



What is the Care Opinion website?

Care Opinion **is** a safe, simple, and straightforward online space for people, who access your service, to use their voices and share their story of their experience with you. Encouraging people to use their voices through storytelling is such a good way to capture what is already great about the service you provide and what areas you might need to tweak.

Care Opinion **is not** a survey tool nor is it a tool designed to create extra work or have a negative impact on your day.

Why?

From an organisational perspective, you can use the stories to track themes and hopefully learn and create change for service improvement. Data can only tell part of a story. Words capture the experience in a humanistic way-real changes are made when we understand what *is* happening. A story can provide real substance to a number.

How?

How to use Care Opinion in your service:

As with learning anything new, the best thing to do to get better at it is to practise. Time is precious though and time for practise and reading verbose documents is limited-we know! The Care Opinion website provides all the information you could ever need to know about how to use Care Opinion, read more on the '[About us' page](#) and learn more about [Care Opinion vision, mission & values](#).

Two key aspects of Care Opinion that you need to know are:

- how does someone submit a story and
- how do staff respond to it?

How can people submit a story?

1. **Online** [Tell your story](#)
2. **Freepost leaflets** -reach people in services where users might not have online access, which ensures that people are not digitally excluded. These leaflets come straight to us and are entered on the website by our staff
3. **Invitation Link (Kiosk mode)** - Use on I pad/tablets within services or email/text out after appointments to invite feedback.

We can also help you get a bespoke '**Invitation Link**' set your for the service you work in which you can use in the following ways:

- Send the link out via text to ask for feedback
- Add to online appointment platforms such as 'Attend Anywhere'
- Download a QR code directly from the Care opinion site to add to poster or flyers





How can staff respond to a story?

Responding to a story is straightforward. You will receive an email alerting you to published stories that are relevant to the service you work in: [How to respond to a story](#)

How to promote

Care Opinion needs to become familiar language within your setting. Read more about [Promoting Care Opinion](#) or attend one of your regular staff training webinars on various topics including;

- ❖ Introduction to Care Opinion – back to basics
- ❖ How to encourage feedback – ideas on promoting care Opinion in services
- ❖ How to respond well to stories and demonstrate impact
- ❖ Framing the ‘Ask’ to patients and service users
- ❖ How to use the Reports & Visualisations

What next?

Help and support

Contact the Care Opinion Team on **0114 281 6256** or email info@careopinion.org.uk to arrange a chat via MS Teams/Zoom. We promise not to talk at you for too long. We will show you how to submit a story and how to respond and then let you ask all the questions you need. About getting started with Care Opinion.

Request a log on to your Care Opinion Subscription

Now that you have an understanding of the: what, why and how we need to make sure that you can log into the site and get you added to your Care Opinion subscription.

Please contact either Tim or Tracy on the below email addresses:

tim.hunt@careopinion.org.uk or tracy.molloy@careopinion.org.uk

Other support available

Lots of useful information for making the most of the site features and functionality can be found on the [Support pages on Care Opinion](#)

Staff can also access the [Subscriber ‘Know-how’ pages](#) and access and register for any of the [Care Opinion staff training and support webinars](#)

