

# Designing new promotional materials: How to Webinar





Before we start...

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

# Aims and Objectives



- What already exists?
- Some useful points to note
- A tour of the site
- Brand guidelines
- Some beautiful examples from Trusts
- Social media examples
- In-house promotion
- Resources all in one place 😊

# Some useful points to note



- Have fun and be creative
- Use the brand guidelines and templates
- Don't reinvent the wheel-see what exists already
- Contact your Care Opinion support lead for guidance
- Contact your Care Opinion support lead for a final check before sharing with your team and organisation





**Somerset**  
NHS Foundation Trust

**Please tell us about  
your care from**

Somerset NHS  
Foundation Trust

**Share your story at  
Careopinion.org.uk**

Care Opinion is an independent website.  
We make it safe and simple for people  
to share honest feedback about their  
care.



Tell us via the Care Opinion  
website  
careopinion.org.uk



Or by calling Care Opinion on  
0800 122 3135

**Your story can make  
a difference!**

Care Opinion is independent of the health  
service. All feedback is anonymous and is  
published on the Care Opinion website.

# A final useful note on language and wording

- **Remember** that the author is sharing their feedback about their experience of care at your organisation via Care Opinion.
- Telling '**US**' your feedback means the author voicing their thoughts through the platform of Care Opinion for the organisation/ service to receive the feedback.
- Use your Trust/organisation logo in conjunction with the CO branding so the author knows where their feedback is going, and that Care Opinion is independent of the Trust/organisation
- An extra note-be clear about the different ways authors can share their feedback

# Live site demo...where to find materials on the site





# Brand guidelines



## Existing print materials and templates

- You can use the print materials on the site
- Use the materials and include the QR code(from the site) with your invitation link on
- **Invitation links**-super useful for authors as service is pre-linked! You can also edit the welcome message to reflect the feedback focus (have you seen the invitation link webinar? )



**NHS**  
Somerset  
NHS Foundation Trust

**Please tell us about your care from**

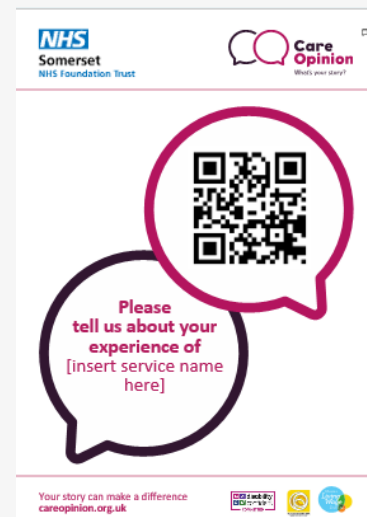

Somerset NHS Foundation Trust

**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.




How was your care?




**NHS**  
Somerset  
NHS Foundation Trust



**Please tell us about your experience of [insert service name here]**



Your story can make a difference  
[careopinion.org.uk](https://careopinion.org.uk)





NHS Northern Devon Healthcare NHS Trust

**COVID-19 vaccine**

We would like to hear about **your experience** in our vaccination clinic today.


Please scan the QR code on your device or visit [www.careopinion.org.uk](http://www.careopinion.org.uk)




Change Grow Live Care Opinion What's your story?

We are working with Care Opinion to hear about your experience of our service

Scan the QR below to leave us some feedback. All feedback is anonymous and we will respond




Stories will be published anonymously on [careopinion.org.uk](http://careopinion.org.uk) & you will get a response

Go to Care Opinion to see what others are saying and how we are using feedback to improve the service we provide.





**Milestone Achievements**

Congratulations to NHS Tayside's Vaccination Services on receiving over 100 patient stories between July and September! Vaccination staff members have been hugely successful in promoting the use of Care Opinion across their three sites, resulting in this fabulous milestone achievement. The vast majority of their stories is positive, with most stories mentioning vaccination staff by name.



**Did you know?**

You can customise your service page on Care Opinion. If you provide a service descriptor of up to 250 words and a picture to [tag.careopinion@nhs.uk](mailto:tag.careopinion@nhs.uk) we can add this information to your own Care Opinion link. A team photo, your logo or signage, or the entrance to the location of your service can be featured. It's up to you how you would like your service to look on Care Opinion, just like in the examples shown below.

Care Opinion Newsletter September 2023 Page 2

Care Opinion Newsletter September 2023 NHS Tayside

Welcome to our newsletter for September 2023 which features our new look! A very special welcome also to Tayside's newest Care Opinion services, including Children's Continence Services, Orthotics, General Surgery and Surgical Acute Frailty Teams, Oncology Specialist Nurse teams, the Clinical Research Imaging facility, Surgical Outpatients in Ninewells Hospital, Angus Outpatient departments and the Diabetic Dietitians.

**Autumn Events Programme**

A list of some of Care Opinion's upcoming events can be found using this link: [Care Opinion Events | Care Opinion](#). Included in this list is the Autumn Conference on 16 November where NHS Tayside Care Opinion Lead, Victoria Sullivan will be speaking about Unheard Voices. Further details will be provided to register for the Conference.

Research chats, exploring topics including 'can positive patient feedback help improve healthcare?' and 'what's the value of online patient feedback to healthcare policy and strategy?', will be held online during October. If you're interested in hearing about this research, register using the link above.

Care Opinion Newsletter September 2023 Page 1

**Hints & Tips when writing your story**

If you want, you can let everyone on Care Opinion know what your hospital stay was like. Your story will help other children know what to expect. And importantly it might help our Children's ward make things better!

**You can say:**

- What you needed to be looked after
- What you liked about your hospital stay and what you didn't like about your stay
- If you have an idea on anything they could change to make it better, you can add that too!

**What will Care Opinion do with my story?**

After you write your story, it can be posted in our ward journal. Just ask our staff to help you.

Care Opinion will receive your story and put it on online so everyone can read it online. We will let the hospital know about your story and it might make them smile and it might help them make things better.

They will email ready to your story to let you know how you have really made a difference!

**Keeping you safe online**

To keep you safe online, please don't put your real name in your story.

**How old do I have to be?**

It doesn't matter how old you are but if you are 12 or under, please ask a grown up if it's OK to put your story on Care Opinion.

**What can I write about?**

Here are some examples which may help you:



**Tell us your story about your hospital stay**

Remember, to keep you safe online, please don't put your real name in your story.

Draw a picture about your hospital stay

Thank you so much you are a superstar! Your story is important!

Search for services, groups and activities in East Ayrshire by postcode or town: e.g. Kilmarlock or KA1

Search website: Search...

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 in 2 minutes

Care Opinion: the online feedback

Care Opinion What's your story?

Tell us via the Care Opinion website [careopinion.org.uk](http://careopinion.org.uk)



Or by calling Care Opinion on 0800 122 3135

**Your story can make a difference!**

Care Opinion is independent of the health service. All feedback is anonymous and is published on the Care Opinion website.

Insert story title  
- Insert service location here

Username said...

Insert area for improvement here

Month and Year

What we did...  
Insert turnaround here

# What are other organisations up to?

- You don't need to re-invent the wheel-borrow and adapt 😊
- Involve your Comms Team if possible
- You can ask your support lead for guidance and reassurance
- Need something specific? Contact your lead and ask!
- Reminder that Monkey is retiring in March-super special character to replace so watch this space...



# Social media design...

- Use the Brand guidance and logos in your images
- Are you inviting feedback or sharing feedback (or both)?
- Connect with your comms team if possible

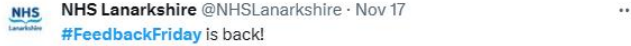
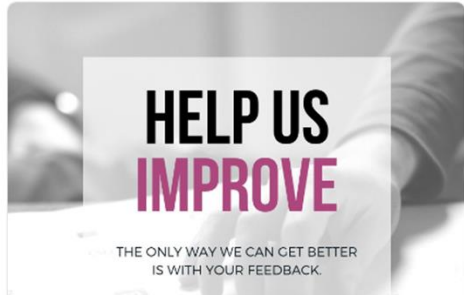
[Inviting feedback | Care Opinion](#)



The only way we can improve our services is through your feedback.

That's why we're working with [@careopinion](#) - because they make it safe and simple to share your story.

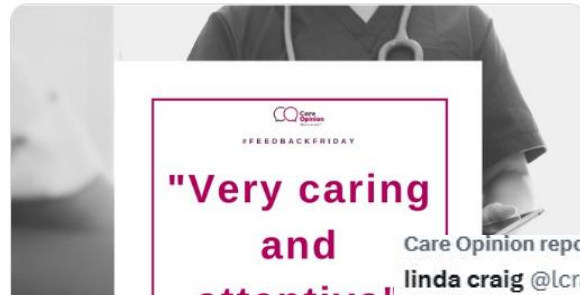
Head over to [bit.ly/2B12jft](https://bit.ly/2B12jft) to share what's gone well - and what we could do better.



This week the spotlight is on the Acute Stroke Unit (Ward 6) at University Hospital Hairmyres.

"I was very well looked after and all staff were so caring."

Read the full **feedback** here [careopinion.org.uk/1136961](https://careopinion.org.uk/1136961)



#COconf21 getting involved and finding out how other people are using Care Opinion in their services - inspiring to hear so many great examples - staff are here to listen 🙌



Care Opinion @careopinion · Nov 20

"Staff are kind, knowledgeable, empathetic, efficient and supportive." 🌟🌟🌟 [@yourcommunitypk](#) [careopinion.org.uk/1139084](https://careopinion.org.uk/1139084)

"My mum. 101 years of age. Still living in her own home."

About: Locality Integrated Care Services (LinCS) / LinCS North Perthshire

Posted by [defendermd83](#) (as a relative), 3 days ago

No particular event. Gradual loss of mobility and function.



NHS Lothian @NHS\_Lothian

"The standard of care and facilities were exemplary."

A patient has shared their experience being cared for in St John's Hospital ❤️

Tell us your story on Care Opinion here: [careopinion.org.uk/tellyourstory](https://careopinion.org.uk/tellyourstory)

Care Opinion Scot @CareOpinionScot · Dec 1

An individual diagnosed with myasthenia gravis shared heartfelt gratitude for Mr. Kirk & the exceptional care from [@JubileeHospital](#) nurses throughout their thymectomy journey. The professionalism and kindness of the staff made a remarkable difference.

[careopinion.org.uk/1139943](https://careopinion.org.uk/1139943)

"All the staff, but particularly the nurses and HCSWs (and student nurses), were simply amazing though, supporting me and making me proud to be a nurse. It's not easy being on the other side, but you all made it that wee bit better with your care. Thanks to everyone."



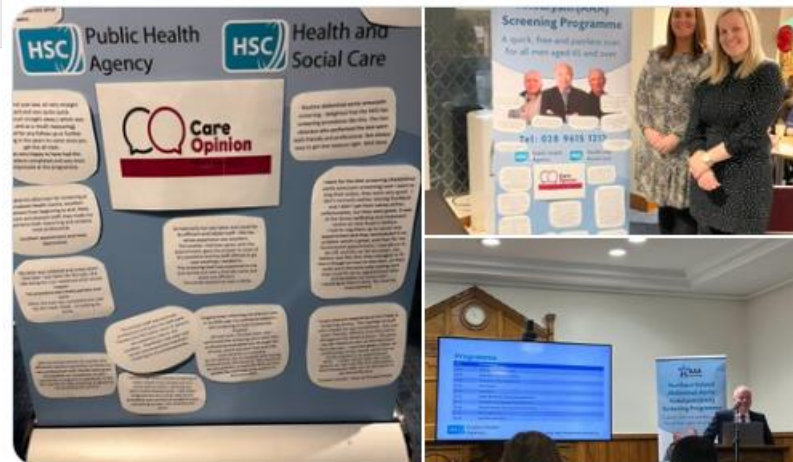
ALT



Care Opinion reposted

[linda craig](#) @lcraig\_linda · Dec 1

Delighted to be in attendance at AAA screening Service User celebratic event with service user experience central to the work this year. Congratulations to the team behind the service in championing the voice of service users [@publichealthni](#) [@BelfastTrust](#) [@careopinion](#)



"To all the fantastic staff I encountered in St Johns obs ward recently - thank you ❤️ I was there for nearly four hours, you were all delightful and kind and cheery, despite it being busy. Very well managed, and the tea and biscuits were very welcome indeed 😊 The NHS is not in a great state at the moment, but you'd never know it. The standard of care and facilities were exemplary in the face of it all. Well done, and thank you for looking after us so well. I appreciate every single one of you"



NHS Lothian







# Promo set up

- Not just for promoting to authors....promote amongst staff teams internally too
- For example, Annual Members Meeting at Chesterfield Royal Hospital
- NHS Tayside wall display



# Useful links!



- [Print materials to help you share Care Opinion](#)
- [Colour palettes for Care Opinion](#)
- [Care Opinion Visual Brand Guidelines](#)
- [Email signatures](#)
- [Invitation links | Care Opinion](#)
- [Training and support webinars | Care Opinion](#)
- **Remember(!)** you can email your support lead for guidance and a final check

Any questions?

