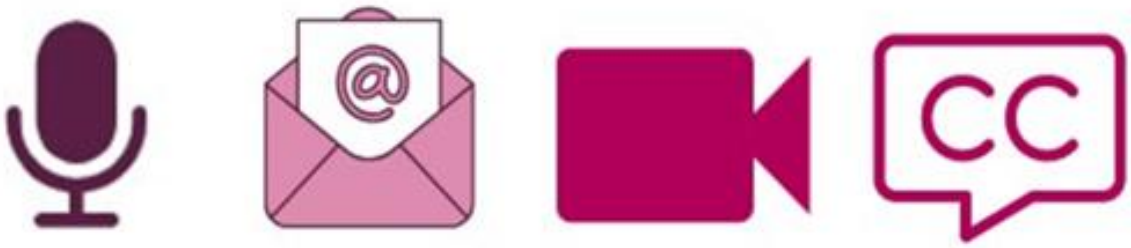
Promoting and Encouraging Feedback

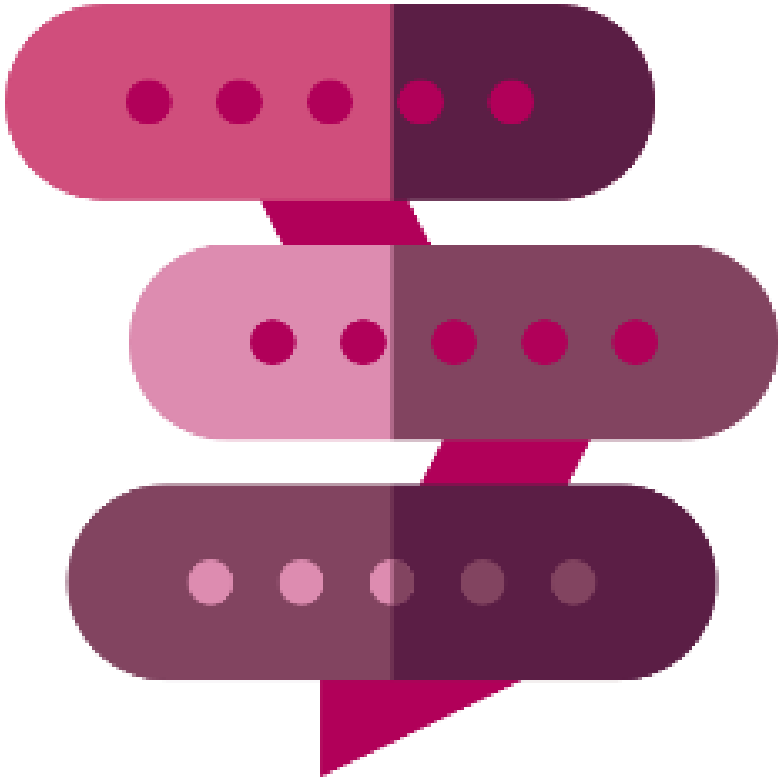


Before we begin…

- Camera & mic
- Questions
- Webinar recording
- Webinar follow up email
- The website examples and terms in this presentation are based on the UK version of Care Opinion, but the features work the same across all Care Opinion sites, including Canada and Australia.
- Please give us your feedback at the end of the session!

Aims:

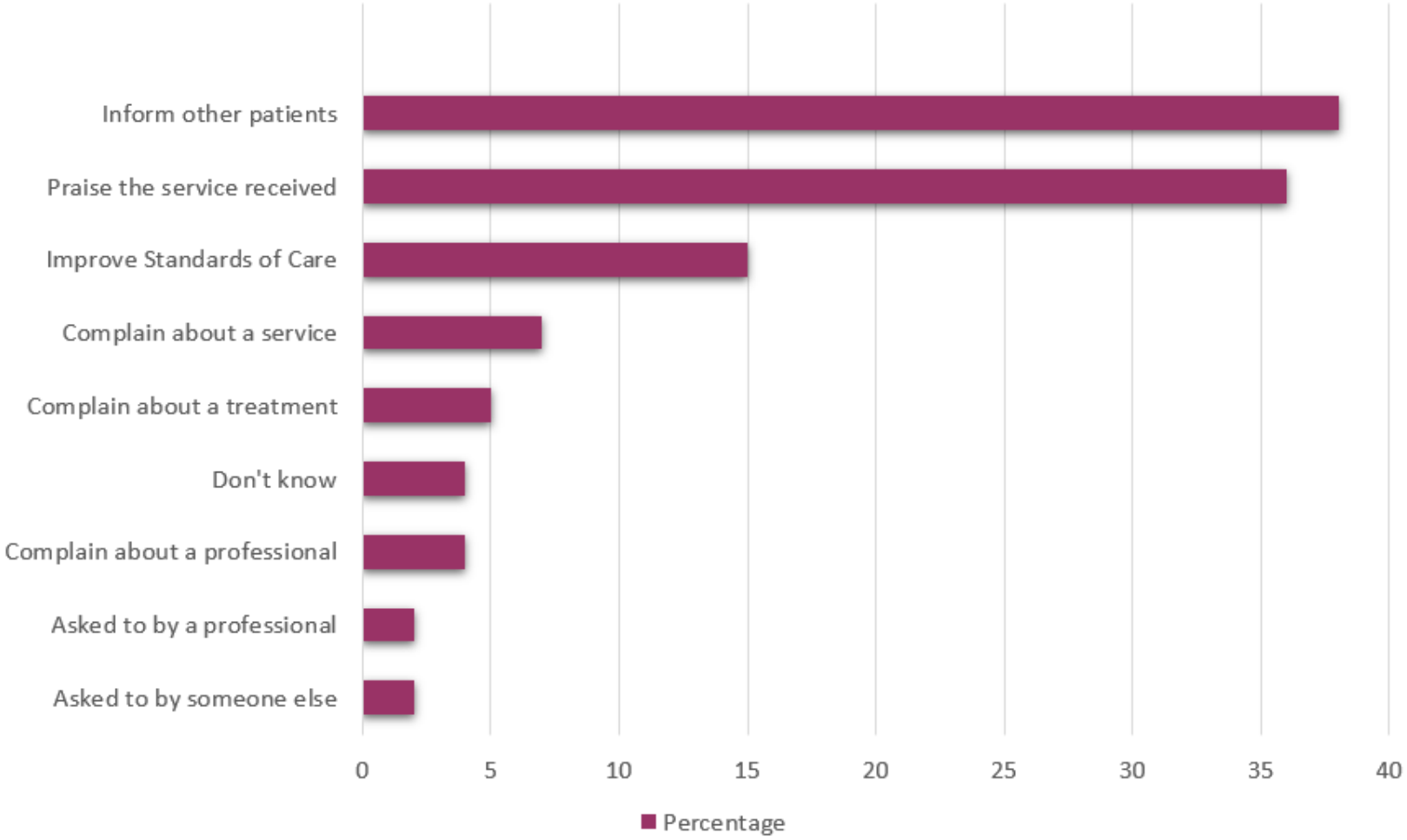
- Explore what motivates people to share online feedback
- Understand the different ways people can leave feedback on Care Opinion
- Ways to encourage feedback within your own organisation
- Explore why we find it difficult to ask for feedback
- Addressing barriers
- Where to find support



Part 1

Why do people share feedback online?

Why do people share their feedback online?



Source: Van Velthoven et al, 2018

How authors feel about sharing their story on Care Opinion:



Care Opinion author survey - 2019

Part 2

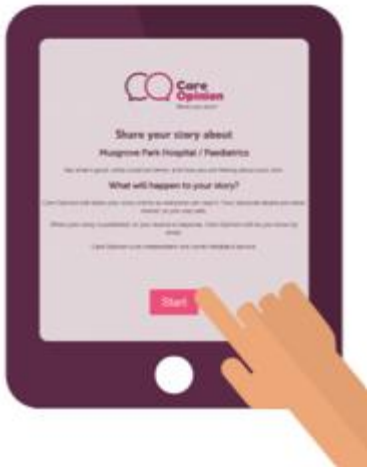
Ways people can share feedback

Ways to share a story with Care Opinion

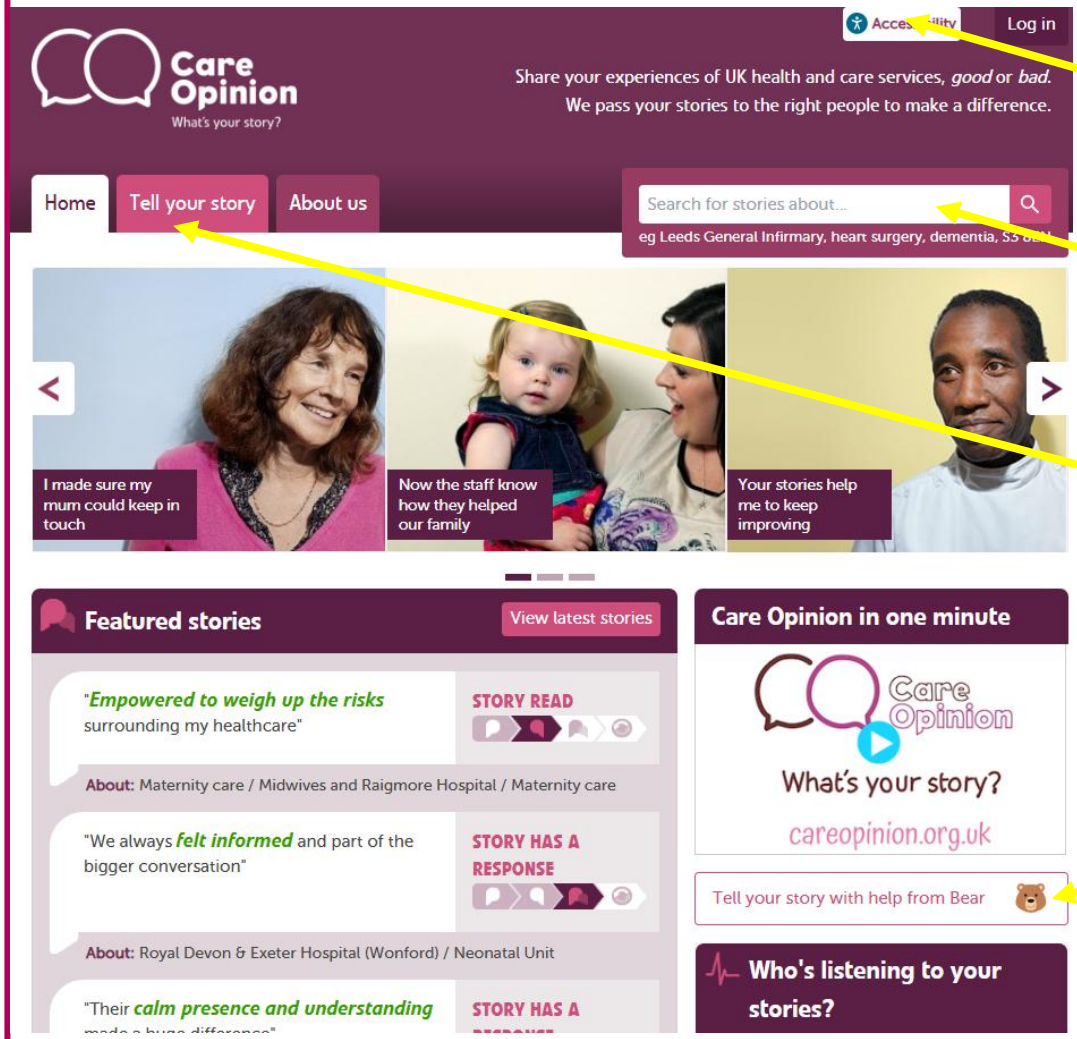
- **Online** careopinion.org.uk
- **Freephone** 0800 122 3135 (UK only)
- **Freepost leaflets**
- Via a **Kiosk link**
- From an **invitation link**
- With **support from Volunteers**
- Using **picture tiles**

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

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





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

NHS Borders

Care Opinion
What's your story?

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.

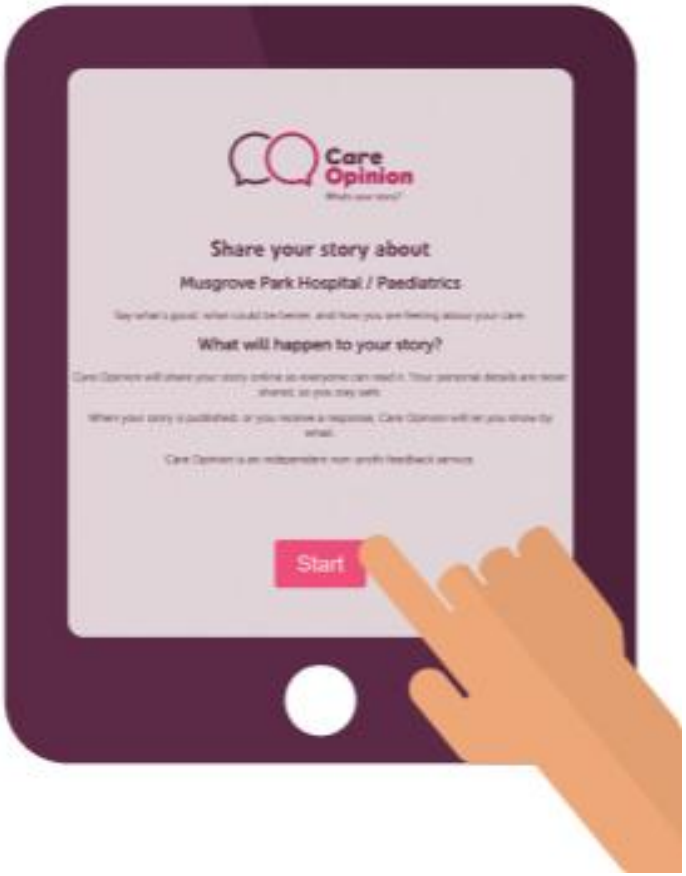
Scan here to share your story:

SCAN ME

visit:

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

or freephone: 0800 122 3135

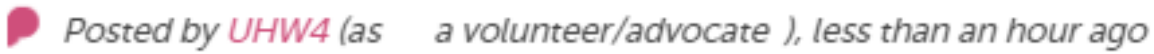


Volunteers?

- 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.

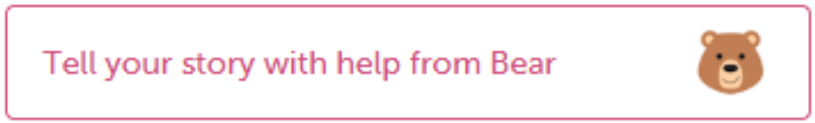
- To help you with this process, we have developed a practical set of resources which have been designed to help train and guide members of staff or volunteers through the process of the assisted story telling process.

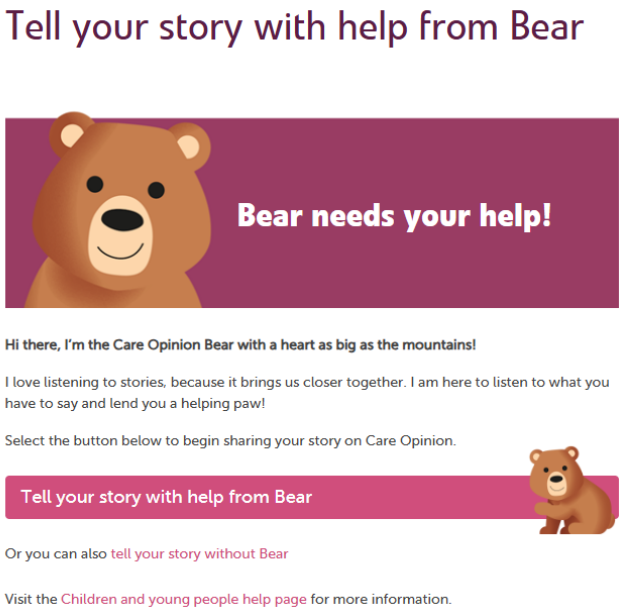
- Click here to visit our 'Staff and Volunteer Overview' page where you can read more about using volunteers to encourage feedback, where you can watch our 'How to' session on volunteers, and where you can download our volunteer toolkit!

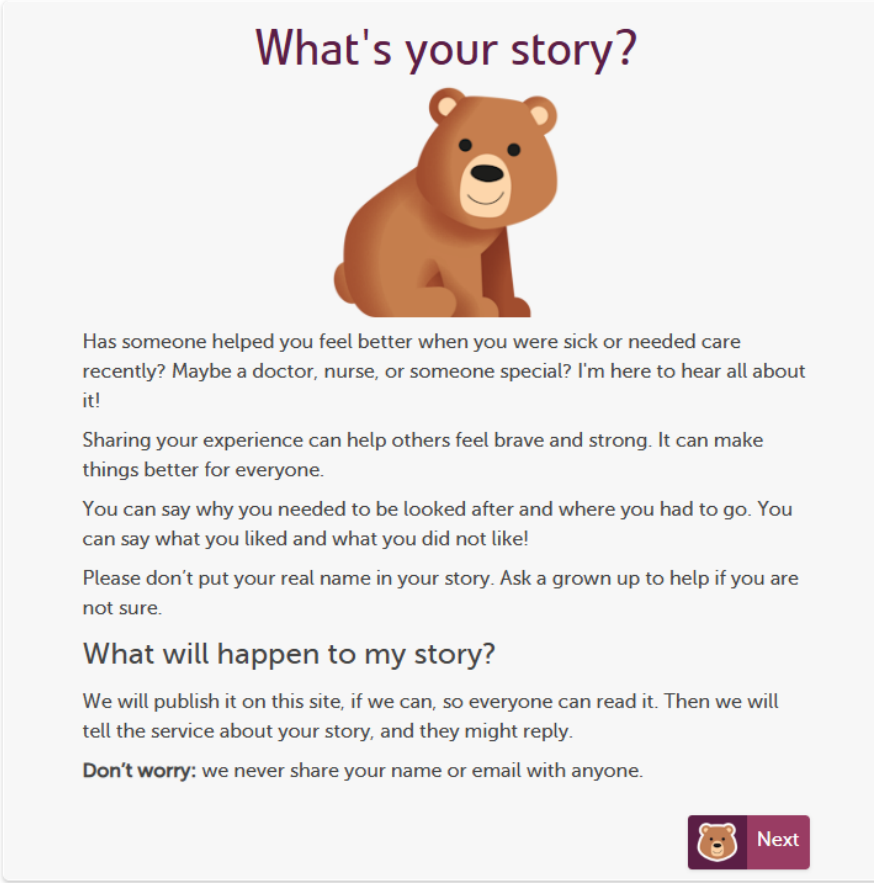




Children can share their story with help from **Bear**…







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

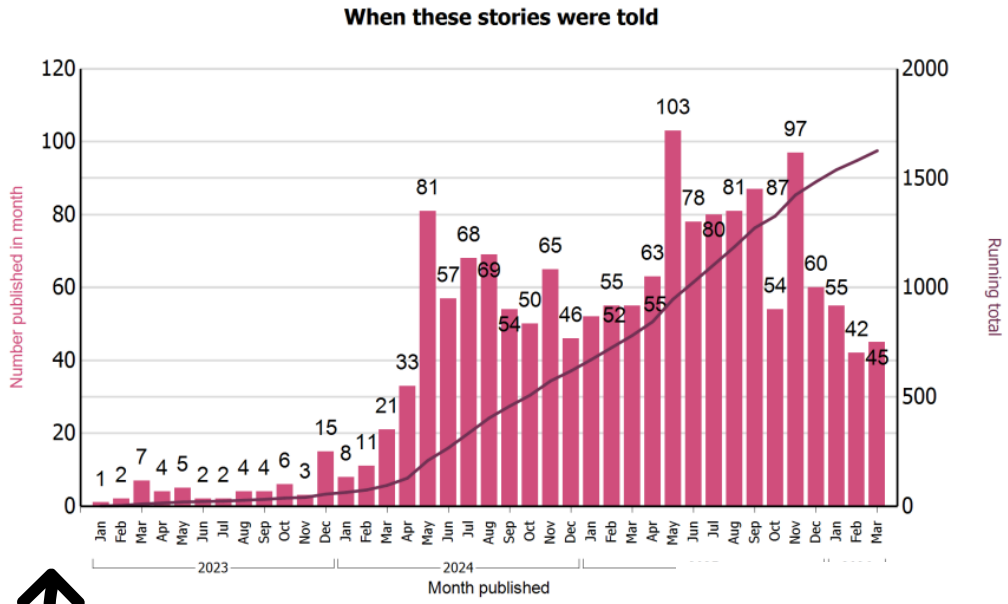
Care Opinion
What's your story?

Part 3

Ways to encourage feedback

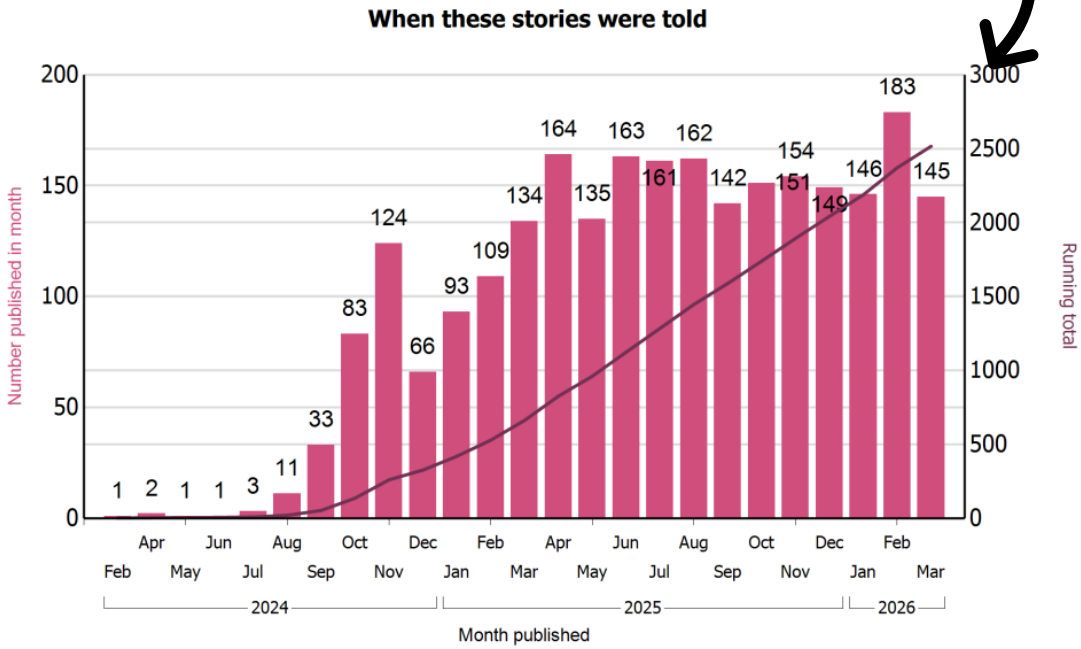
Does ‘active promotion’ make a difference?

Care Opinion



Rotherham, Doncaster and South Humber NHS Foundation Trust

South Lanarkshire University Health & Social Care Partnership



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







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. 17ogsm uncoated stock for the posters

All Care Opinion Print Materials are available here

Care Opinion
What's your story?

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



Bear images

All available in EPS, PNG and SVG

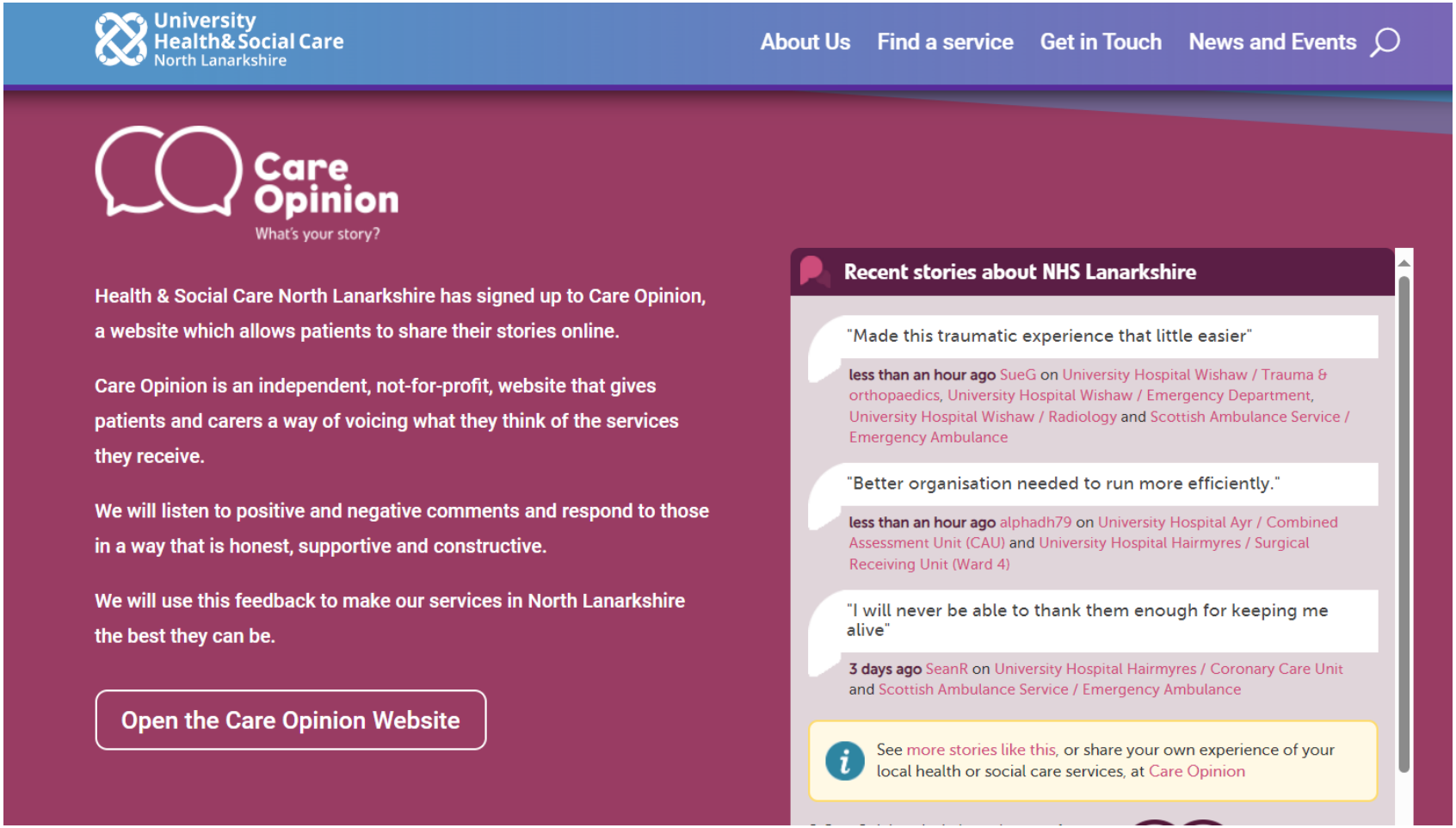
These are the primary images that can be used online and in print materials





Care Opinion
What's your story?

Widgets on your website!



[Get the story telling widget! | Care Opinion]

Website and Intranet

- Logo on you 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)

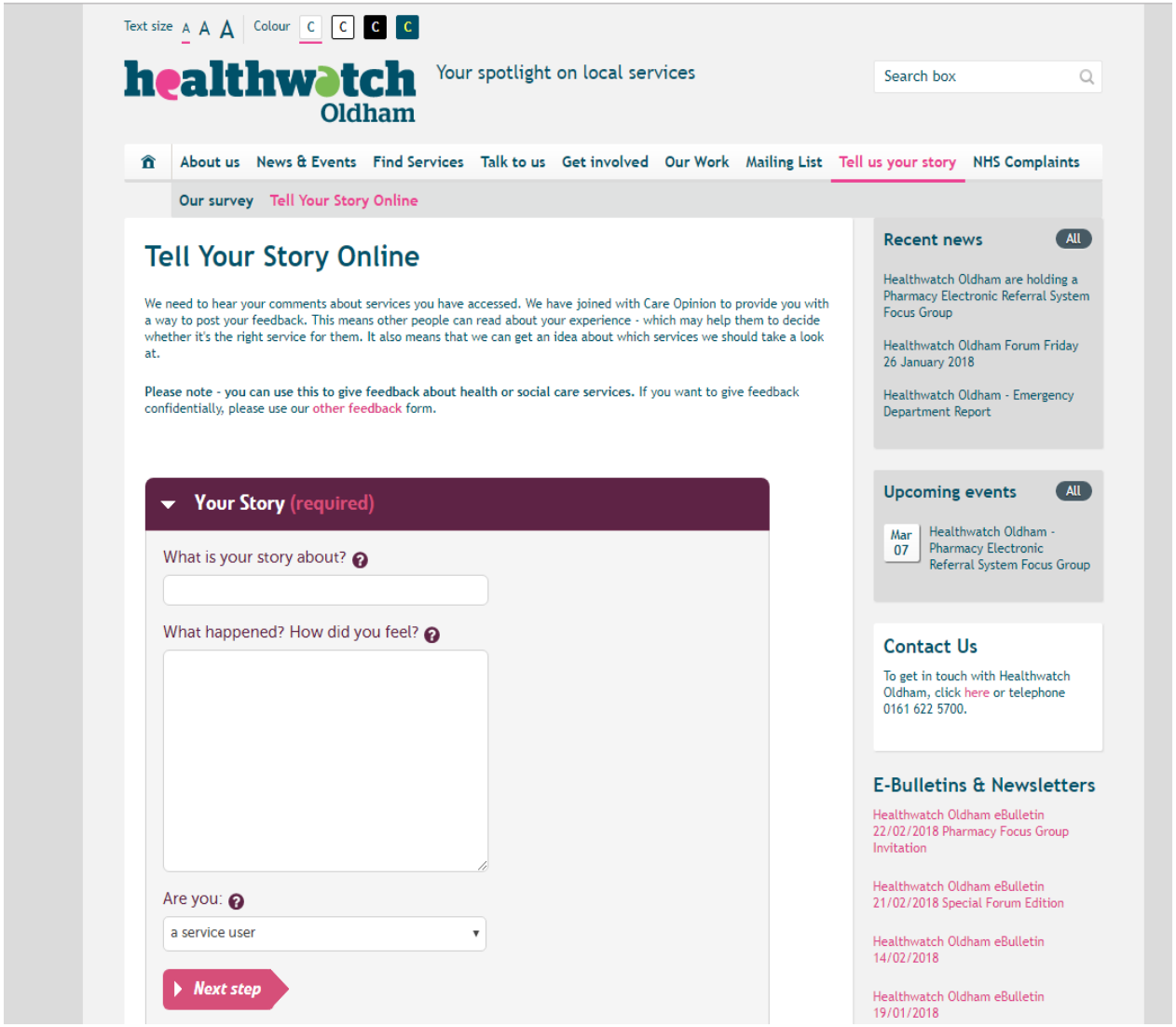
"My addiction and help from STARS"

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

Care Opinion


Text size A A A
Colour C C C C
healthwatch Oldham
Your spotlight on local services
Search box
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)



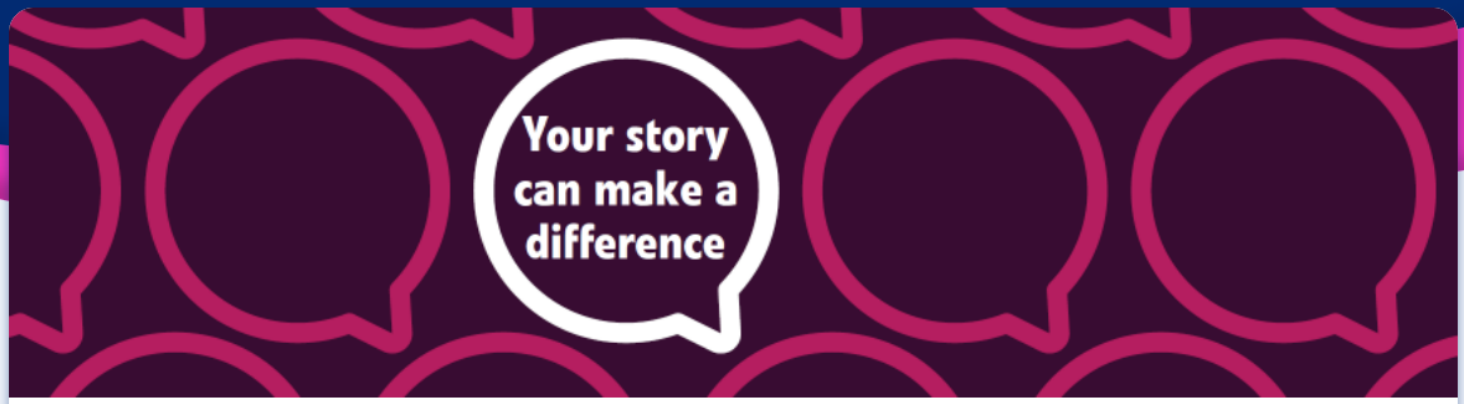
Twitter/Bluesky:

- **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 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

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



5 7

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

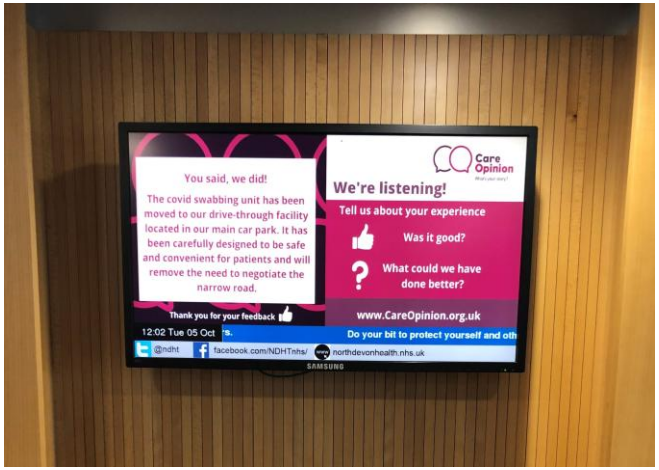
careopinion.org.uk/778227
@NHSaaa #timeforgratitude



5 3

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

Examples of subscribers promoting Care Opinion

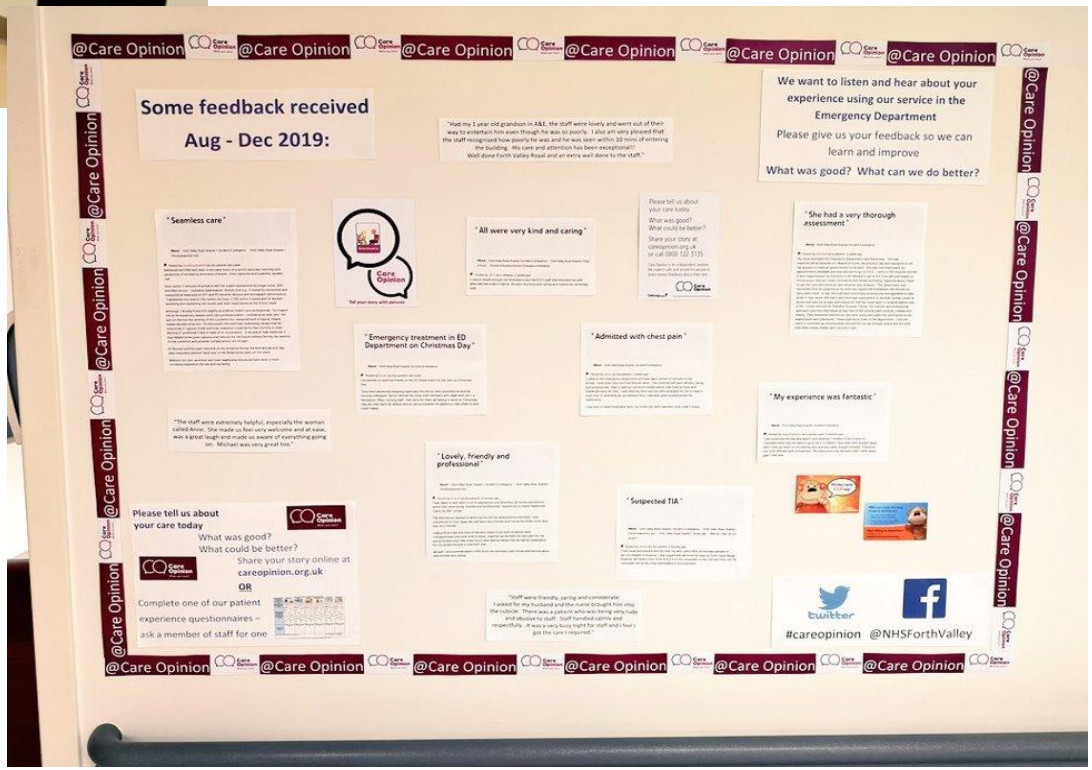


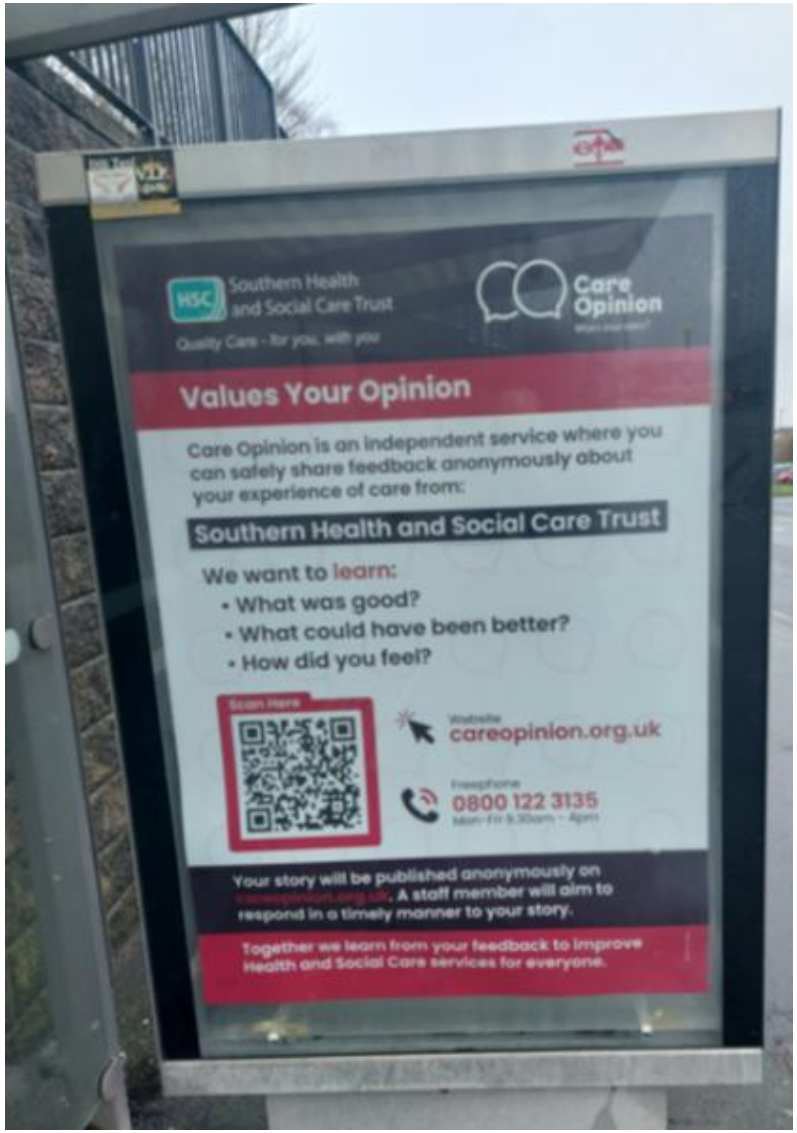



adoption & fostercare
COULD YOU FOSTER?
Call
028 9504 0057
EMERGENCY EXIT
PULL
RGZ 2791
PLS access
Care Opinion
www.careopinion.org.uk


Care Opinion
Tell your story with pictures


Care Opinion
Tell your story with pictures
See what others are saying and share your story at
careopinion.org.uk
or call us on
0800 122 3135


@Care Opinion
Some feedback received
Aug - Dec 2019:
"Had my 1 year old grandson in A&E, the staff were lovely and went out of their way to entertain him even though he was so poorly. I also am very pleased that the staff recognised how poorly he was and he was seen within 10 mins of entering the building. His care and attention has been exceptional!!
Well done Forth Valley Royal and an extra well done to the staff."
We want to listen and hear about your experience using our service in the Emergency Department
Please give us your feedback so we can learn and improve
What was good? What can we do better?
"Seamless care"
"All were very kind and caring"
"She had a very thorough assessment"
"Emergency treatment in ED Department on Christmas Day"
"Admitted with chest pain"
"The staff were extremely helpful, especially the woman called Arvie. She made us feel very welcome and at ease, was a great laugh and made us aware of everything going on. Michael was very great too."
"My experience was fantastic"
"Lovely, friendly and professional"
"Suspected TIA"
Please tell us about your care today
What was good?
What could be better?
Share your story online at careopinion.org.uk
OR
Complete one of our patient experience questionnaires – ask a member of staff for one
"Staff were friendly, caring and considerate. I asked for my husband and the nurse brought him into the cubicle. There was a patient who was being very rude and abusive to staff. Staff handled calmly and respectfully. It was a very busy night for staff and I feel I got the care I required."
twitter
#careopinion @NHSForthValley


Southern Health and Social Care Trust
Quality Care - for you, with you
Care Opinion
Values Your Opinion
Care Opinion is an independent service where you can safely share feedback anonymously about your experience of care from:
Southern Health and Social Care Trust
We want to learn:
• What was good?
• What could have been better?
• How did you feel?
Scan Here
Website
careopinion.org.uk
Freephone
0800 122 3135
Your story will be published anonymously on careopinion.org.uk. A staff member will aim to respond in a timely manner to your story.
Together we learn from your feedback to improve Health and Social Care services for everyone.


AMBULANCE
Care Opinion
What's your story?
Tell us at careopinion.org.uk
YFZ 2324


WHAT IS YOUR STORY?
TELL US ABOUT YOUR CARE
"The whole experience was fantastic"
"Made her feel comfortable and were very patient"
"Nhs Fife Pacu nurse"
"All staff were helpful, friendly and professional"
"My broken arm"
"Looked after me and made me feel safe"
Care Opinion
What's your story?
Your experience is important
Share your story

Blogging

Did you know that, as a Care Opinion subscriber, 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 a **fun and interactive** way!
- **Get inspired** by the creative ways others are encouraging more CO stories.
- **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…
- NHS GGC – Celebrating the launch of CO Bear at the Royal Hospital for Children in Glasgow
- Southern Health & Social Care Trust – The gift of feedback

Remember to share feedback with staff...



Have you seen the staff blog?

[Online feedback touches so many people | Care Opinion]

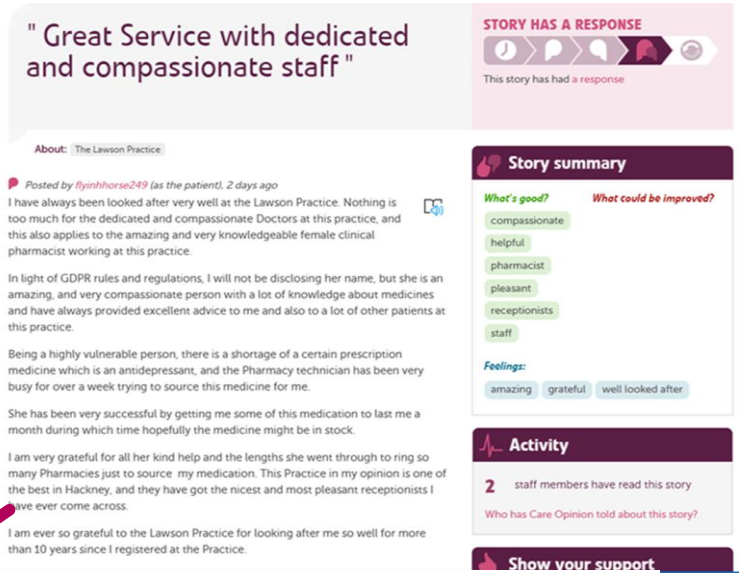
m: RAYNER, Amanda (THE LAWSON PRACTICE)
t: 26 August 2020 10:40

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

e a look at the story and response below...

ase 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 e here at The Lawson Practice!

ou 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 ients to our Care Opinion champion Shazia who will be happy to help!



Kind Regards,

Amanda Rayner
Human Resources and Facilities Lead/Deputy Practice Manager



Posters, widgets and cards are supportive tools to encourage feedback

If you want to show real commitment to learning and change, the most impactful way is to ask people directly for their thoughts and experiences.

Part 4

How to ask people for their feedback

How to encourage feedback

Care Opinion
What's your story?

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.





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?

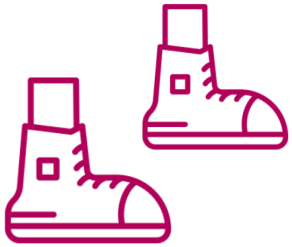


Maybe put yourself in their shoes…



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 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 -** 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?**

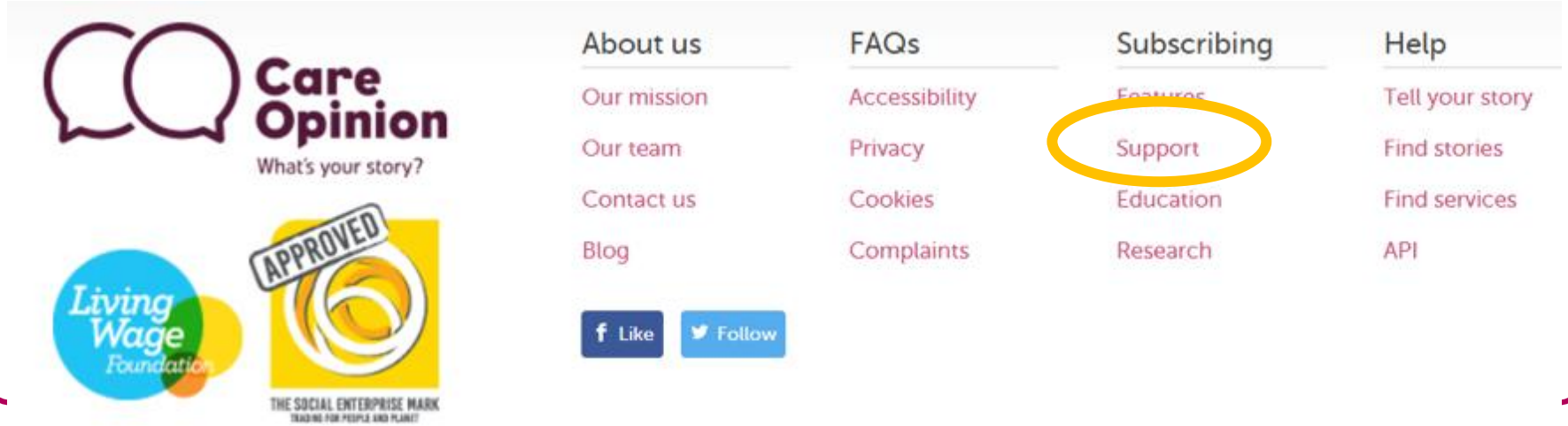
Teasing out the ‘what could be improved’…



How to find help?



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



Resources

Invitation Links

You can watch a short video on how to create Invitation Links here: Invitation Links - Bitesize Video

Other webinars, workshops and Subscriber Chats

Sign up for and view webinar recordings on this page:
Training, workshops and tailored support | Care Opinion



Know How Page

For all your support needs, you can find lots of information at this page:
Subscriber know-how | Care Opinion

Contact us: subscriber.support@info.org.uk

Please give us your feedback on this session…

Questions, thoughts or comments?



Care Opinion
What's your story?