

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

Encouraging  
Feedback



**Understanding the ways people can share feedback with Care Opinion**



**Accessibility**



**Features to support encouraging feedback**



**Printed Materials**



**Widgets for websites and intranets**



**Examples in Healthcare settings**

# Ways to share a story with Care Opinion



Online

Online

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



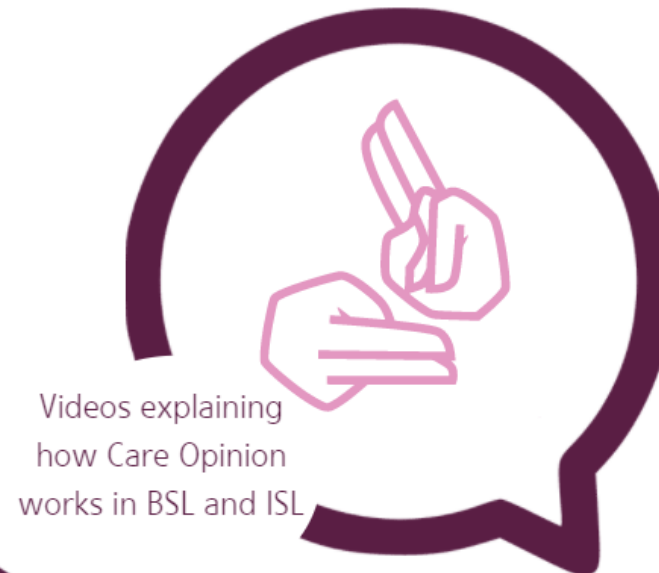
Volunteers

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

# Accessibility

Lots of different ways to share your story...



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

Accessibility Features

Tell your story tab on every page

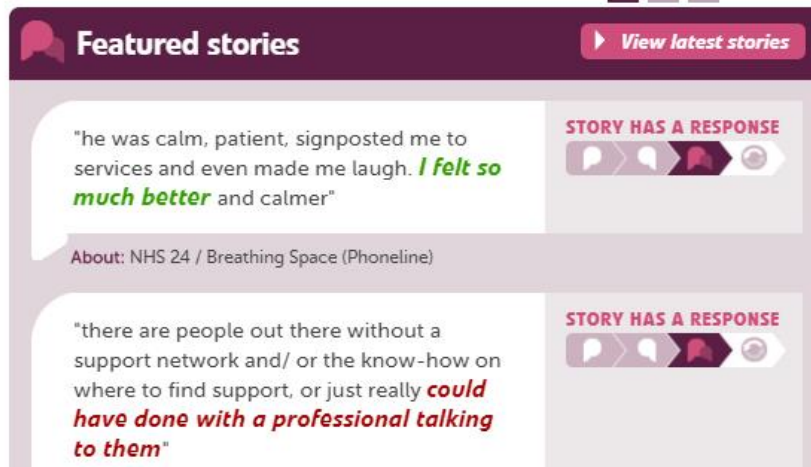
Search stories here



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*"

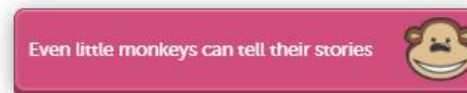
**STORY HAS A RESPONSE**




**Care Opinion in 2 minutes**

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

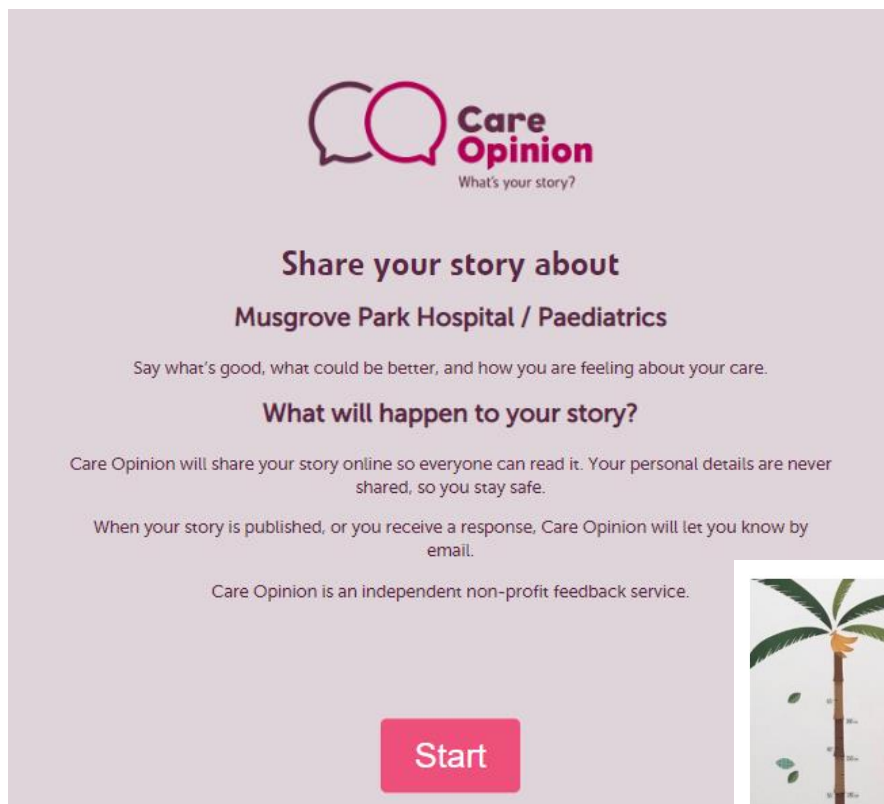
Video explaining the website's purpose



Even little monkeys can tell their stories 

Link for parents and children

# Kiosk mode



Kiosk mode is a link – not an app



Can be used on tablets but also phones and laptops



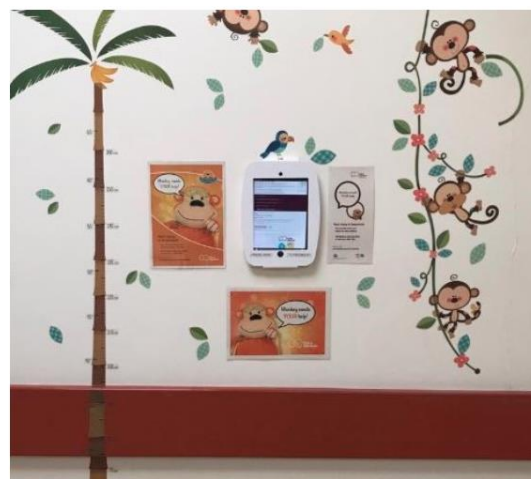
Stories are linked to one service and the story telling process is shorter



Stories are still published on line and we alert the author to responses



Widgets for websites and intranets



[Blog: How to collect stories via kiosk mode](#)

[How to locate Kiosk mode on a service page](#)

# 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

Shauna Gilroy

Occupational Therapist Neurosciences

Royal Free London NHS Foundation Trust  
Royal Free Neurological Rehabilitation Centre  
Edgware Community Hospital, Burnt Oak Broadway  
Edgware, HA8 0AD  
Tel: 020 7794 0500  
Ext: 22169  
Email: [shauna.gilroy@nhs.net](mailto:shauna.gilroy@nhs.net)



**Please tell us about your experience of the services provided at the Royal Free Neurological Rehabilitation Centre**

Patient's and their families can share their story and experience online by calling 08001223135 visiting the following link:

<https://www.careopinion.org.uk/2755/neurorehabcentreinpatient>

*Your suggestions will help shape the service for the better*

<https://www.careopinion.org.uk/blogposts/831/how-can-i-invite-rapid-online-feedback-about>



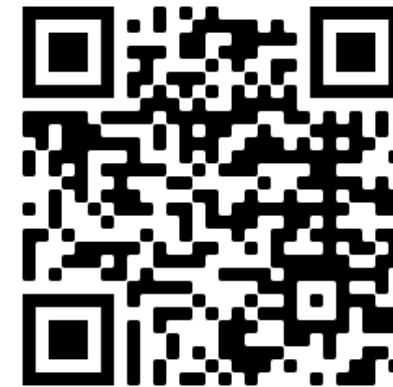
# QR Codes

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.



# Freepost leaflets and Free phone Number



  
**Tell your story by  
calling us on  
08001223135**



**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.**

no stamp  
needed

FREEPOST CARE OPINION  
(No postcode needed)



  
**Tell your story and make a difference**

Share your story at  
[careopinion.org.uk](http://careopinion.org.uk)  
or call us on  
**0800 122 3135**



When sharing your story via a free post leaflet or the free telephone number, a member of the Care Opinion team will input the data to the site and the story will follow the same journey and moderation process as any other story would.





# Volunteers?

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

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

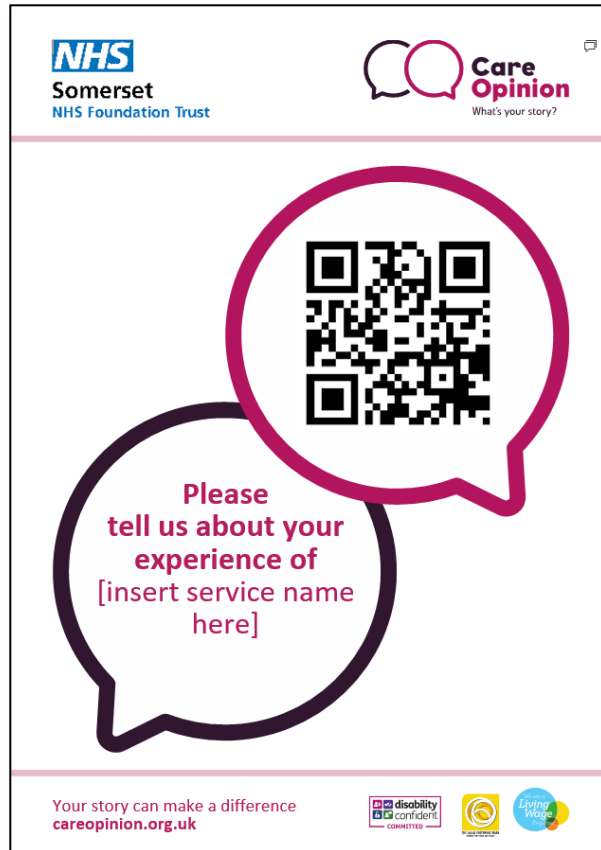
# Features to support encouraging feedback




# 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




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)



**How  
was your  
care?**



**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.



What's your story?

**Your story  
can make a  
difference**

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

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



**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://careopinion.org.uk)

disability  
confident  
COMMITTED

Living  
Well



**NHS**  
United Lincolnshire  
Hospitals  
NHS Trust

Please tell us about  
your care from  
United Lincolnshire  
Hospitals NHS Trust

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

## 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](https://careopinion.org.uk) or calling 0800 122 31 35.



Or Stickers on existing leaflets/booklets?

## Support available from Care Opinion:

- Care Opinion high res logos available
- Can provide examples of existing materials created by other organisations



# Website and Intranet

## 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

## 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](#)

Text size [A](#) [A](#) [A](#) Colour [C](#) [C](#) [C](#) [C](#)

**healthwatch**  
Oldham

Your spotlight on local services

Search box

[Home](#) [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: [?](#)

[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





**Your story  
can make a  
difference**

## Care Opinion arrives in East Ayrshire

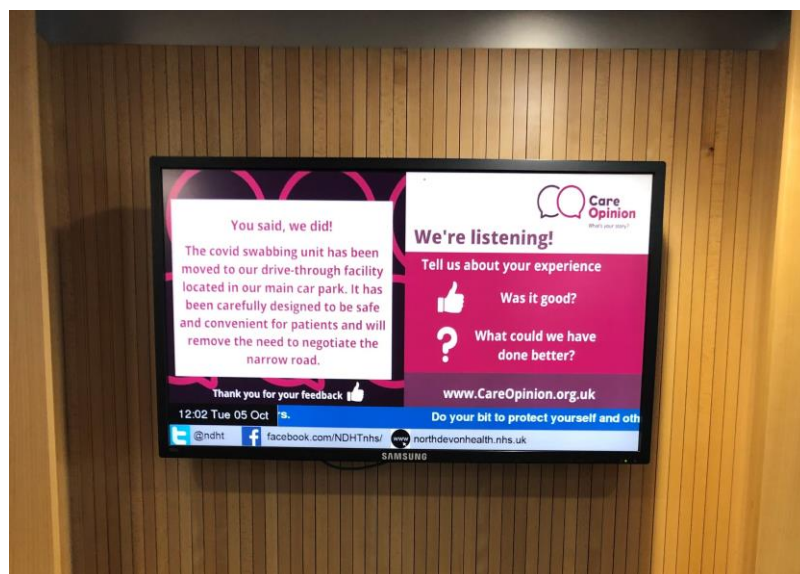
01.04.2022 [Campaign](#)

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**Tell us what you think about health and social care in East Ayrshire**

# 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>

# Blogging

**Did you know that, as a Care Opinion partner, you have your own blogging platform right here at your fingertips?**

This feature allows subscribers to communicate proactively and is a great public engagement tool it can be for sharing great stories or you can blog about changes and learning from the feedback you have received. A fantastic and simple way of letting people know what you're doing in an interactive way! You can also share links to your blogs online and Staff are also alerted when someone in the subscription posts a new blog.



<https://www.careopinion.org.uk/blogposts/737/use-your-care-opinion-blog-to-share-the-story>

# Remember to share feedback with staff

**From:** RAYNER, Amanda (THE LAWSON PRACTICE)  
**Sent:** 26 August 2020 10:40  
**To:**  
**Subject:** Another amazing story on Care Opinion....

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

Please keep up the great work, I know it's been a particularly tough few months but you are all doing a great job and we are really proud of the team we have here at The Lawson Practice!

If you can remember to promote the use of Care Opinion with a text or by handing out a leaflet please do so as it's great to see these stories – or send your patients to our Care Opinion champion Shazia who will be happy to help!



## " 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

@Care Opinion @Care Opinion @Care Opinion @Care Opinion @Care Opinion @Care Opinion

Some feedback



# Additional support







Regular webinar  
training  
programme to  
build your skills  
on all things Care  
Opinion



We also have  
the Subscriber  
**"know-how"**  
Page for further  
support.



## Live sessions:-

-  \*NEW\* Managing your Subscription - Webinar for 'Administrators'
-  \*NEW\* Responding to critical stories on Care Opinion
-  How to respond well and demonstrate impact
-  \*NEW\* Keeping track of your stories with alerts & digests
-  How to use Reports & Visualisations
-  Invitation links & Subscriber Tagging

Pre recorded sessions:-  
**Reports and Visualizations**  
**Care Opinion Administrator Training**  
**How Staff and Volunteers can support story tellers**  
**Using Subscriber Tagging**







**Thank  
you**