



Public Health
Agency

Vaccination Centre

Summary of Feedback through Care Opinion

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Health and
Social Care



Care
Opinion



Department of
Health

An Roinn Sláinte
Mánnystrie O Poustie
www.health-ni.gov.uk

VACCINATION CENTRE FEEDBACK ON CARE OPINION PLATFORM

BRIEFING PAPER

The purpose of this briefing paper is to demonstrate how the current database in Care Opinion can be used to inform the HSC system on the experiences of accessing COVID-19 vaccination centre services. The following information reflects the stories published on Care Opinion for the five month period up to 24th May 2021 in relation to the COVID-19 vaccination programme across Health and Social Care Northern Ireland (HSCNI).

1.0 CONTEXT

Care Opinion launched in NI on 3rd August 2020 as a new opportunity for service users, relatives and carers to share feedback on their experiences of HSCNI. It is an online user feedback system which allows for feedback loop between the service and the author of the story. The purpose is to effect change at a local level and also ensure the voice of staff/service user experience influences and impacts upon strategic direction and decisions.

2.0 OVERVIEW

In total there are **540** stories shared on the system which relate to attending the COVID-19 vaccination centre. The months of February to April had the highest number of returns (n=443/540), February being the peak with 165 stories published. There were stories submitted for the five acute HSC Trusts, the majority were within Southern Trust (n=239) and South Eastern Trust (n=234) as there had been enhanced promotion of the feedback campaign in these vaccination centres.

Authors are asked to identify if they are a service user, carer, relative etc. and the responses given are shown in Table 1. The majority of stories have been submitted from the perspective of the service user/patient (87%, n=466).

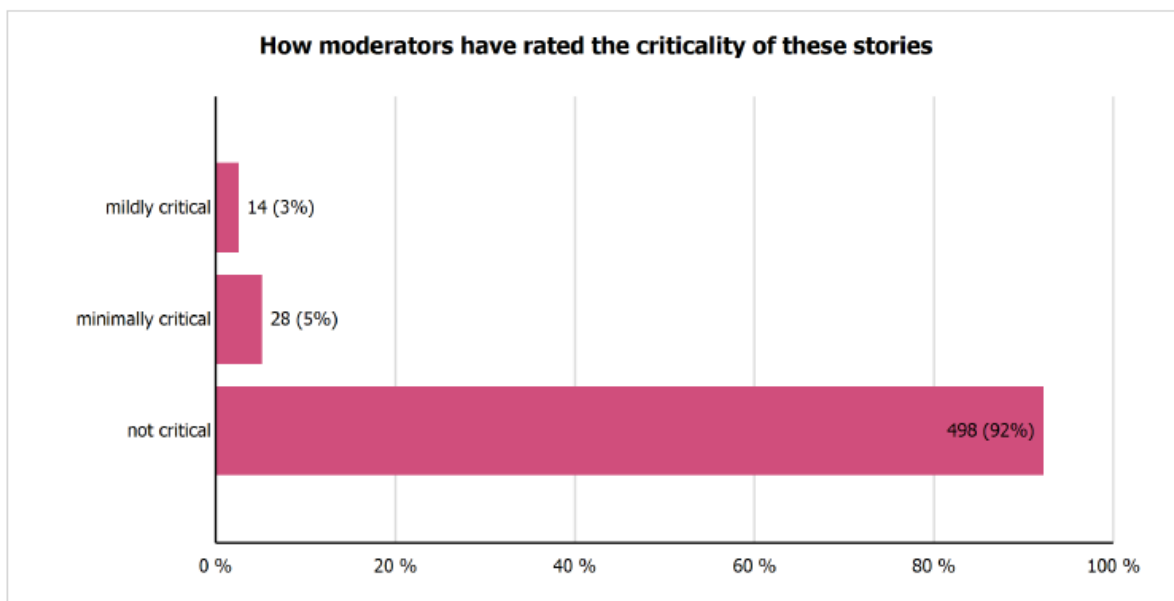
Table 1. Which term best describes you?

Term	Number	Percentage (corrected to closest whole denominator)
Service User	284	53
Patient	182	34
Carer	34	6
Staff member	22	4
Relative	7	1
Other	11	2

The methods used to submit the stories included: kiosk (48%); Care Opinion website (45%); leaflet (5%); and telephone (2%).

As part of the analysis through Care Opinion, each story is assigned a criticality score by a moderator to highlight the level of critique included in story. Chart 1 illustrates the scores for the 540 stories submitted. Table 2 outlines the definition of each score.

Chart 1. Criticality rating of stories submitted on Care Opinion relating to COVID-19 vaccination centres



NB: criticality scores are assigned by moderators (not the public) to stories to support our alerting service. They are assigned *per story* not *per service*, so may reflect criticism of services other than your own. We provide them here purely for information, with these caveats in mind.

Table 2. Definition of Criticality scores as assigned by Care Opinion moderators

Score	Definition
0	No Critical Content: Entirely positive or neutral postings with no hint of criticality.
1	Minimally Critical: Mention of dissatisfaction with non-clinical non-personal aspects of care, typically “facilities” issues such as food, parking, or waiting.
2	Mildly Critical: More specific but still mild criticism, which may also include non-clinical but interpersonal issues such as attitude of staff, compassion, politeness. This might include the timely nature of the service whether in hospital or in the community where it has caused distress, e.g. carers not turning up on time
3	Moderately Critical: Criticism which may include alleged shortcomings in clinical or non-clinical aspects of care, the author may not say what the effect of these are. Also includes serious comments about facilities: ‘never cleaned’; and where people’s essential basic care needs are not being met, e.g. inadequate nutrition and hydration, development of bedsores
4	Strongly Critical: Serious criticisms of specific unnamed staff or groups of staff, or of clinical or other care or facilities. This might have had very serious consequences for physical or emotional health. These will be described by the author. There might also have been social consequences that have increased the risk or vulnerability of an individual
5	Severely Critical: Posting alleges or describes actions or events which may be illegal, grossly negligent, or allege serious misconduct by named members of staff or organisations.

Care Opinion is built upon the concept of “Tell us your story” and supports the author to highlight what matters to them in their experience (see Section 3.0); however there are three closing questions included on the platform exploring what went well, what needs to improve and the feeling and emotion related to the experience. These are listed in Chart 2 and further illustrated in the word clouds in Appendix 1.

Chart 2. Tags to describe experience on Care Opinion relating to COVID-19 vaccination centres

Most common tags added by authors to these stories					
<i>What's good?</i>		<i>What could be improved?</i>		<i>Feelings</i>	
staff	264	communication	6	thank you	168
well organised	138	signage	5	safe	46
friendly	126	information	4	at ease	43
efficient	97	social distancing	4	good	32
helpful	59	long wait	3	impressed	31
professional	47	parking	3	thanks	27
professionalism	33	carpark	2	Thankful	25
quick	32	delays	2	excellent	24
reassuring	30	more information	2	fantastic	21
service	28	more seating	2	relaxed	17
		queueing	2		
		queues	2		

3.0 THEMATIC ANALYSIS OF NARRATIVE

Framing each story with the lens of “What is matters to you” the following themes have been identified in the narrative. The values of HSC and standards for Patient Client Experience are also echoed in the themes. Each theme is illustrated using quotes directly from the story to ensure the voices of the stories are heard. Names have been included in the quotes of positive experiences however consideration should be given to anonymising the quotes if included in a public facing document. The analysis encompasses the positive concepts which were part of the experience and also the negative impact when the concept was not part of the experience. It is also important to highlight that the themes are not mutually exclusive and a number themes can be identified within the quotes.

Successful delivery of the vaccination programme

The delivery of service by the COVID-19 vaccination centres was highly praised in the stories. The dominant theme demonstrated by the experience is of a well organised and efficient service.

“I am so impressed with the whole service my husband and I received at the vaccination clinic today. It was so friendly, well organised and slick. We were in and out in under 30 mins. Without doubt it is the best service we have ever seen at a hospital Outpatients clinic. Many thanks to everyone involved.” (825997)

“From the moment I entered the building I felt safe and felt I was part of a process that was efficient and well organised. The volunteers/staff were polite, helpful and excellent at their jobs. The process was quick and the staff well informed and proficient in their roles.” (827837)

“Plenty of volunteers on hand to offer assistance and reassurance and lots of people ensuring touch points and seating are sanitised. Very efficient and really well organised.” (827916)

The insight from the stories show the factors that are important to service users. The themes below are based on these reflections.

Professional team

Roles of staff/volunteers, parking attendant, security, front desk, steward, vaccinator and pharmacist were each recognised in the stories as having an impact on the experience. Collaboration and communication between the team were shown to contribute to the smoothness of service delivery.

“Recently visited hospital COVID vaccine site. I would like to congratulate all who took part with the organisation of this massive undertaking. Thank you to all the team from the porters to the nursing staff who are working together as a very professional team. It was a very humbling experience and I personally feel very lucky to have had the chance to even get a vaccine. Thank you again.” (820373)

Compassionate care

Staff attitude and behaviour were highlighted within the stories and this shows how it is particularly important to patient client experience. Reflections on all staff included of being helpful, courteous, friendly, and having a pleasant manner. Reflections on vaccinators included their kind & caring approach, the reassuring and attentive care provided; and their excellent clinical skills and professionalism.

“...My main feedback has to be about the staff and volunteers, it was honestly the most friendly and helpful healthcare experience I've ever had.” (826726)

“...Particular mention of thanks to Nurse who administered my vaccination - so calm, reassuring and excellent clinical and communication skills.” (818519)

“Cannot thank the staff at the south lake facility enough for their kindness and consideration. I have a severe phobia of needles, I was checked on throughout the lead up to and after the vaccination. The nurse giving the vaccine was amazing and made me feel completely at ease.” (818428)

Person-centred care

The stories reflect the importance of individualised care, and the role of the staff working in the COVID-19 vaccination centres in providing support where the service users had additional considerations, such as, clinical condition of person, physical or cognitive impairment, medical history/previous reaction to vaccine, shielding status, caring responsibilities.

“...Staff ensured that those with mobility difficulties or other additional needs were accommodated and treated with respect and dignity. Overall a very enjoyable experience - minus the needle...” (841397)

“I just wanted to send a message to thank all the staff involved at the Covid -19 Vaccination centre tonight. I attended with my sister who has been shielding since last year as she is extremely vulnerable. She has no understanding of the whole situation, limited mobility and is non-verbal due to a rare genetic syndrome. I want to express my thanks and appreciation to everyone working there for being extremely helpful and understanding. From the man at the front door liaising with the nurses to accommodate my sisters additional needs, to the quiet area provided for her led to a very smooth professional service. I would like to especially mention the nurse who looked after my sister

her name was Alison she is a credit to the profession. Thank you for being so caring, attentive and understanding after what has been a difficult year for us as a family.” (825243)

Communication

Communication style influences the experience and directly impacts upon respect and support. Communication methods require to be mindful of accessibility and addressing the needs of service users.

“I got my vaccine yesterday and I was happy with service I got as I can’t lip-read with a face mask on as I’m hard of hearing/deaf. One of the staff knew me when saw my name on the card and came over and spoke to me. As I wouldn’t be able to understand the questions being ask when the staff was at the computer. Need to be more aware for access for deaf people who can’t hear or lip reading lips while face mask being worn. If you had signs etc. to be clear what you want us to do or what being asked.” (830875)

“...The courteous way in which every volunteer or medic supported me and checked my details, didn't seem intrusive but rather that they we making sure everything was in order. Well done to all those involved.” (828285)

“...It seemed this staff member couldn't work with the system well enough. Finally found it and commented that it is a very odd name, and that was the reason why it was hard to find, like I wasn't even there, because they said that and looked at the colleague who seemed slightly embarrassed! It is odd because it is different. Not good enough bedside manners. Please don't think I couldn't communicate with them, I have a degree in English and been here for 11 years. This staff member just didn't have good enough manners, just like I wasn't there, and that is simply rude...” (840379)

“I want to say thank you for the kindness and good humour of the staff at my second vaccination. They went out of their way to help me feel comfortable, even making me laugh with their wit and obvious happy personality...” (846168)

Information

Within the stories there is reference to the necessity of information: prior to the attending for vaccination, such as, appointment details and venue information; and on the day, for example, receiving/having a Vaccination Card; and written literature on the vaccine/side effects. The importance of providing information as part of the vaccination procedure was highlighted: including the discussion, explanation and answering questions about the vaccine; and the associated safety processes of checking medical information. On the day receiving direction and verbal information about where to stand/go was valued.

“...The staff on the check-in desk were very efficient, the stewards were very informative and polite and the vaccinator was very thorough in her explanation about the vaccination. Altogether a very positive experience indeed.” (818242)

“...Prior to going, I looked for information re the entrance to the building online and couldn't see it on the map. It would be helpful to know in advance where the entrance is, and the availability of accessible parking...” (826726)

“...A reassuring appointment with good explanation and thorough checking through the questions asked...” (826156)

“Leading up to being vaccinated was very professional and well organised. From entering the hospital were to go and what to do was well explained. Before being vaccinated the nurse explained the procedure and explained everything in detail. The injection was quick and painless. All in all it was a quick and easy experience. Thanks to the NHS.” (825455)

Safety

The feeling of safety was expressed within the stories, and was tied in with range of factors including: Infection Prevention and Control (IPC) and social distancing measures in place; cleanliness of vaccination centre; environment being orderly; pharmacy staff working with vaccinators to prepare vaccines; vaccinators checking allergies/medical history information; and post vaccine observation.

“I attended the SSE arena to receive my vaccine and it was so professionally organised and felt so safe with all their measures. It was a really simple process to follow and lots of great staff to reassure us and give us the information we needed. Felt very much at ease at what was an anxious time.” (839948)

“Well organised & treated with utmost respect. Felt in a safe environment at all times. 100% put at ease. I could not fault any aspects.” (820245)

From the stories it is evident that some people were anxious about receiving a vaccine/needle phobia, the vaccine itself, being in a public venue, travelling logistics. There are several stories that link the reassuring and knowledgeable staff and the vaccination centre environment as relieving this worry for service users.

“I received my first Covid-19 vaccination. I was extremely anxious the day before and very nervous going in. My fears disappeared as soon as I spoke to the first health care worker. The care that I received from the entrance to the exit was fantastic. I was talked through the whole process and felt completely at ease. My vaccination was administered by a lovely girl called Ashleigh. She was amazing. A very fearful experience turned into a very professional and caring one.” (827298)

Environment

A welcoming, calm, clean and safe environment was demonstrated by the stories to be important to service users. Being given adequate time, having an orderly system going through each area of the vaccination centre, and the high adherence to IPC measures helped service users to experience a relaxed environment.

“...it was a process to behold. Superb! Courteous staff operating a well-oiled process to get us from the front door through reception and into the main hub where the medical staff took over and completed the process in a professional, reassuring manner. We have nothing but praise for the high standards this overworked team displayed. They were friendly but, while maintaining a highly professional approach, still managed to create a warm, easy environment. Thank you.” (820282)

“...They provided a calm environment and made me feel welcome and safe. I valued the service greatly as making a decision to receive the vaccination is not necessarily easy...” (819366)

Facility support

Insight from the stories show that facility support provision is a key aspect of the experience of attending a COVID-19 vaccination centre. Reflections included sign-posting, ease of car parking & assistance, queuing/waiting system, and the telephone/online booking options.

“I felt valued and cared for from the moment I entered the designated car park until I left. Everyone I encountered treated me cordially, welcoming and sympathetically. Signage was good and there were many people to guide me along the way. It could not have been a better experience. No time wasted but not rushed which is important when you are approaching 70 and have slowed down.” (820336)


4.0 NEXT STEPS

Care Opinion is currently available across the system of HSCNI and will continue to support feedback on vaccination centres to reflect on services. This briefing paper reflects the current feedback available to inform and influence strategic work. Going forward consideration should be given to the benefits of specific campaigning within these acute and community services to generate stories in this area and support local and regional learning regarding population immunisation and the vaccination programme.

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Appendix 1.

Word Clouds Relating To Closing Questions On Care Opinion Platform

What went well?



What needs to improve?



Feelings & emotions



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