



Sharing your story with Bear

How can children share their experiences of NHS Scotland services on Care Opinion



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Agenda...



UNCRC – How does this work in partnership with Care Opinion feedback?

How can Children share their feedback with Bear?

How to Promote Care Opinion to Children?

Framing the Ask to Children and parents.



What is the UNCRC?

Article 12 of the UNCRC?



CONVENTION
ON THE RIGHTS OF THE CHILD

“State parties shall assure to the child who is capable of forming his or her own views the right to express those views freely in all matters affecting the child, the views of the child being given due weight in accordance with the age and maturity of the child”

UNCRC (Incorporation) (Scotland) Act 2024



**The Scottish
Government**
Riaghaltas na h-Alba

“The Act provides important protection for the human rights of children and young people in Scotland and its implementation will further a culture of everyday accountability for children’s rights.”

Everyday business

While not directly part of the complaints process, most minor issues and concerns raised in the daily service provided to children are likely to be able to be resolved without needing to progress to a complaint.

If something cannot be dealt with, it is important to act quickly and to be aware of how to access the complaints process.

Accessing the complaint process

The first consideration of the two-stage complaint process is how a child or adult accesses it.

It covers the support and guidance they need, and the decisions that need to be taken.

Outcomes

- Child does not wish to proceed.
- Complaint is made.
- Complaint progressed to stage 1 or stage 2 where needed.
- Signposted to another process.

Stage 1: Responding

Stage 1 is aimed at fast response and resolution. The process should focus on outcomes for the child.

Outcomes

- Child does not wish to proceed.
- Complaint resolved.
- Complaint upheld, not upheld or upheld in part.
- Signposted to stage 2.

Stage 2: Investigation

Stage 2 is the detailed investigation.

It may follow stage 1 or a complaint may be escalated directly to stage 2.

The process should focus on outcomes for the child.

Outcomes

- Complaint resolved.
- Complaint upheld, not upheld or upheld in part.
- Signposted to SPSO.

Escalation

Escalation is about how the child or adult is signposted to the SPSO and the support and advice they need to help them do that.

Outcomes

- Child or adult can make an informed decision about complaining to SPSO.

UNCRC & Scottish Health Services

UNCRC & Care Opinion

The screenshot shows the Care Opinion website interface. At the top, there is a navigation bar with the Care Opinion logo (two speech bubbles) and the tagline "What's your story?". To the right of the logo, there are links for "Select Language", "Size: A A A", "Contrast: C C C", "BSL/ISL", and "Log in". Below the logo, the text reads: "Share your experiences of UK health and care services, *good* or *bad*. We pass your stories to the right people to make a difference." The navigation menu includes "Home", "Tell your story", and "About us". A search bar is present with the placeholder text "Search for stories about..." and a magnifying glass icon. Below the search bar, there is a search result snippet: "eg Leeds General Infirmary, heart surgery, dementia, S3 8EN".

The main content area features a carousel of three featured stories:

- Story 1:** A woman smiling. Text: "I made sure my mum could keep in touch".
- Story 2:** A woman holding a young child. Text: "Now the staff know how they helped our family".
- Story 3:** A man in a white uniform. Text: "Your stories help me to keep improving".

Below the carousel, there are two sections:

- Featured stories:** A section with a "View latest stories" button. It features a quote: "She will sit and treat my partner with the same *care and compassion and understanding* as me". Below the quote, it says "About: Community Services (AMH) / CMHT South". To the right of the quote is a "STORY READ" button with a play icon.
- Care Opinion in 2 minutes:** A section with a cartoon illustration of a person in a hospital bed and a sign that says "WARD 10". Below the illustration is a quote: "I think my story is rather about phones! But I think it made a difference not just for my mother but for other visitors and patients on that ward."



How can Children share feedback on Care Opinion with Bear?

The screenshot shows the Care Opinion website's navigation bar with links for Home, Tell your story, and About us. A search bar is present with the text "Search for stories about..." and an example "eg Leeds General Infirmary, heart surgery, dementia, S3 8EN". Below the navigation is a carousel of three featured stories with captions: "I made sure my mum could keep in touch", "Now the staff know how they helped our family", and "Your stories help me to keep improving".

Featured stories [View latest stories](#)

"She **reassured me all would be fine and take one day at a time**, she posted out information to help myself and my daughter."


About: Public Hi

"The Paramedic **in the fracture**"

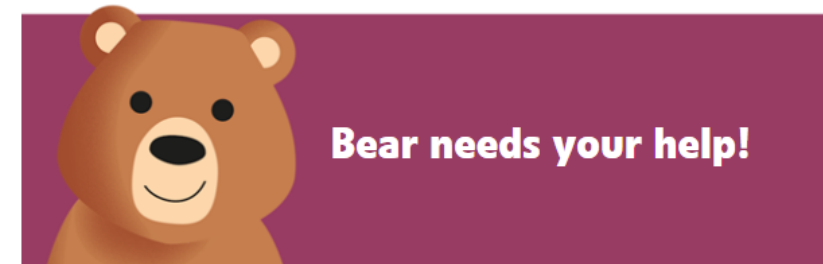
About: Non-

Care Opinion in 2 minutes

"I think my story is rather different about phones!"

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.




Your story > About you > Services > Tags > Sign off

This story is being added by Lisa (Not you?)

What is your story about? ?

What happened? How did you feel? ?

If you want, use pictures to help tell your story



0 words (of 1000 allowed)

When did your story happen? ?

< Back



Help:
You c
here.

Introduction and Story

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

[Your story](#) > [About you](#) > [Services](#) > [Tags](#) > [Sign off](#)

Are you: ?

a service user

Are you:


18 or over

What is your postcode? ?

(confidential)

Select any conditions, tests or treatments in your story, or add another ?

Add another... +




[Your story](#) > [About you](#) > [Services](#) > [Tags](#) > [Sign off](#)

Select any services your story is about ?

You can add another service your story is about +

Suggesting services... ⌂




Information about person and Service/s attended

What was good? 



One idea at a time




What could be improved? 



One idea at a time




How did you feel? 



One idea at a time



 Back



Next

Your consent

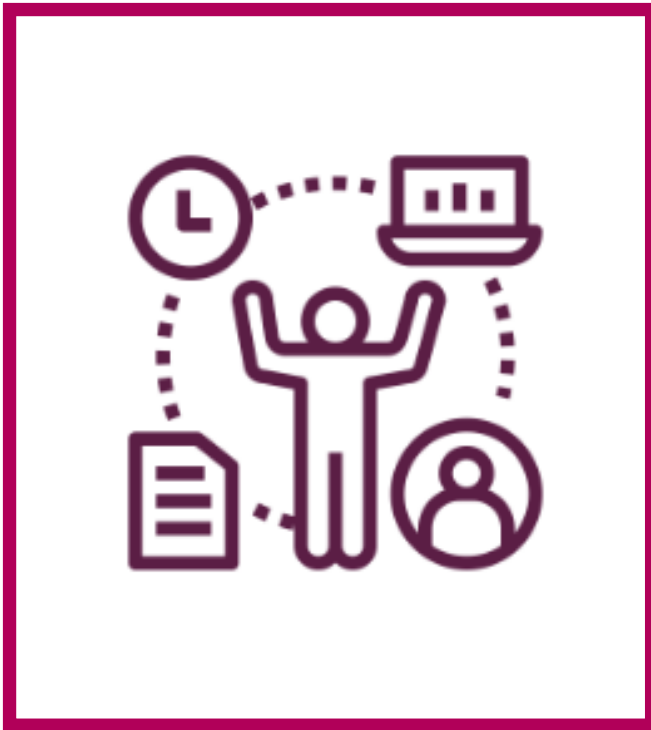
- I consent to my story being published on Care Opinion and shared online to help learning and change. I understand my email and postcode will not be shared. [More information](#)



Submit my story

Tags and Consent





How to Promote Care Opinion to Children?

Think about **how patients can be encouraged to tell their story**. Discuss with colleagues or speak to patients. Think outside the box and ask for support and examples from your support lead at Care Opinion.

Consider:

- **Age**
- **Ability (physical and mental)**
- **Resources**
 - ❖ Invitation Links/QR codes
 - ❖ Visual Promotion – paper/slideshow/widget
 - ❖ Speaking to Parents and children
 - ❖ Social Media
 - ❖ Letters
 - ❖ Text messages


Bear invitation Links...

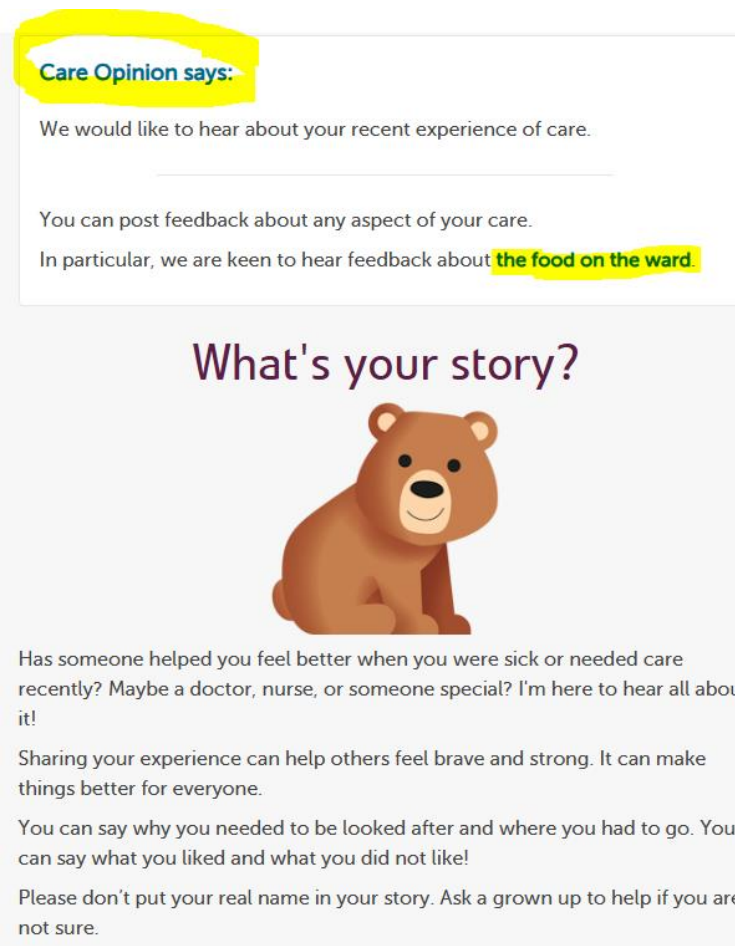
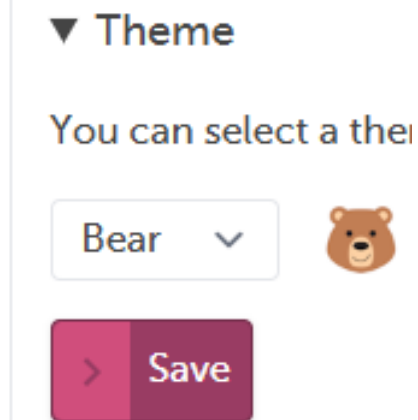
Example Invitation Link

<https://www.careopinion.org.uk/g/o/3425/tell-bear-your-story>

Customise your own link!

When this link is used:

- the theme will be Bear 
- the feedback focus will be the food on the ward



New Promotional resources

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

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:

Tell Bear about your care

Staff or Service Name



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!](#)



Coming Soon...

Bear Stickers

Colouring in
Pictures of
Bear



Bear images

All available in EPS, PNG and SVG

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



We can provide you with images and Guidance to create Bear Materials.....



Care Opinion for children: Bear imagery and brand guidelines

Brand guidelines



The bear image must always be used in conjunction with the Care Opinion logo and/or web address

If used with an invitation link address or QR code (instead of the web address) the bear image should be used with the Care Opinion logo

The Care Opinion logo and the bear imagery must not be combined as one image – e.g. the bear should not be put inside the O in the Care Opinion logo

Bear cannot be given another name. It must be referred to as Bear or the Care Opinion Bear

All use must be approved by Care Opinion prior to printing or publishing online

Bear images



ALL AVAILABLE IN EPS, PNG AND SVG

THESE ARE THE PRIMARY IMAGES THAT CAN BE USED ONLINE
AND IN PRINT MATERIALS

Bear icons



ALL AVAILABLE IN EPS, PNG AND SVG

GENERALLY, THE IMAGES WITH SHADING SHOULD BE USED OVER THE ICONS BUT THESE ICONS CAN BE USED AT A SMALLER SIZE OR TO EXPRESS DIFFERENT EMOTIONS

Character Profile



Description:

- Friendly, gentle, calm, not too high energy
- funny and wise
- Calm, compassionate, steady, nurturing

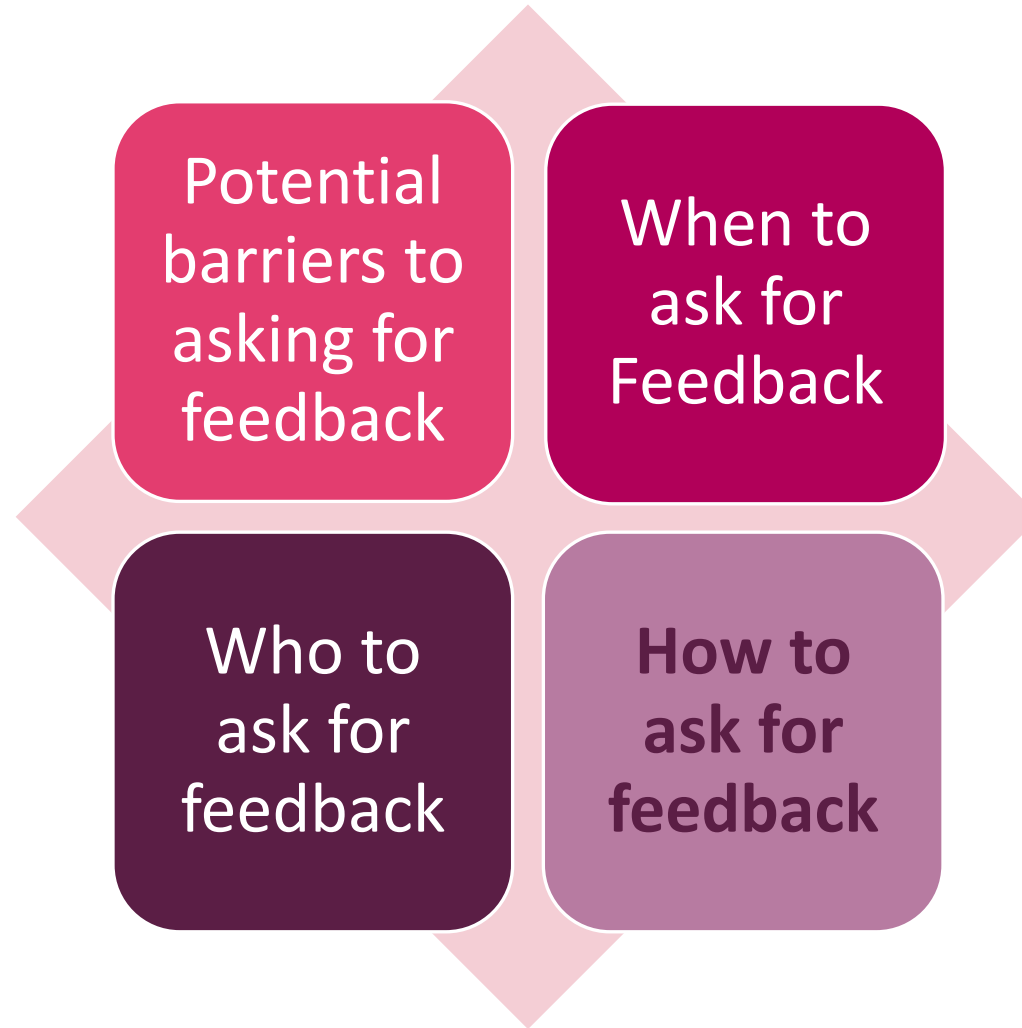
Role:

- Guiding personality, big sisterly, hold my hand, “I might know more than you, let me help you in this process”. Prepared to help through telling even upsetting experiences.

Impact:

- Children and young people to feel supported and empowered to share their experiences

Framing the Ask to Children and parents.



Possible reasons...

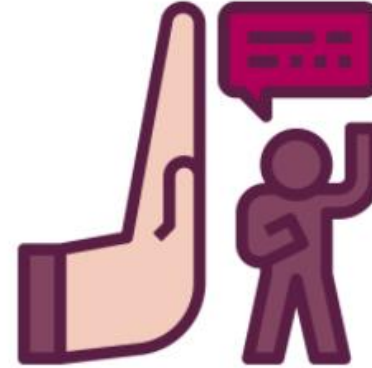
- **Feeling anxious about what people would say**
- **Not having the right words**
- **Not knowing when is the right time**
- **Not feeling like you have the time**
- **Feeling like you are bothering people**



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



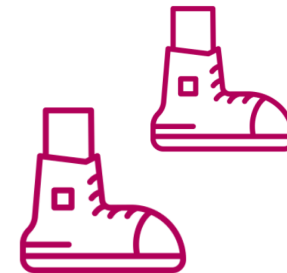
Q: Would you be unhappy if you were asked for feedback about an episode of care?

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

When to ask?

This will depend on your patients and the type of services you deliver.



- Think about how your service works and the **pathway** for a patient
- You can ask for feedback at anytime, and they have **3 years** to give feedback about their experience.
- Before an appointment – *“While you are waiting, we wanted to let you know you can feedback to us about your experience”*
- During an appointment – *“You can tell us what has been good or what could be improved anonymously using this link.”*
- After an appointment – *“ Please tell us about your experience today”*
- In communications e.g text messages per/post appointment/procedure.



Who to ask?

- Asking families/parents/carers
- Asking children using Bear
- Support from Volunteer/staff member

Remember, Care Opinion will only publish one story based on an incident of care....

Parents and children can combine their feedback into one story if needed.

What should I include in the 'Ask'?

Include these 3 key things:



Explain what the Care Opinion platform is – Independent from NHS, social enterprise/CIC, public, transparent, encourages social value etc.

“Bear can help you share your experience with the staff”



Explaining its safe! Always inform your patients/service users that feedback is anonymous.

“You won't have your name or personal details shared ...”



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'



“The staff can read your Thanks and know they are doing a good job!”

Possible ways to 'Frame the ask' to **parents and families...**

"All the staff have been so lovely to my child...."

"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. Would you be happy to take a few minutes to write a few lines for them all?"

"I was so nervous but the care my child has received has been wonderful"

"I'm so glad it turned out better than you thought. We find many people are sometimes nervous about coming for their minor procedure. 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 for my child 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 directly to your phone if that's ok?"

Possible ways to 'Frame the ask to children'...

"I've had a good time here..."

"That's lovely to hear. Would you like one of these Bear cards, and you can write your story to tell us more..."

"I was really scared but the stickers made me happy"

"It's good to hear you didn't feel as scared after you got your stickers. Your mum can help you tell your story here..."

"Thank you for looking after me today"

"You're welcome, I hope you feel better soon. Would you like to write a little about what happened today and how you felt?"

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

"First class service from first class staff"

" We 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



Resources to help you...

About Care Opinion: <https://www.careopinion.org.uk/info/about>

Subscriber Know How Page:
<https://www.careopinion.org.uk/info/subscriber-know-how>

Promoting Care Opinion:
<https://www.careopinion.org.uk/info/sharing>

Training and Support Webinars – Sign up or watch recordings:
<https://www.careopinion.org.uk/info/support-webinars>

Further reading

Child friendly complaints procedure - SPSO -:

<https://www.spsso.org.uk/sites/spsso/files/CFC/CFCCProcedure.pdf>

UNCRC UNICEF page:

<https://www.unicef.org.uk/what-we-do/un-convention-child-rights/#:~:text=What%20is%20the%20UNCRC%3F,of%20all%20of%20our%20work.>

United Nations Convention on the Rights of the Child (Incorporation) (Scotland) Act 2024:

<https://www.legislation.gov.uk/asp/2024/1/contents>