

The background features a repeating pattern of speech bubbles. Most are dark red outlines, but one in the lower right is a white outline. The text is centered within this white bubble.

**Promoting
and Encouraging
Feedback**



Before we start...

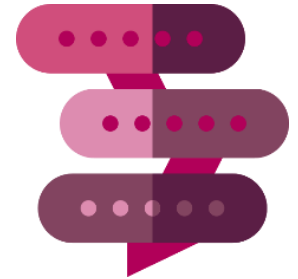
- **Recording**
- **Camera & Mic**
- **Live Captions**
- **PowerPoint Live**
- **Post session email**

Word cloud –feelings

How do you feel about asking for feedback?

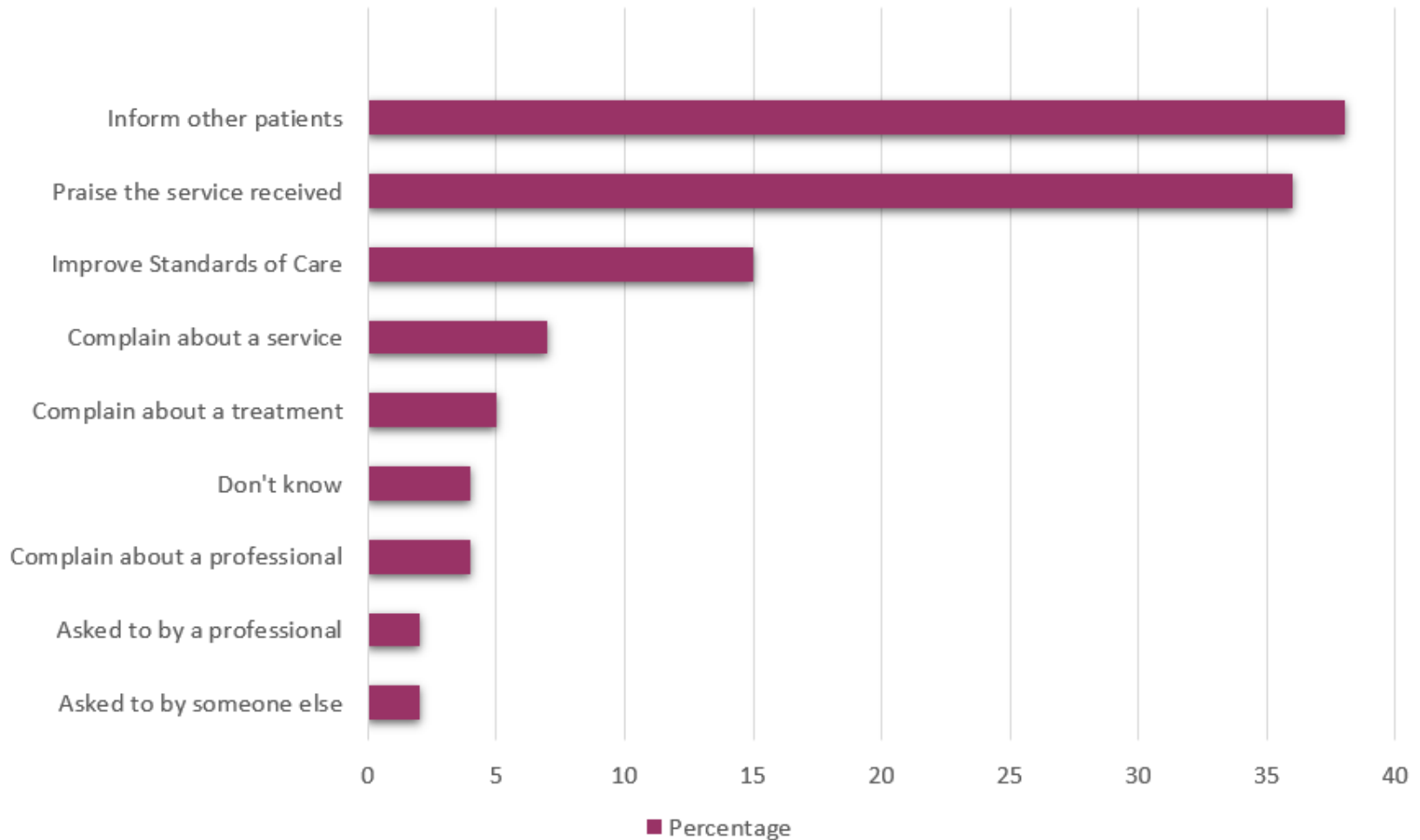


Aims:



- Understand the different ways people can leave feedback on Care Opinion
- What motivates people to share feedback
- Explore why we find it difficult to ask for feedback
- Look at various ways of ‘framing the ask’ – examples to take away
- How to encourage feedback
- Addressing barriers

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"

Authors Quotes

Care Opinion author survey - 2019

Ways to share a story with Care Opinion



Online

Online
careopinion.org.uk
or
careopinion.ie



Freephone

Freephone 0800 122
3135 (UK only)



Freepost
Leaflet

Freepost
leaflets



Invitation Links

From an invitation
link



Kiosk Mode

Via a Kiosk link



Volunteers

With support from
Volunteers

- All stories are subject to moderation and are uploaded to the website
- Freephone, freepost, invitation links, volunteer support are subscriber only features

Online Via website



Size: [A](#) [A](#) [A](#) Contrast: [C](#) [C](#) [C](#) BSL [Log in](#)

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
eg Leeds General Infirmary, heart surgery, dementia, S3 8EN

Accessibility Features

Search stories here

Tell your story tab on every page

Now my cancer nurse knows she helped me cope

Your stories help me to keep improving

My midwives know they gave me a great start

Featured stories

[View latest stories](#)

"he was calm, patient, signposted me to services and even made me laugh. *I felt so much better* and calmer"

About: NHS 24 / Breathing Space (Phoneline)

STORY HAS A RESPONSE

"there are people out there without a support network and/ or the know-how on where to find support, or just really *could have done with a professional talking to them*"

STORY HAS A RESPONSE

Care Opinion in 2 minutes

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

Even little monkeys can tell their stories

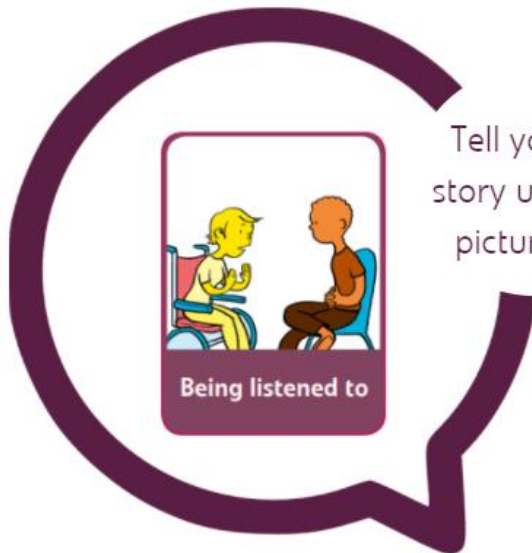
Link for parents and children



The website is viewable in various font sizes and contrasts



Videos explaining how Care Opinion works in BSL and ISL



Tell your story using pictures



Translate the website into your chosen language

Accessibility

Freepost leaflets and Free phone 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 stamp needed



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.



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



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:

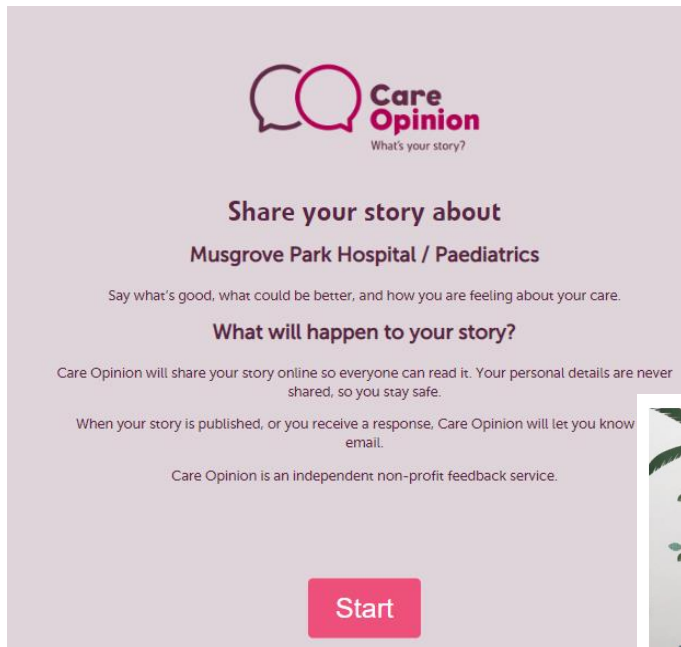
[careopinion.org.uk/kiosk/nms-substance-to-solution](https://www.careopinion.org.uk/kiosk/nms-substance-to-solution)”




<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.

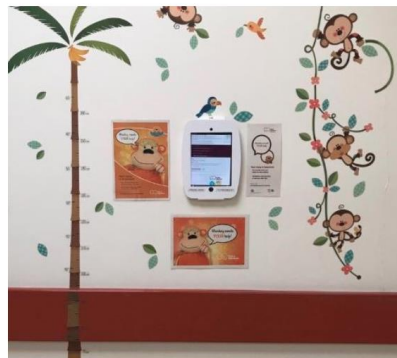
What will happen to your story?

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
EQUALITY
COMMITTED

Spring
Health



**How
was your
care?**

Care
Opinion



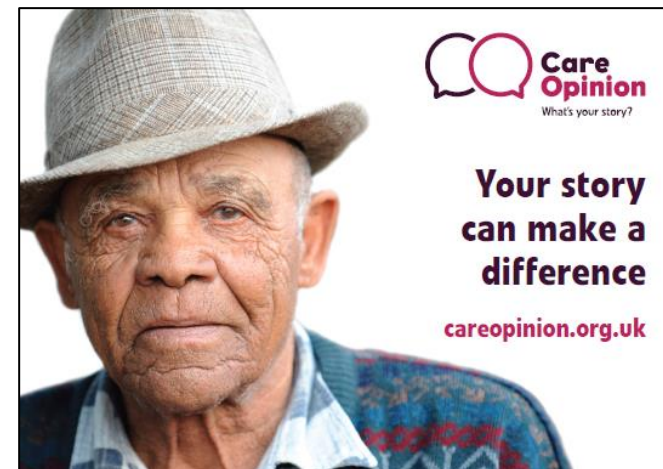
**Please tell us about
your care today**

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)

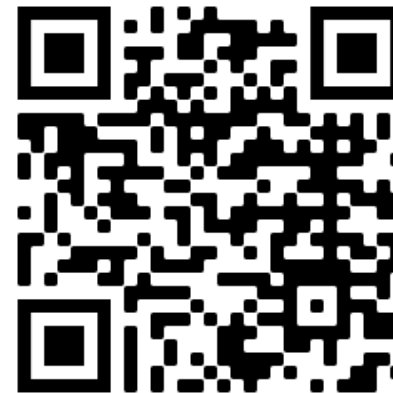


QR Codes

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.



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 dark purple speech bubble contains the text: "Please tell us about your experience of [insert service name here]". At the bottom, it says "Your story can make a difference careopinion.org.uk" and includes logos for "disability confident" and "Living Well".

This poster features the NHS United Lincolnshire Hospitals NHS Trust logo in the top right. The text reads: "Please tell us about your care from United Lincolnshire Hospitals NHS Trust. Share your story at careopinion.org.uk". Below this, it 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 is displayed in the bottom right corner of the box, featuring the two speech bubbles and the text 'Care Opinion'.

Or Stickers on existing leaflets/booklets?

Support available from Care Opinion:

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





Volunteers?

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

<https://www.careopinion.org.uk/info/sharing-with-staff>

Website and Intranet

(once they're on, they're on!)

- Logo on your 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



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: [?](#)

▶ [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:

- Tweet asking for feedback
- 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 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



**"thanks to his empathy
kindness and ability to make
me feel at ease and explain
everything he was doing, I was
able to get the treatment I
needed."**





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](#)



Search for services, groups and activities in East Ayrshire by postcode or town:

e.g. Kilmarnock or KA1



Search website:

Search...



EAST AYRSHIRE

Health & Social Care
Partnership

Home Page

Living Well ▾

Partnership Working ▾

What's New

Get Involved ▾

About Us ▾

Contact Us

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

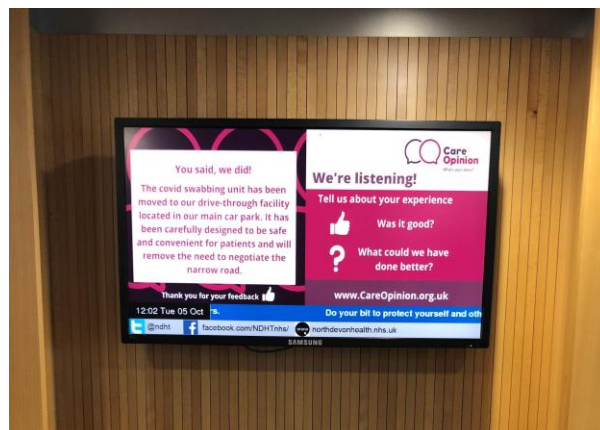
from CareOpinion



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/slideshow-and-tell>

Examples of subscribers promoting Care Opinion







Gregor Smith
@DrGregorSmith

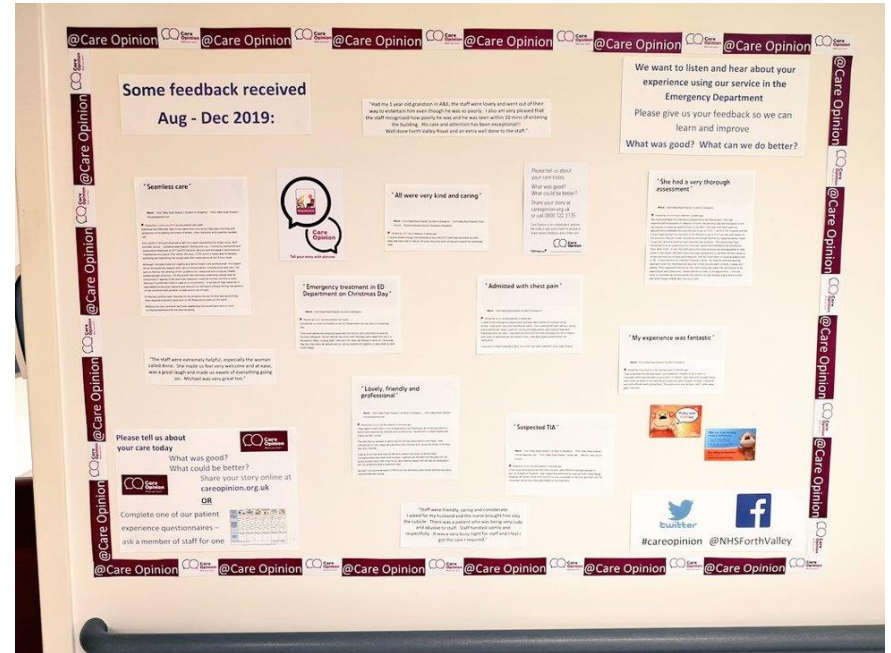
Following



Great to see this joint branding for [@NHSHighland](#) & [@CareOpinionScot](#) - such an important partner for us to enable learning, improvement & celebration from peoples's feedback. But we can get even better at how we use it & learn from other boards experience.



6:52 PM - 24 Jan 2019



Remember to share feedback with staff



Have you seen the staff blog?

[Online feedback touches so many people | Care Opinion](#)

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!

" 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

How to encourage feedback

Now we know the ways in which to 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?

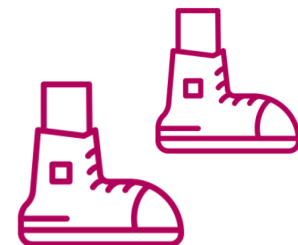
Maybe put yourself in their shoes...



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:



Explain who Care Opinion is – Independent from NHS, social enterprise /CIC, encourages social value



Explaining its 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?

Teasing out the 'what could be improved'...

"First class service
from first class staff"

"I left feeling relaxed
and valued"



"and if there is one
thing we could have
done differently, to
improve things for you
or your loved ones
please do mention this
too"

Possible ways to 'Frame the ask'...

"I'm not very happy about the problems I've had trying to book an appointment...."

Thank you for raising your concerns, however this is not something I can deal with personally but you can use Care Opinion to feedback your issues or suggestions and this feedback will be heard by the right member of staff who can respond to your feedback and also implement changes that can improve the patient experience.

Overall 65% of the feedback via Care Opinion has contained no criticism at all



Word cloud –feelings

How do you feel about asking for feedback now?



