

NACEL Bereavement Survey

Tips and tricks for increasing response rates

Thank you to all the organisations who shared their Bereavement Survey feedback with the NACEL team.

We have collated the feedback into this document, and hope by sharing these ‘tips and tricks’ it will help participating organisations to boost their Bereavement Survey response rates.



Acquiring and collating next of kin (NOK) details

- ❖ Hospitals involved relevant teams to assist in collecting NOK details, organisations were supported by Bereavement Teams, End of Life Care Teams and Medical Examiner’s Office
- ❖ The Medical Examiner’s Office and/or Bereavement Team were a key part in contacting the NOK and collecting their contact details for many organisations.
- ❖ Medical Examiner’s Office and/or Bereavement Teams contacted the NOK following a death, during this conversation the NOK was advised of NACEL and asked if they wish to receive a survey. The teams were able to explain the purpose of the survey and request a preferred method of contact.
- ❖ Other methods involved used multiple electronic patient data sources/ programs to collate NOK contact information. Some organisations were able to collect more than one NOK to contact regarding the Bereavement Survey.
- ❖ Once NOK contact information was collated a member of the team would exclude any who did not meet the inclusion criteria before moving onto the dissemination phase of the Bereavement Survey.



Promoting the Bereavement Survey

- ❖ NACEL Bereavement Survey posters and leaflets were put up or made available in areas where relatives were likely to see them e.g. family rooms.
- ❖ If relatives enquired about how to give feedback to Bereavement Teams, they would be signposted to the NACEL Bereavement Survey by the team.
- ❖ End of Life Care Teams/ Champions in some organisations were able to promote the Bereavement Survey to bereaved relatives and take the time explain what it is and why it’s important for relatives to submit their feedback.
- ❖ Some Trusts created a NACEL information webpage on their website, to promote the audit and use of the Bereavement Survey.

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Disseminating the Bereavement Survey

- ❖ Organisations reported sending out a paper version of the Bereavement Survey to the NOK with a prepaid envelope to return. The paper surveys were sent out on average 4-6 weeks after the death. Audit Teams would then have to manually input the response into the NACEL data collection pages.
- ❖ Relative's relation to the deceased included on the letter to avoid confusion when receiving the posted Bereavement Survey.
- ❖ NACEL Bereavement Survey leaflet included in the bereavement packs given to bereaved relatives following the death of a loved one. The Bereavement Survey leaflet includes the URL link and the QR code.
- ❖ Email sent to the NOK, around 4-6 weeks after the death, with the URL link and QR code to the Bereavement Survey. The email also had an opt-out option or text to the effect of 'if you don't want to receive any more emails about participating in the NACEL Bereavement Survey, please reply to let us know'.
- ❖ Text sent to NOK with the Bereavement Survey URL link and QR code to with an opt-out option, 4-6 weeks after the death.
- ❖ Some hospitals split out the method of dissemination by age, for example NOK over the age of 45 were sent a paper Bereavement Survey with a prepaid return envelope and below 45 were sent the URL link and QR coded.



Support completing the survey

- ❖ Chaplaincy services were available to support NOK in completing the Bereavement Survey. Their contact details were included on the front page of the Bereavement Survey.
- ❖ Contact details of the Bereavement Team within the text of the paper letter/ email/ text for relatives to contact if they required help completing the survey or want to opt-out.