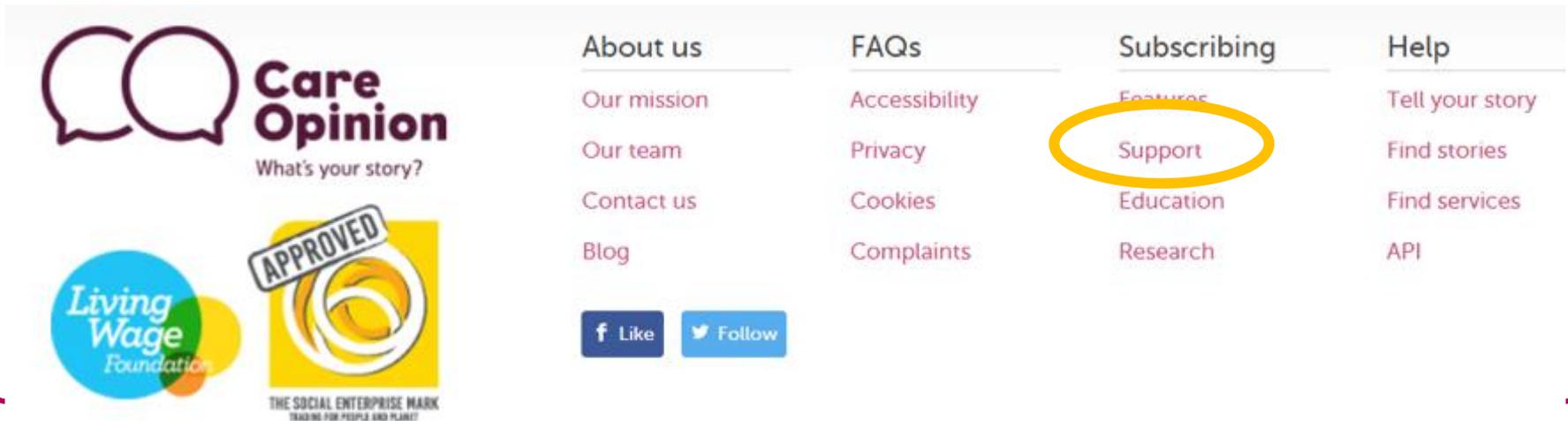
I'm so glad it turned out better than you thought. We find many people are sometimes nervous about coming in. **Would you be willing to share your experience with others via Care Opinion.** This may help reassure other patients who may also feel nervous?

“Thank you for helping me get an appointment today...”

Your 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?**

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**



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:

<https://vimeo.com/681943773>

Other webinars

Sign up for and view webinar recordings on this page: [Training and support webinars | 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

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