

Engagement Consumers and Generating Stories

PART 1: PERSONAL INTERACTIONS

Conversations

Nothing beats genuine face-to-face for the consumer voice. And receiving a personal request from a staff member to share their story, knowing it will be heard, valued and responded to is a great motivator for consumers.

Look for opportune moments, the point at which people may want to provide feedback and make it easy for them to do so. This might be when they are looking for an opportunity to say thank you or when they might want to find a way to suggest what could be done better.

Care Opinion offers training on how to assist consumers to share their stories, part of which includes how to 'frame the ask' and engage consumers in this way. It is perfect for frontline staff, including volunteers, concierge staff and clinicians.

Assisted storytelling

We understand that volunteers and staff play a vital role in encouraging and collecting consumer feedback in health, community and aged care services.

To support this, Care Opinion has developed a comprehensive guide for volunteers and staff to utilise when assisting storytelling on the Care Opinion platform. You may find it useful to help engage consumers who are generally more averse to providing feedback or to train new staff and volunteers and explore new options of assisting storytelling in your service. Learn more about [Assisted Storytelling](#).

Evaluation of programs and service development

An often-missed opportunity for engaging with consumers is during the building and development of new services, such as new facilities, programs and initiatives. For example, ask consumers to share the stories of their experiences where they compare the experience with the new program/facility with the original one can be used in the evaluation of the program/initiative and/or as a case for its continued funding/operation.

Another is for staff who work in the community to let their patients and clients know that their feedback on the experience is valued. It is important to make them aware of the option to share their story at the beginning of the service delivery, with the message reinforced that their story can be shared at any point.

This helps consumers to be aware early in the piece as they often then think about this over the course of receiving care, particularly when it is care received over multiple occasions or the service supports or

enriches the lives of patients, clients and their carers and loved ones. Examples include respite care, rehabilitation services and wellbeing activities such as day trips for residents of aged care facilities.

If you wish to discuss these ideas in more detail, please reach our [Client Liaison Lead](#).

Community engagement and themed campaigns

Engaging with your community is an important step to demonstrating your commitment to using the consumer voice in the design and development of your service delivery.

To maintain consumer and community engagement with the platform, it is strongly recommended that services run bi-monthly themed campaigns. Care Opinion has a large variety of campaigns that include media kits, social media images and content, key messages for targeted emails, newsletters and media to name a few.

These campaigns provide practical opportunities to reach out to community organisations and ask them to display or distribute co-branded promotional material, inviting consumers to share the stories of their experiences with your service. Campaigns can be run internally with specific wards and departments.

Table 1: Example of community and staff engagement with campaign themes

Community Organisation	Department/Ward/Service	Campaign Theme
Men's Sheds	Oncology (Prostate Cancer)	Men's Health
Health and Disability Advocacy Groups	Endocrine Outpatients	Health awareness raising days/weeks (e.g. Diabetes Week, World Cancer Week)
Mother's Groups	Maternity	Maternal health
Community Clubs	Youth care	Paediatric

Visit our webpage to [access our campaign materials](#).

PART 2: Promoting and raising awareness of the platform

Promotional materials

People won't share their stories if they don't know about the platform or that you would like them to do so. We have a variety of promotional materials (both standard and that can be co-branded) that you can use to draw your consumers' attention to the platform including but not limited to:

Product	Suggested use
A1 and A3 posters	Displaying in prominent places such waiting rooms and lifts
Flyers & promotional business cards	Including in admission packs, displaying on waiting room coffee tables and giving to consumers during opportune moments
Stickers	Affixing to appointment cards and discharge papers
Full pull-up banners (2 metres high)	Positioning at hospital and facility entrances
A4 pull-up banners	Displaying on reception and concierge desks to prompt conversations

Visit our website to [order your promotional materials today](#).

Website presence

The inclusion of a Care Opinion presence on subscribing services' websites is critical to raising awareness of the Care Opinion service and to enable consumers to easily submit their feedback (stories).

You can easily promote Care Opinion online, add one of our widgets onto your Website homepage. We have a selection of different widgets that include 'Latest Stories', 'Tell your Story' or what about embedding the Care Opinion video so people can watch how Care Opinion works?

[Learn how to embed a Care Opinion presence on your website](#).

Social media

With social media so prevalent, consumers often look to social media platforms to hear the latest news and information about their service. Care Opinion provides suggested content and imagery (both general and specific for each campaign theme, such as launching the platform in your service, Patient Experience Week or NAIDOC Week) suitable for Twitter, Facebook and Instagram.

Social media is also an opportunity to show consumers that you value their stories and how you use them by:

- sharing positive stories that are positive, showing pictures of relevant staff where possible
- sharing stories where a change has been made from a 'you said, we did' perspective.

For assistance and inspiration in using social media to engage with your consumers around their experiences, contact our [Administration and Communications Assistant](#).

Electronic promotion

To support messaging delivered during conversations and displayed through hard copy and online material, Care Opinion has a range of digital products that can be embedded in waiting room TVs, iPads and other devices. These include PowerPoint presentations, audio bites and short animated videos about the platform).

To access these resources, contact us at info@careopinion.org.au or give us a call on 07 3354 4525.

Invitation links

Invitation links enable you to create a unique pathway to a storytelling page that pre-links the story to your specific service. This can be a health service name (e.g. East Metropolitan Health Service), a hospital (e.g. Prince of Wales Hospital) or even a specific department (e.g. Day Surgery).

Invitation links can be created in the back-end of platform by any staff member with 'Responder' or 'Administrator' access to the site. The functionality enables you to:

- customise the messaging displayed on the storytelling page with a requested feedback focus (telling consumers that you are particularly interested in hearing specific elements of care or the experience).
- create a QR code from the invitation link which can be saved as an image and added to your promotional material
- track which stories have been told via each invitation link. For example, you can create a different link for your social media channels, your website and to go out in text messages to patients post-discharge. You can then track which stories were told via each link to understand what communication mechanism best reaches your consumers.

For more invitation on creating invitation links, visit our [website](#) or contact our [Client Liaison Lead](#).