



**Promoting  
and Encouraging  
Feedback**

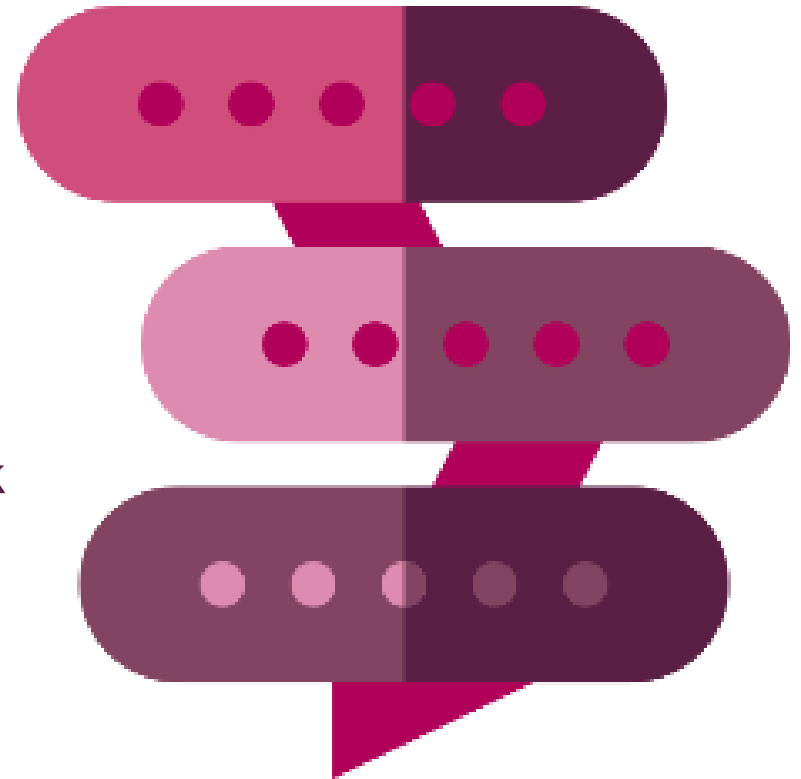


## Before we begin...

- Camera & mic
- 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.

# Aims:

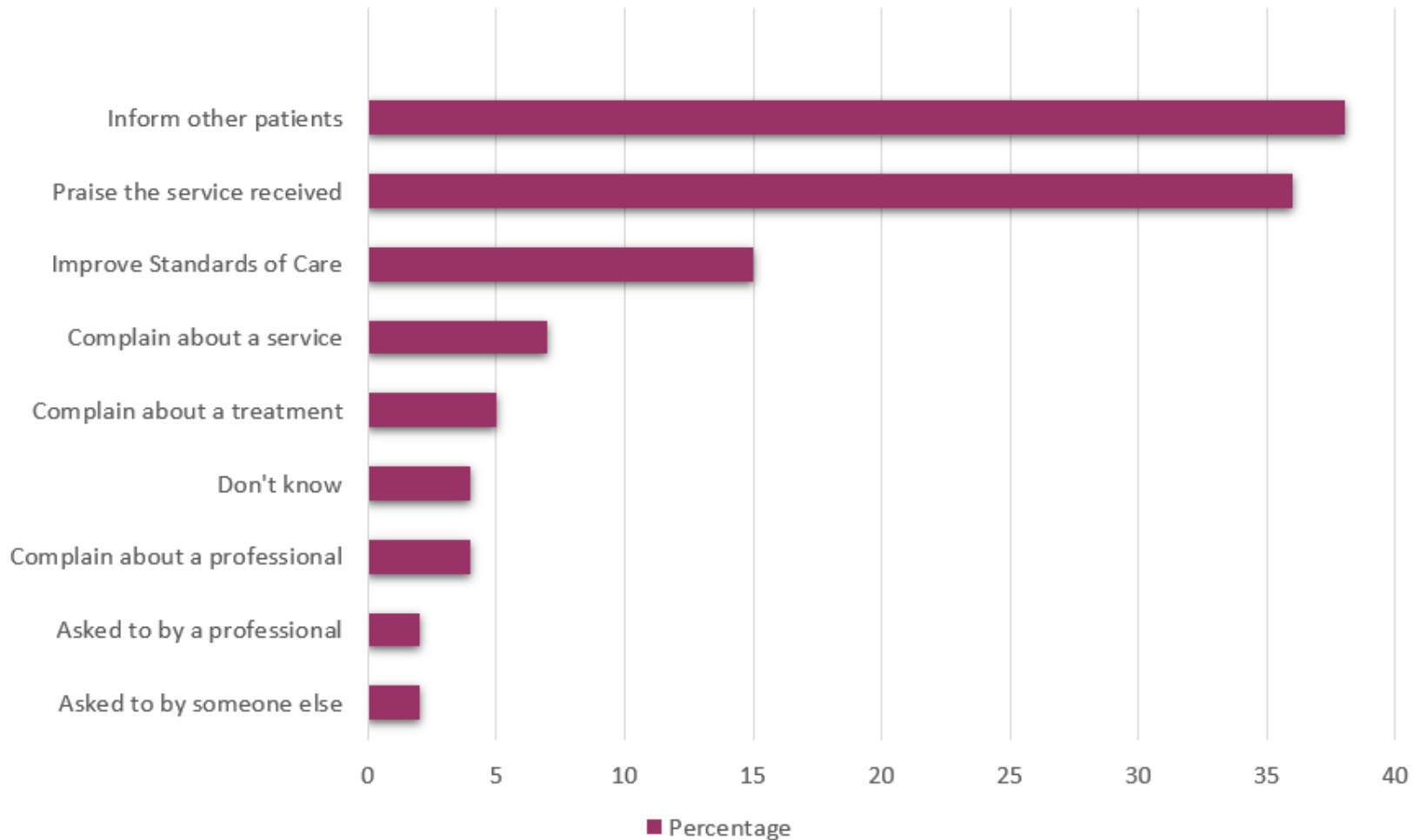
- Understand the **different ways people can leave feedback** on Care Opinion
- **Explore what motivates people to share online feedback**
- Ways to **encourage feedback** within your own organisation
- Explore **why we find it difficult to ask for feedback**
- Addressing **barriers**
- Where to find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



**"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"**

# Author's Experiences



The story behind the story: A Care Opinion author reflection

CareOpinion



## Resources

- [Watch Gordon's conference video](#) sharing why he chose to leave feedback via Care Opinion
- Read **Gordon's story** on Care Opinion here: [My Stroke Journey | Care Opinion](#)
- A **Blog** about Gordon's Experience: [An author's Stroke Journey | Care Opinion](#)
- [Watch Ann's conference video](#) about why she shared her story on Care Opinion

# Part 2

## Ways people can share feedback

# Ways to share a story with Care Opinion

- **Online** [careopinion.org.uk](https://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



The screenshot shows the Care Opinion website interface. At the top left is the Care Opinion logo with the tagline "What's your story?". To the right of the logo is an "Accessibility" link with a magnifying glass icon and a "Log in" button. Below the logo is the text: "Share your experiences of UK health and care services, *good or bad*. We pass your stories to the right people to make a difference." Below this is a navigation bar with "Home", "Tell your story", and "About us" tabs. To the right of the navigation bar is a search bar with the text "Search for stories about..." and a magnifying glass icon. Below the search bar is a list of search suggestions: "eg Leeds General Infirmary, heart surgery, dementia, S5 and". Below the search bar is a carousel of three featured stories. The first story shows a woman and a child with the text "I made sure my mum could keep in touch". The second story shows a woman and a child with the text "Now the staff know how they helped our family". The third story shows a man with the text "Your stories help me to keep improving". Below the carousel is a "Featured stories" section with a "View latest stories" button. The "Featured stories" section contains three story cards. The first card has the text "Empowered to weigh up the risks surrounding my healthcare" and "STORY READ". The second card has the text "We always felt informed and part of the bigger conversation" and "STORY HAS A RESPONSE". The third card has the text "Their calm presence and understanding made a huge difference" and "STORY HAS A RESPONSE". To the right of the "Featured stories" section is a "Care Opinion in one minute" section with the Care Opinion logo, the text "What's your story?", the URL "careopinion.org.uk", and a button that says "Tell your story with help from Bear" with a bear icon. Below the "Care Opinion in one minute" section is a "Who's listening to your stories?" section.

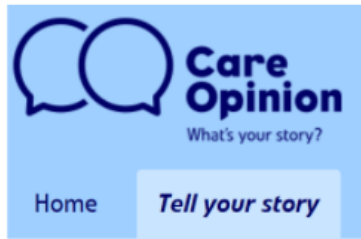
Accessibility Features

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

# 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](http://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.**



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.



# 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



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:

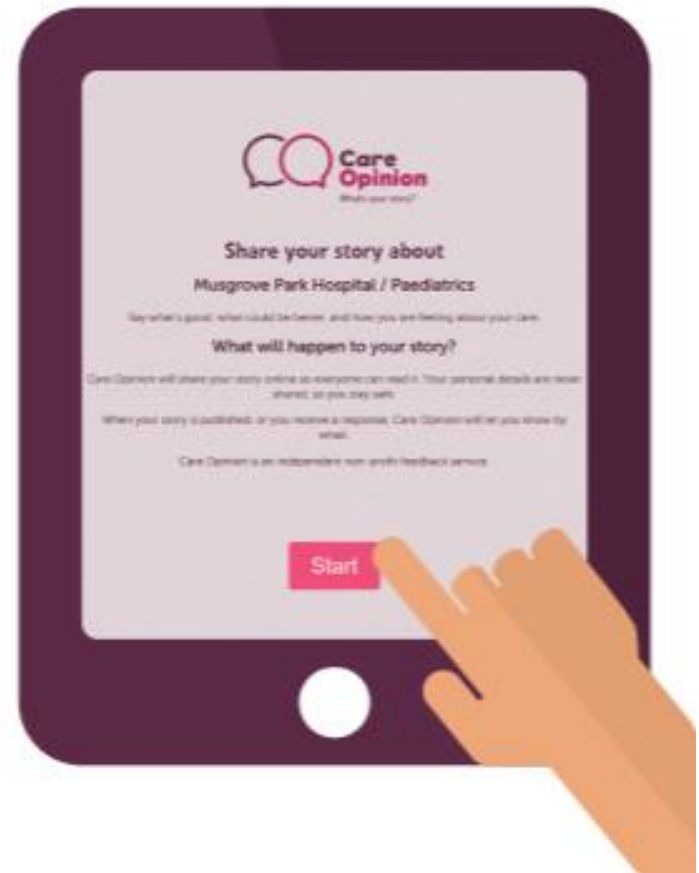
SCAN ME



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!



Posted by **UHW4** (as a volunteer/advocate ), less than an hour ago

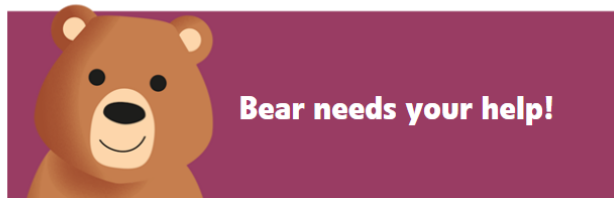


# Children can share their story with help from Bear...

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>



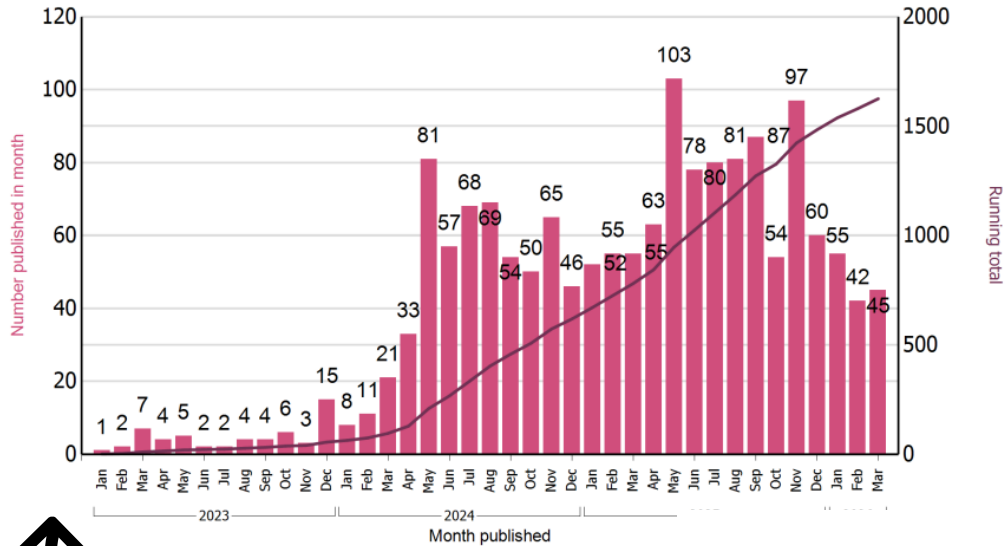
# Part 3

## Ways to encourage feedback

# Does 'active promotion' make a difference?

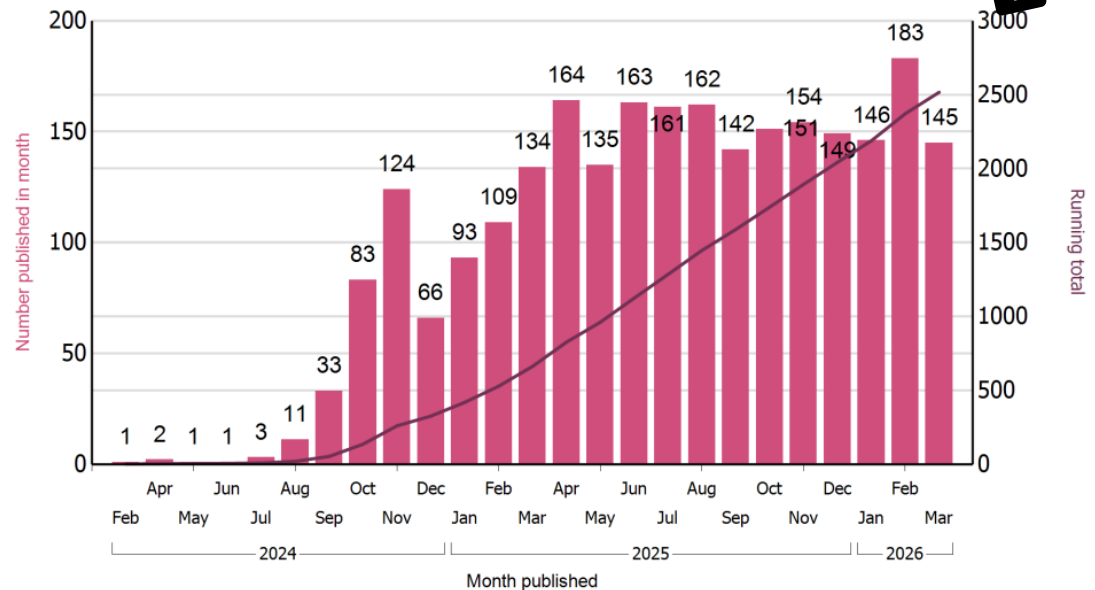


When these stories were told



Rotherham, Doncaster and South Humber NHS Foundation Trust

When these stories were told



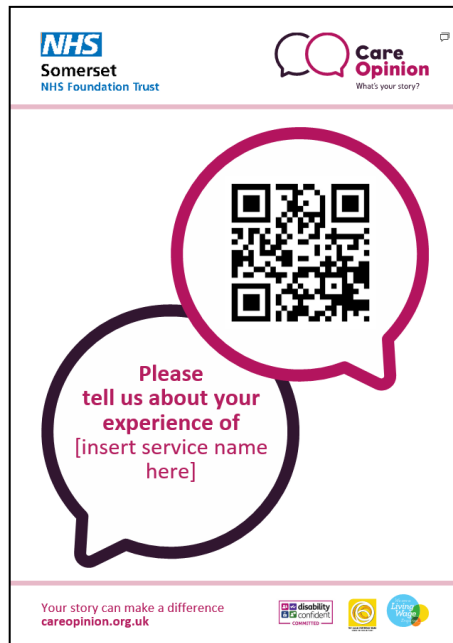
South Lanarkshire University Health & Social Care Partnership

# 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



## 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](http://careopinion.org.uk)



**Share your story**

[careopinion.org.uk/bear](http://careopinion.org.uk/bear)  
or scan:



You can also call Care Opinion  
0800 122 31 35

**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](http://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](#)



# 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

# Widgets on your website!



[About Us](#) [Find a service](#) [Get in Touch](#) [News and Events](#)



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](#)

# Website an

Logo on you from



### 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

## 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 inclusive support we invest in all people using our services to realise their potential and forge a more successful future.

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

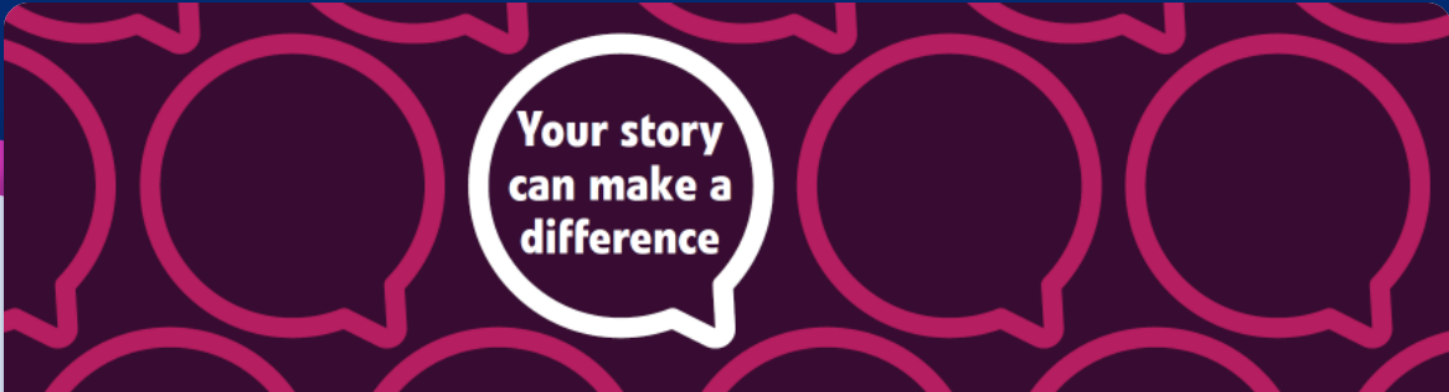
There are 3 main strands to Inclusion services. We provide treatment for individuals in the community, residential & prison-based settings, treatment for low-level mental health problems referred through their GP in IAPT (Improved Access to Psychological Therapies) and Forensic Mental Health Services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

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

The screenshot shows the 'Tell Your Story Online' form on the Healthwatch Oldham website. At the top, there are navigation links: Home, 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'. The main heading is 'Tell Your Story Online'. The text explains that the form is for providing feedback on services accessed, and that the feedback is shared with other users to help improve services. A note states that confidential feedback should be given via a different form. The form itself has a dark purple header with a dropdown menu set to 'Your Story (required)'. It contains two text input fields: 'What is your story about?' and 'What happened? How did you feel?'. Below these is a dropdown menu for 'Are you?' with 'a service user' selected. A red 'Next step' button is at the bottom of the form. To the right of the form are two sidebars. The 'Recent news' sidebar lists three items: 'Healthwatch Oldham are holding a Pharmacy Electronic Referral System Focus Group', 'Healthwatch Oldham Forum Friday 26 January 2018', and 'Healthwatch Oldham - Emergency Department Report'. The 'Upcoming events' sidebar lists one event: 'Mar 07 Healthwatch Oldham - Pharmacy Electronic Referral System Focus Group'. Below these is a 'Contact Us' section with the phone number 0161 622 5700. At the bottom of the sidebar is an 'E-Bulletins & Newsletters' section listing several eBulletins with dates.



re  
inion  
our story?



## 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

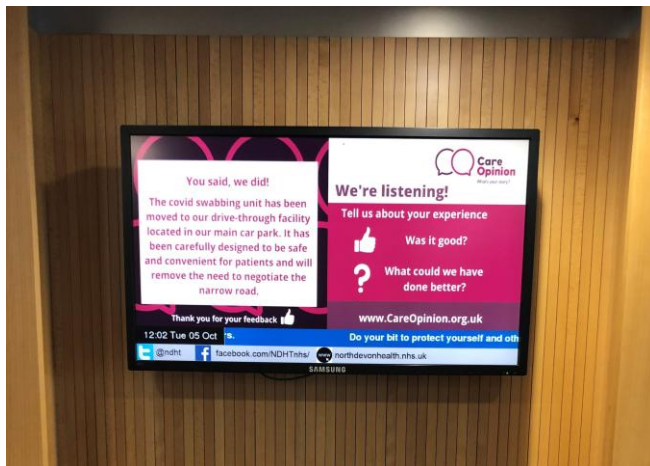


Care Opinion in 2 minutes  
from CareOpinion



# 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>



 Southern Health and Social Care Trust  
 Quality Care - for you, with you



### 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](http://careopinion.org.uk)  
 Freephone: **0800 122 3135**  
 Mon-Fri 8.30am - 4pm

Your story will be published anonymously on [careopinion.org.uk](http://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.

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

@Care Opinion  
 #careopinion @NHSForthValley

# 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...



**m:** RAYNER, Amanda (THE LAWSON PRACTICE)

**it:** 26 August 2020 10:40

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

re 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!

## 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 flynhorse249 (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.

Kind Regards,

**Amanda Rayner**

**Human Resources and Facilities Lead/Deputy Practice Manager**

STORY HAS A RESPONSE



This story has had a response

Story summary

What's good?

compassionate  
helpful  
pharmacist  
pleasant  
receptionists  
staff

What could be improved?

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

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



**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** - 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?**

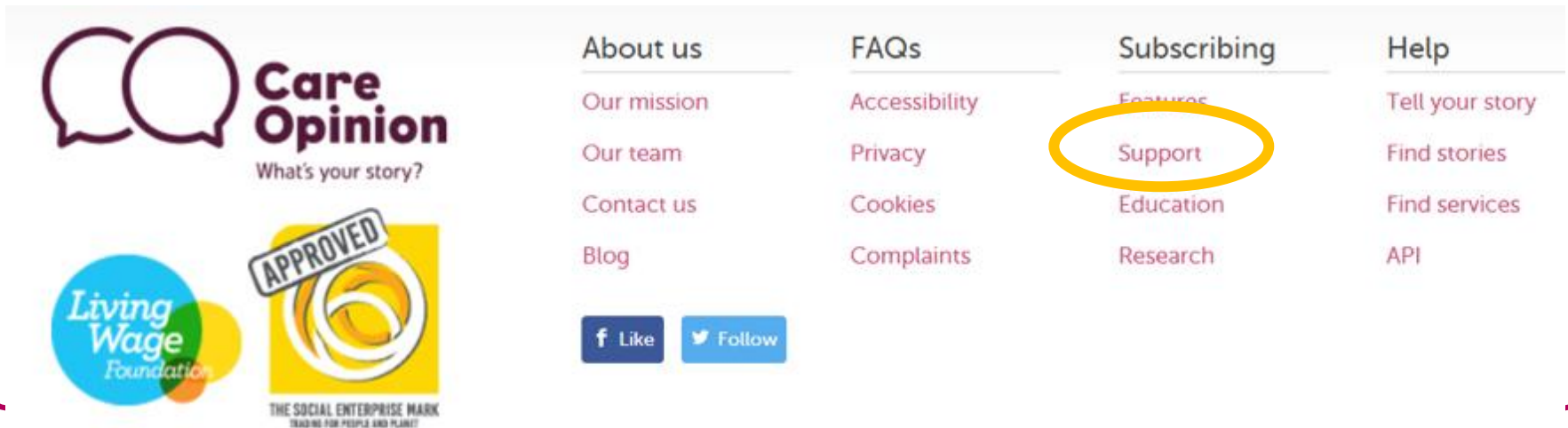
## Teasing out the ‘what could be improved’...



**“If there is one thing we could have done differently,** to improve things for you or your loved ones please do mention this too”

# 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](#)





# Care Opinion Spring Conference

## Humanity in Action: Stories that Shape Better Care

Join us for a jam-packed programme featuring:

- **Research insights** – James Munro in conversation with Miles Sibley of [The Patient Experience Library](#)
- **Care Opinion Canada** – Our Canadian partners are back to share more learning and collaboration with us!
- **Staff morale & culture** – Hear directly from frontline staff on how CO stories support a better workplace
- **Star Responder Celebration** – Recognising staff for their outstanding story responses

**Plus more to come...!**





# Resources and events

## Invitation Links

You can watch a short 9 minute 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](#)

## Events

Our Spring Conference date is here! Thursday the 23<sup>rd</sup> of April (PM) Sign up [here](#)



Contact us: [info@careopinion.org.uk](mailto:info@careopinion.org.uk)

Questions, thoughts or comments?

