

# Kindness in Action

## Learn more about Care Opinion Australia's kindness campaign

Running for the month of November 2023  
In recognition of the Hush Foundations'  
Gathering of Kindness

Can also be utilised on an as needed basis as  
a story generation campaign



### Kindness in Action, what does it mean?

Kindness in Action is an example of outstanding kindness shown to another person, beyond the job description. Catching kindness in action is a wonderful thing to see and it's important to recognise and celebrate.

We receive many stories with examples of kindness in action each week. These stories are commonly tagged with CO Hero where individual staff are mentioned positively. In this campaign we would like to extend this to individual staff and teams of staff to recognise that it is often a team effort.

### This kit includes:

Kindness in  
Action Award  
Template

Co-branding  
opportunities

Suggested  
social media  
content



You may already have activities planned or be participating in kindness events during November in relation to the Gathering of Kindness events led by the Hush Foundation. The suggestions outlined in this kit have been developed to complement and enhance your approach locally and support ongoing recognition of the wealth of kindness in action in your service.

### Contact Us



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[www.careopinion.org.au](http://www.careopinion.org.au)

## Kindness in Action Award

Speak with a Care Opinion staff member to get a custom **Kindness in Action Award** for your service. These can be presented to staff who are mentioned positively in any stories and in this campaign we would like to extend this to individual staff and teams of staff to recognise that it is often a team effort. We have created a 'Kindness in Action Award' tag to be used where staff are named positively in stories throughout this campaign. Post a photo of the individual or team with their certificate to let the public know you have recognised their hard work and appreciated the gratitude received. You could display the Kindness in Action Award within your service and on social media - see some examples below!



## Suggested social media posts

- Have you witnessed or experienced an act of kindness at [*service name*] recently? We'd love to hear your story and celebrate the kindness in action! Tell your story [*insert link*]
- Sharing quotes (see below) of stories told on Care Opinion that actively recognise staff as an example.

\*You can support these posts with images of staff nominated for CO Hero / Kindness in Action awards to demonstrate how staff will be recognised as a result of stories on Care Opinion.

You could display the Kindness in Action Award within your service and on social media. If you are interested in pursuing these strategies or co-branding, please contact the team at [info@careopinion.org.au](mailto:info@careopinion.org.au).

"Amanda very kindly offered to personally escort me to my appointment, first she rang the other department and advised them I was on my way. **She then walked with me** to the correct area while my husband moved the car. **She carried all my belongings** and just made me feel cared for."

"She explained the 1st injection was going to hurt, she could see I was scared so **she held my hand and talked to me**. She made me feel so much better."

# In-service promotion

## Posters

Care Opinion has a number of poster templates available to cover a range of departments and wards. You are most welcome to produce invitation links so QR codes can be generated and added to these posters, otherwise, a generic QR code will be provided. See below:

### Kindness in Action



Have you witnessed or experienced an act of kindness at your local health service recently? We'd love to hear your story and celebrate kindness in action! Tell your story on Care Opinion Australia, to publicly recognise their hard work.



"Amanda very kindly offered to personally escort me to my appointment, first she rang the other department and advised them I was on my way. She then walked with me to the correct area while my husband moved the car. She carried all my belongings and just made me feel cared for."

**We CARE about your OPINION**  
Scan the QR code below or phone 1300 662 996

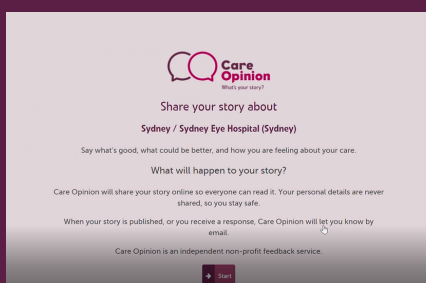


## Kiosk mode

Our **kiosk** workflow is best when a number of people are sharing a single device: for example, when using a ward iPad or a computer/tablet in a public space.

The kiosk workflow only collects stories about one single service, which you have to set in advance. So you if you want to use an invitation link with kiosk mode, set the service for your link first. Just like the "tell your story" link, you can copy the kiosk link or you can download a QR code for your printed materials.

Please note: Kiosk mode is incompatible with additional feedback surveys at this current time.



Click [here](#) for a pdf walkthrough on kiosk mode. Please note this is a dropbox link and if you are unable to access it please contact the Care Opinion team for a direct copy.