



The Neurological Alliance 2018/2019 Patient Experience Survey Communications Toolkit

Overview

We're excited to announce that the Neurological Alliance's third biennial patient experience survey will be launched on 17 October, and will be open until 17 January. Our patient experience survey is unique in gathering the views of people with neurological conditions across England about their experience of health and care services. As with our previous surveys, we will use the results to advocate for improved care for people with neurological conditions.

Benefits of actively promoting the survey to your community:

- ✓ Deliver a rich source of data on neurology patients' experience across a range of topics
- ✓ Influence the future quality of neuro health services and social care
- ✓ Receive a report of your individual condition's aggregated results
- ✓ Gain a comparative insight of how neuro compares to stroke
- ✓ We're stronger together – the neuro community gains leverage through the patient experience survey as it covers a larger patient population compared with condition specific data

Suggested activities to promote the survey

1. News story web page – see suggested web text below
2. Social media activity – see draft tweets below
3. Email supporters – see key messages below
4. Display poster in waiting room/reception etc – see attached (self-print)
5. Blogs – ask a patient to blog about filling in the survey, or look out for a blog on our new website about the survey
6. Magazine articles – see key messages below

Artwork

We have attached three graphics for use on social media – but also emails, web pages, and any other purposes you want to put them to.

Poster

We have attached a self-print A4 poster for you to display somewhere that people with your neurological condition will see it. For example, your reception, waiting rooms, etc.

Key messages

- The Neurological Alliance is seeking responses to its third patient experience survey from people receiving treatment for their neurological condition(s) in England.
- The survey aims to collect vital information about the experiences of treatment and care, social care and welfare received by people affected by neurological conditions.
- The survey is open for responses from 17 October 2018 to 17 January 2019.
- The survey will help The Neurological Alliance advocate for change, to improve future services and provision.
- The more survey responses received, covering the breadth of neurological conditions and including patients from all areas of England, the more powerful the message we can deliver, and the better leverage we will have to push for change.
- The results of the previous two Neurological Alliance surveys (2014 and 2016) have been used extensively in our work, contributing to achievements such as:
 - Establishing the National Neuro Advisory Group (NNAG)
 - Getting NNAG to focus on care planning and communication with patients
 - Developing a programme of work on mental health and neurology
- The survey will be available from 17 October via the following url's:
www.myonlinesurvey.co.uk/NA18PAT or www.tinyurl.com/neuro01

Web text

[Insert organisation] welcomes new neurological patient experience survey

A new neurological patient experience survey is open, to collect vital information about the experiences of treatment and care, social care and welfare received by people affected by neurological conditions. The survey aims to collect enough data to positively influence future neurology services.

About the survey

The survey is by The Neurological Alliance – an organisation that brings together organisations working to make life better for millions of people in England with a neurological condition. Through the patient experience survey, The Neurological Alliance aims to positively influence the future quality of neuro health and social care services. Too often services fall below the standard expected. This survey aims to help change that.

[Insert organisation] fully supports the Neurological Alliance in its ambitions. We welcome the survey as an important tool in gathering shared insights across neurological conditions. The neurology community is strong when it stands together.

What will happen with the results?

The Neurological Alliance will publish the results in a report in summer 2019. This report will set out a comprehensive picture of what is happening in relation to neurological services and make recommendations about how care can be improved.

The survey findings will be shared with [insert organisation]. We will use them to [...].

The Neurological Alliance's previous two patient experience surveys made a significant impact:

- Made the case for continued national leadership for neurology. National Neuro Advisory Group set up.
- Getting the National Neuro Advisory Group to prioritise care planning and communication with patients. Fed into NHS long term plan.
- Developed a programme of work on mental health and neurology, report published.
- Influenced the development of NICE guidance on suspected neurological conditions.
- Raised the profile of neurology through media work.

How do I complete it?

The survey is open from 17th October 2018 to 17th January 2019. It is for anyone with a neurological condition living in England. Carers can help complete the survey as needed. The survey may take around 25 minutes to complete. Please be aware that you cannot save your answers and come back later. Your responses are completely confidential and anonymous.

Please **click here** to complete the survey. **[NB insert hyperlink]**

Thank you – each response makes a difference.



Suggested tweets

We would be grateful if you could tweet about the launch of the survey throughout the next few weeks using the hashtag #neurosurvey and the URL www.tinyurl.com/neuro01. Suggested tweets you may wish to use have been set out below:

- Launch tweets

New @NeuroAlliance patient experience survey coming soon – less than 24 hours to launch! Fill in to help us gather shared insights across neurological conditions, and push for improvement. www.tinyurl.com/neuro01

@NeuroAlliance launches new improved neurological patient experience survey to gather understanding of what's going well/badly with neuro services #neurosurvey www.tinyurl.com/neuro01

Make your voice heard, and help improve future services! Complete the @NeuroAlliance #neurosurvey – now live at www.tinyurl.com/neuro01

- Standard tweets to use whenever

Calling all people affected by a neurological condition. Complete the @NeuroAlliance #neurosurvey to help us improve neurology services. www.tinyurl.com/neuro01

Make your voice heard on #[Insert condition] care! Complete the @NeuroAlliance #neurosurvey to tell us about your experiences. www.tinyurl.com/neuro01

Live in England? Want to make your voice count? Share your experiences on #[Insert condition] care in @NeuroAlliance's #neurosurvey by Jan 17th www.tinyurl.com/neuro01

Living with #[Insert condition]? Please fill in @NeuroAlliance's #neurosurvey and tell us about your experiences of health and care. www.tinyurl.com/neuro01

Want to make a difference today? Fill in @NeuroAlliance's #neurosurvey to give us the evidence we need to lobby for change. www.tinyurl.com/neuro01

- Christmas themed tweets

Christmas is coming! Give the neurology community a gift: fill in @NeuroAlliance's #neurosurvey to transform future services. www.tinyurl.com/neuro01

Season's greetings one and all! Amongst all the festive shopping, cooking and other activities, please make some time to complete in @NeuroAlliance's #neurosurvey to help transform future services. Thank you! www.tinyurl.com/neuro01



I don't want a lot for Christmas, there is just one thing I need, and I don't care about the presents underneath the Christmas tree...All I want for Christmas is you – to fill in @NeuroAlliance's #neurosurvey by Jan 17th. www.tinyurl.com/neuro01

Rockin' around the Christmas tree, let the Christmas spirit ring, later we'll have some pumpkin pie, and we'll do some filling-in...of @NeuroAlliance's #neurosurvey. Do it today! www.tinyurl.com/neuro01

Oh, the weather outside is frightful, but the fire is so delightful. And since we've no place to go, tell us about your views of neur-o. @NeuroAlliance's #neurosurvey www.tinyurl.com/neuro01

Sleigh bells ring, are you listening? In the lane, snow is glistening. A beautiful sight, we're happy tonight, filling out the neuro survey. @NeuroAlliance #neurosurvey – do it tonight! www.tinyurl.com/neuro01

1/2 On the 12th day of Christmas my true love gave to me...

12 neuro nurses

11 new neurologists

10 technology appraisals

9 MRI scanners

8 outpatient appointments

7 care & support plans

6 Rightcare pathways

5 national indicators!

2/2 4 gov't white papers

3 service specs

2 neurointerventional radiologists

And a filled-in neurology survey

@NeuroAlliance #neurosurvey

www.tinyurl.com/neuro01

Happy Christmas everybody!

- January tweets (survey closing soon)

Don't miss the deadline for completing the @NeuroAlliance #neurosurvey. Closing date is January 17th www.tinyurl.com/neuro01