*Please print on the trust’s headed paper with signatory at the bottom. You need to edit the text in square brackets and remove the yellow highlighting. The letter below should fit onto one side of A4 with the questions on the reverse.*

[Date]

Dear [Patient first name and surname],

# Please take this opportunity to make a difference.

A few weeks ago we sent you a questionnaire asking about your experience of maternity care. As we don’t seem to have heard from you yet, we have enclosed another copy of the questionnaire. Thousands of other people have completed the survey, and **we would really like to hear from you** **too.**

Don’t forget this survey is **confidential** and nobody involved with your care will know whether or not you have participated.

All you need to do:

* Take 20 minutes to fill out the questionnaire
* Return the questionnaire using the **Freepost** envelope (no stamp is needed)

We’re really interested in hearing from you, even if your contact with maternity services has now finished.

This will be the final chance to take part in this year’s survey. Please don’t miss out on this opportunity to have your say about care at [NHS trust name / Hospital name]. This survey is voluntary, but to participate please complete the questionnaire **as soon as possible.**

For more information, please see the back of this letter.

**We look forward to hearing from you soon - thank you for your time.**

Yours sincerely,

[Name of Chief Executive / Name of Head of Midwifery]

[Chief Executive / Head of Midwifery]

[NHS trust name]

**What if I do not want to take part?**

This survey is voluntary. If you do not want to take part, this will not affect your care and you are not required to explain why. If you return the blank questionnaire using the Freepost envelope or call the helpline number, you will not receive reminders to complete the questionnaire.

**What is the Care Quality Commission?**

The Care Quality Commission (CQC) monitor, inspect and regulate health and social care services across England. Surveys like this help CQC to find out where care is good or if it needs to improve. You can find out more about CQC’s work on its website: [cqc.org.uk](http://www.cqc.org.uk).

**Can a relative, friend or carer complete this questionnaire for me?**

Yes, but when answering the questions, they must give the view of the person who the questionnaire was addressed to.

**What is the bar code / number for?**

You have been given a unique number for this survey so that your name and address do not show on the questionnaire and will not be linked to your responses for this survey.

**How is my personal data protected?**

Your personal data are held in accordance with the General Data Protection Regulation and the NHS Confidentiality Code of Practice. If you would like more information about how [NHS trust name] or we use your personal information to keep it safe, and what your rights are under the law, please write to us, call [Freephone helpline number] or see our privacy notice [link to trust privacy notice].

To send out questionnaires to service users, [NHS trust name] selected a sample of people who had recently used their services. Personal data about your involvement in this survey is not used for any other purpose and is deleted once the survey process is complete. Your responses are not linked back to your name, or to any other personal data that may identify you.

[[IF CONTRACTOR USED]: [Your contact details have been passed to [survey contractor], only so that they can send you this questionnaire and process your response. [Survey contractor] will process your answers in confidence and keep them separate from your contact details. [Survey contractor will delete your contact details once the survey process is completed].]

**How will the results from the survey be used?**

The results will be published on CQC’s website in early 2020. To see results from previous surveys, please go to: [nhssurveys.org/surveys/299](http://nhssurveys.org/surveys/299).

We share data from the surveys with national bodies, including the Department of Health and Social Care and NHS England to help their work. Data may also be shared with approved university or charity research teams. Shared data never includes names or addresses. You can see more information about how data is shared at: nhssurveys.org/faq.