



Alzheimer's Society services evaluation 2021–2022

The services continue to be a lifeline



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Executive summary

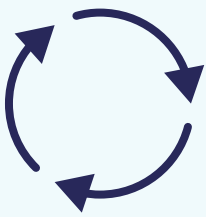
This report highlights the key findings from the most recent Alzheimer's Society service evaluation. It is based on the views of 2906 people affected by dementia who used our services between April 2021 and March 2022. Our evaluation provides evidence on the experiences of people affected by dementia who use our services and where there are opportunities to inform improvements for the future.

- Overall, our evaluation findings are very positive and consistent with previous years' findings.
- People accessing or using our services are extremely likely to recommend our services to other people affected by dementia.
- People who have used our services valued having the option **to discuss information** with a staff member to aid their understanding and clarify information.
- Both people with dementia and carers appreciated how much time staff spent listening, but mostly that staff **kept in touch** and provided frequent contact and follow-up calls.
- For carers, being more informed about finances and legal information such as power of attorney was the most valuable aspect of information and helped them with important decision making.
- For people with dementia, they value the empathy and listening skills of our support staff.
- The most significant way in which we made life better for people accessing or using our services was the **reassurance that we were here for them**. Importantly, people accessing or using our services felt **less alone** as they regained a sense of companionship and knew there was someone to talk to if they needed support.
- However, it is important to highlight that some people accessing or using our services did not feel that life was any better. Day-to-day life remains difficult, and for some it is distressing to think about what the future holds.
- Feedback overwhelmingly supported a return to **more face-to-face** service delivery.



Our services

Alzheimer's Society provides a range of one-to-one and group services to people affected by dementia across England, Wales, and Northern Ireland. The services involved in this evaluation are outlined below:



Dementia support services consist of our Dementia Adviser, Dementia Support and Dementia Connect community-based support services which offer information, practical support and advice either face-to-face, over the telephone, or via written communication.



Dementia Telephone Support Line is a single point of contact where Dementia Advisers offer support over the telephone.



Singing for the Brain offers structured group sessions which use music to encourage communication and participation. The sessions also include opportunities to talk to others.

People accessing or using our services involved in the evaluation

Overall, 2906 people were included in the service evaluation of which 783 were people with dementia (27%) and 2123 were carers (73%).

Up until 2020, we would normally see an equal proportion of people with dementia and carers responding to our evaluations. However, because of the COVID-19 pandemic, services since March 2020 have been delivered predominantly over the phone or via online video conferencing, with face-to-face delivery slowly being resumed over the last year as the pandemic subsides. This has meant that the proportion of people with dementia that we reached through evaluation has fallen overall as we have found there are more barriers for people with dementia to engage by telephone or virtual support. Nevertheless, the sample of people with dementia included in this evaluation is large enough to make the findings generalisable. This trend was initially identified in the 2020 Making Evaluation Count (MEC) cycle. Work has begun to improve the representation of people with dementia firstly through our Telephone Support Line, where the proportion of people with dementia taking part in evaluation has increased from 14% to 46%. The overall number of people accessing or using our services who took part in the evaluation is shown below in Table 1.

Table 1

Total number of people accessing or using our services who contributed to evaluation over the last two cycles

Service name	MEC 2020		MEC 2021-22	
	People with dementia	Carers	People with dementia	Carers
Dementia Support Services	526	1578	498	1817
Dementia Telephone Support Line	13	81	168	199
Singing for the brain	295	278	117	107
TOTAL	834	1937	783	2123
%	31%	69%	27%	73%
TOTAL people with dementia and carers		2771		2906

What we measure

Our services aim to achieve several outcomes for people with dementia and the carers that use our services. These were derived from outcomes that helped us evidence whether our support services met our 2017-2022 strategic aim that people can manage dementia and live better.

Below are the outcomes that the evaluation covers. The phrases in brackets indicate how each outcome will be referred to throughout the remainder of the report.

- Supported by staff/volunteers (**Staff support**) – for example, people accessing or using our services are asked, ‘Do you feel [the member of staff] understands your needs?’
- Enabled to access useful information (**Useful information**) – for example, ‘Has [the service] provided you with useful information?’
- Given enough time to discuss concerns (**Enough time**) – for example, ‘Did [the member of staff] give you enough time to discuss your concerns?’
- More able to make decisions (**Decision making**) – for example, ‘Did [the member of staff] help you feel more able to make decisions?’
- More able to manage (**Able to manage**) – for example, ‘Did [the member of staff] help you feel more able to manage?’
- Enabled to have social contact (**Social contact**) – for example, ‘Are you able to socialise at [the service]?’¹
- Enabled to live better (**Life better**) – for example, ‘Has [the service] made your life better in any way?’

Alongside service outcomes, we also asked people accessing or using our services two additional questions using the Net promoter score (NPS): to what extent they would recommend the service to other people with dementia and how the service could be different. The latter is used to inform local service improvement.

¹The social contact outcome is applicable only to groups services (i.e. Singing for the Brain)

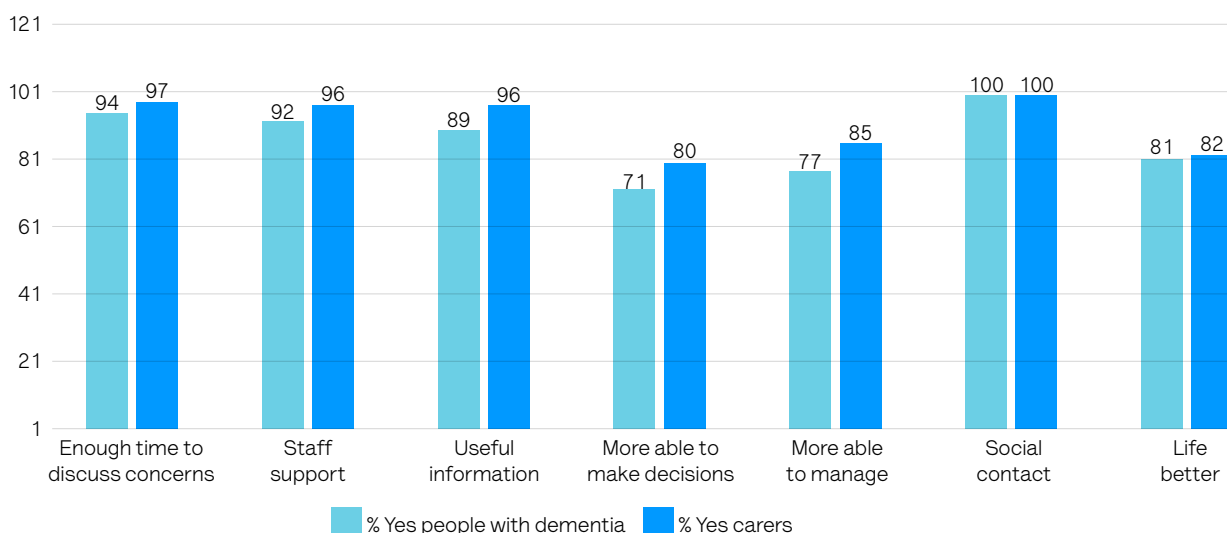
Key findings

On the whole, our findings are very positive. Figure 1 below demonstrates a high level of agreement that each of our outcomes had been met for people accessing or using our services. These findings are generally consistent with findings from the previous few years. This is particularly encouraging given the context of the COVID-19 pandemic, which had still impacted our face-to-face service delivery during the 2021-2022 evaluation cycle.

We often see the 'more able to make decisions' outcome lower than other outcomes. However, this year the percentage of people accessing or using our services who felt 'more able to make decisions' was significantly lower than last year's results: 71% for people with dementia and 80% for carers compared to 91% and 93% last year respectively. We looked at the qualitative data to understand the reasons for this. We found that because some people accessing or using our services feel able to make their own decisions without support from our staff they sometimes give a negative response to this evaluation question. This is therefore not a reflection of the service but on the reduced need of the sampled service users needing support to make their own decisions.

Figure 1

Percentage of people affected by dementia involved in the evaluation who agree the key outcomes have been met.





People accessing or using our services were asked to explain their responses to each of the key outcomes. This qualitative data has been analysed to draw out key themes. We see similar themes each year. However, our most significant finding is that our support services were a lifeline for many, especially as some COVID-19 restrictions were still in place last year.

Feedback from people accessing or using our services tells us a positive story, giving an insight into the journey of support they received from us:

- **As always, our staff are said to have excellent interpersonal skills, being perceived as patient, friendly, empathetic, and always listening when providing support.**
- **We are good at signposting and providing information. The signposting includes the appropriate services within Alzheimer's Society, but also external services.**
- **People accessing or using our services feel supported because they say they can contact Alzheimer's Society when needed.**
- **In turn, people accessing or using our services feel less isolated and more able to cope as a result of using our services. This is especially important as we were still amid the pandemic last year.**

These findings contribute to our knowledge of what works well. They provide insight into how people affected by dementia want to be supported, and how our services can make their lives better overall.

The following sections will look at the findings for each of the service outcomes in more detail, identifying where improvements can be made and what the findings tell us about best practices in service delivery.



Overall, **92%** of people with dementia and **96%** of carers involved in the evaluation agreed that they felt supported by our staff and volunteers.

Staff support

We received overwhelming feedback that our staff and volunteers had excellent interpersonal skills and experience to understand the needs of people accessing or using our services, showing traits such as **empathy, caring, and patience**. For many people accessing or using our services, **feeling listened to** was one of the key ways they felt understood.

‘The Dementia Support Worker was very understanding. She actively listened, giving me time to express myself, and she used her knowledge to provide invaluable support to me.’

Person with dementia, dementia support services

‘[The Dementia Support Worker] has been able to understand what my husband needs to allow him to be independent and live a good life. Our faith is incredibly important to us, and [support worker] respected this aspect of our lives.’

Carer, dementia support services

People affected by dementia also gave feedback that our staff were great in giving support that was **tailored to their needs** and preferences. Overall, this made the experience feel personal to them. They valued the **practical tips** and signposting to support which enabled them to have more **control** over their situation.

‘When someone remembers my name, when we sing happy birthday, when we have a chance to request songs or choose songs I like. Staff remember things about me.’

Person with dementia, Singing for the Brain service

‘I feel more in control and empowered to make decisions.’

Carer, dementia support services

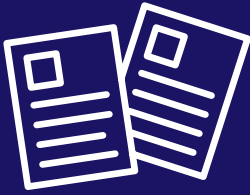
‘I phoned to discuss one thing and before I know it I was asking all kinds as the advisor made me feel at ease as she was knowledgeable and a very good listener which I appreciated. She gave me practical advice and was very understanding and was very sympathetic, just what I needed at the time.’

Carer, dementia support services

People affected by dementia viewed staff as having a **wealth of knowledge** and always giving them the right information to meet their needs, such as helping them better understand their dementia diagnosis and what to expect.

‘The Dementia Adviser helped me to understand what to expect as my condition progresses.’

Person with dementia, dementia support services



Overall, **89%** of people with dementia and **96%** of carers involved in the evaluation agreed that our services provided them with useful information.

Useful Information

Our dementia support services and the Dementia Telephone Support Line provide information in different forms. People are offered written information such as the Dementia Guide and factsheets. They are also offered verbal discussions with staff members either face-to-face or via the telephone to provide guidance on aspects of dementia and available services and support. As with previous years, people affected by dementia provided overwhelming feedback that our staff had **expertise in dementia** and provided them with information **relevant to their**

needs at that time. For some carers, receiving relevant information helped them to put things into action, and helped them to be reassured.

‘We received lots of information from the advisor to which we followed up and actioned to put things in place to support my mother.’

Carer, dementia support services

‘[The Dementia Support Worker] gave me all the information I required. She provided an excellent service that was reassuring.’

Carer, dementia support services

Carers generally appreciated the information on what other services are available to them and their loved ones with dementia. They also valued information on **how to access ongoing support** through Alzheimer's Society services or other locally provided services to meet their needs. People accessing or using our services reported that staff were great at providing information that **signposted** them to services such as group sessions (Singing for the Brain, Carer Information and Support Programme), Memory Matters courses, Talking Point, memory cafés, day centres, and Age UK.

‘She provided me with information and referred me to local services. I’m due a visit soon which I’m pleased about.’

Person with dementia, dementia support services

People accessing or using our services liked the various ways in which information was shared with them. This included receiving printed information such as leaflets and factsheets **promptly** through the post, and links sent by email. But most importantly, they valued having the option **to discuss information** with a staff member to aid their understanding and clarify information.

‘She gave me information, leaflets and contact numbers for what I needed.’

Person with dementia, dementia support services

‘She sent out the information I needed promptly and followed that up with a call to see whether I had everything I needed. The information was useful and she clearly explained my Mum’s diagnosis in a simplified way that I could understand.’

Carer, dementia support services



A comprehensive **94%** of people with dementia and **97%** of carers agreed that the staff member gave them enough time to discuss their concerns.

Enough time

We received supplementary qualitative feedback about this outcome from our dementia support services. As with previous years, people accessing or using our services said our staff did this well by ensuring they did not pressure or rush them. Instead, they showed **patience and understanding** and, importantly, they **listened** to them. Once again this highlights the great interpersonal skills and values our staff demonstrate.

‘My Dementia Advisor listened to me and never rushed our conversations. It made a great difference [whereas] the doctor has limited time so I feel I have to rush. It is wonderful to have such a great service from Alzheimer’s Society.’

Person with dementia, dementia support services

‘He put my mind to rest, gave me time to talk about my concerns, and listened to me.’

Carer, dementia support services

Both people with dementia and carers appreciated how much time staff spent listening to them, but mostly that staff **kept in touch** and provided frequent contact and follow-up calls. People accessing or using our services highlighted that staff made them feel comfortable during these interactions, as they were easy to talk to and always **put them at ease**.

‘[The Dementia Support Worker] always asked when it was convenient to phone which she did do regularly and has arranged to ring me in a few months.’

Carer, dementia support services

‘[The Dementia Support Worker] made me very much at ease. [They] had enough time to talk about all sorts of issues.’

Person with dementia, dementia support services





In total, **71%** of people with dementia and **80%** of carers agreed that our services helped them to make decisions.

Decision making

We received feedback about this outcome from our dementia support services. Feedback suggests that our staff and volunteers gave people accessing or using our services all the **information they needed to make an informed decision** and this instilled **confidence** in their decision-making process. For carers, being more informed about finances and legal information such as power of attorney was the most valuable aspect of information and helped them make important decisions. People accessing or using our services also found information on how to **access other services** very useful and aided their decision-making.

‘She was very good in terms of putting things into context and making sure we had realised what access we had to support etc.’

Person with dementia, dementia support services

‘Things in general, the power of attorney, paperwork and financial. The Dementia Adviser put us in touch with the right people for the right needs.’

Carer, dementia support services

Furthermore, our staff and volunteers made time for people accessing or using our services to discuss their thoughts and concerns before making any decisions. Many people accessing or using our services preferred to have someone to talk to through the decision-making process rather than going online or reading through information. However, some people with dementia found it helpful to look online for further information when prompted by staff, and for some, it helped them to think about the future.

‘Difficult one. Told us to look online at different products, that was helpful. Quite a lot needed for the time and good to know what’s useful for further down the line.’

Person with dementia, dementia support services

‘I have found that through talking to the Dementia Support Worker I have been able to get questions answered and this has helped me make decisions.’

Carer, dementia support services

Nonetheless, some people accessing or using our services disagreed that this outcome had been met for them. However, when we looked at the reasons for this response, problems with service provision were rarely cited. Rather, people stated that they did not need any support to make decisions as many already had family and friends to support them, or felt they were independent enough to make their own decisions. Additionally, some said they didn’t need to make any decisions at their current point in their dementia journey.

‘I don’t know really as I always talk to my husband when I want help with decision-making.’

Person with dementia, dementia support services



77% of people with dementia and 85% of carers agreed that the service made them more able to manage their day-to-day lives.

‘No, I don’t think anybody did. I am very strong-minded.’

Carer, dementia support services

Able to manage

We received feedback about this outcome from our dementia support services. For many people affected by dementia just **knowing the service is there** when they need it helped and reassured them, but also made them feel **less lonely**.

‘I felt lonely during the lock down as I didn’t see or speak to anyone except my son and his family as I stayed with them for a bit.

Having that friendly voice and someone to discuss my concerns with made me feel better about myself and made me feel less scared about what was happening.’

Person with dementia, dementia support services

‘Just to know [the Dementia Support Worker is] there on the end of the phone if I need her makes me feel more able to manage.’

Carer, dementia support services

People with dementia felt that because the staff took the time to talk through things and listen, they felt more **reassured** and better able to manage and **cope** with their situation.

‘[The Dementia Support Worker] was able to discuss helpful benefits. It was also helpful to discuss Mum’s illness with the Dementia Support Worker as she understands and was reassuring that I am doing my best for mum at the minute.’

Person with dementia, dementia support services

‘I was going through a very hurtful period – [the Dementia Support Worker] helped me cope with changes and gave me a different perspective.’

Carer, dementia support services

Some people accessing or using our services disagreed that this outcome had been met, although the reasons given for this response rarely mentioned problems with service provision. More often people said they do not need help to manage as they already have family and friends to support them, or they feel they are already managing well themselves.

‘Don’t know, but I’m managing OK and I’m not bad at all really.’

Person with dementia, dementia support services

‘Oh yes, I am a good copper anyway, but useful generally in terms of looking into things.’

Carer, dementia support services



Overall, **81%** of people with dementia and **82%** of carers agreed that our services made their life better in some way.

Life better

The most significant way in which we made life better for our people accessing or using our services was the **reassurance that we were here for them**. To some extent, this reflects the previous years' feedback because of the continued influence of the pandemic throughout the 2021-2022 data collection period. People accessing or using our services also said they felt **more able to cope** as they were better informed and so more able to manage. As we came out of the pandemic, we continued to contact people accessing or using our services frequently. Feedback suggests that this made people **feel less alone** due to the sense of companionship they gained from knowing that there was someone to talk to if they needed support.

'I feel so pleased that you are there for me. Because I don't want to bother family and you give me good advice.'

Person with dementia, dementia support services

'I know there is a support system in place to help and support me.'

Person with dementia, dementia support services

'I know there is someone only a phone call away.'

Carer, dementia support services

When group services began to offer face-to-face meetings again, people accessing or using our services felt that they had something to look forward to again which provided structure in their lives. This gave additional opportunities for socialising. As a result, people accessing or using our services felt less alone and gained a **sense of companionship** from the group.

'It's something to look forward to on a Monday. I look forward to it every week.'

Person with dementia, Singing for the Brain group service

'Nice to see other people. I like hearing other voices. I don't feel isolated because I am part of a group. I relax. Gives my week structure.'

Carer, Singing for the Brain group service

However, it is important to highlight that some of people accessing or using our services did not feel that life was any better. Day-to-day life remains difficult, and some find it distressing to think about what the future holds. A dementia diagnosis can be overwhelming and challenging despite the support we provide. This feedback is consistent with previous years' service evaluation data. This year we continued to receive comments concerning challenges related to the COVID-19 pandemic which will be discussed later in this report.

'I don't think anyone can do this – make your life better or help you manage it better really. Sometimes my dad just seems like dad as he always has been. I don't see him in all the different ways he may have changed.'

Carer, dementia support services

'COVID-19 has brought everything to a halt and we are unhappy with the way we are living at this time.'

Carer, dementia support services

Recommending our services

Using the standardised Net Promoter Score (NPS), we asked people accessing or using our services to what extent they would recommend the service to other people affected by dementia. There was a high response rate of at least 90% for all services that asked this question. The question is scored on a scale of zero to ten with zero being extremely unlikely and ten being extremely likely to recommend. The feedback we typically receive is that people accessing or using our services are extremely likely to recommend our services.

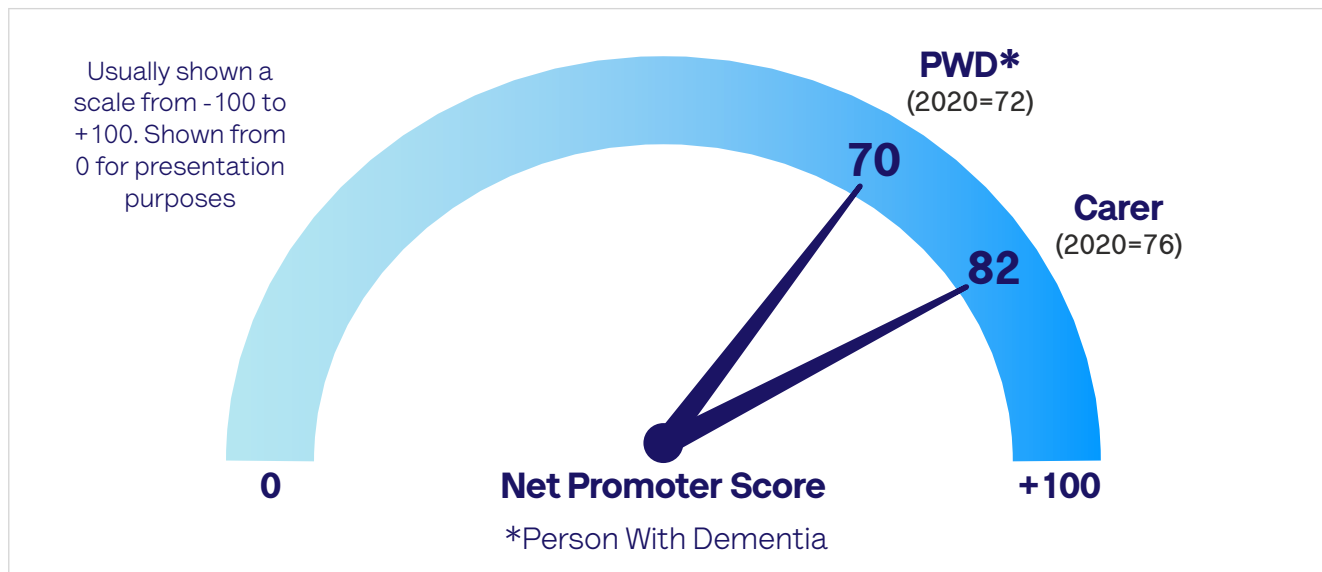
Analysis of the data produces the NPS which has a possible range of -100 to +100. Scores greater than +50 are considered good services and scores greater than +70 are considered world-class. This is based on global NPS standards. As can be seen from Table 2 below, people accessing or using our services rated all four of the services we asked this question for above +50. The Dementia adviser and Dementia support services were scored the highest by both people with dementia and carers, achieving scores above +70 and therefore considered world-class. The Dementia Connect Telephone Hub service scores dropped slightly for all people accessing or using our services. The qualitative data below explains why some people accessing or using our services scored lower.

Table 2
Net Promoter Score for each service type in 2021-2022 against scores for 2020

Dementia Support Services	People with dementia		Carers	
	2020	2021/22	2020	2021/22
Dementia Adviser	74	88	60	84
Dementia support service	73	78	87	85
Dementia Telephone Support Line	61	51	81	69
Dementia Connect community-based	61	71	77	80

In Figure 2 below, the average NPS score is also above +50 for all services. There is an increase in scores from carers compared to last year and a slight decrease of two points from people with dementia. Again, the latter can be explained by the qualitative feedback people accessing or using our services gave about their scores in the section below.

Figure 2
Net Promoter Score for all services 2021-2022 (with comparison to 2020)



NPS – tell us more

Taking the responses overall, we can see that our average NPS score across our services for 2021-2022 has remained high. There is a slight two-point dip for people with dementia, but has an increase for carers. Along with asking people accessing or using our services to rate our service, we also asked them to explain what their scores meant and to give some examples to help us better understand where our services are doing well, and where they might not.

We received a large amount of positive feedback, where many people accessing or using our services said Alzheimer's Society and its services have been a **'lifeline'** to them. Three positive themes (listed below) arose from the feedback people accessing or using our services gave us from the NPS. These were:

- Staff provided good, relevant information.
- Staff had valuable interpersonal skills – they were kind, friendly, and they listened.
- People accessing or using our services knew someone was there to support them.

'Was always there with advice about COVID restrictions, local COVID response groups, putting us in touch with other services and often just giving us a friendly call.'

Person with dementia, dementia support services

'I feel there is a friend there who I can contact if I need support.'

Person with dementia, dementia support services

For people accessing or using our services who scored slightly lower on the NPS scale, the reason was not related to the quality of the service. For many, it was simply because they had not used the service enough or that they did not know anyone else with dementia to recommend the service to. Finally, people with dementia did not always remember receiving the service so could not easily answer this question.

'We haven't had much time with the service yet, it's all new to us.'

Carer, dementia support services

'I have given a 7 as I have said before I am new to the service but so far it has been very good.'

Person with dementia, dementia support services



How could our services be different?

We also asked people accessing or using our services how they felt the service could be different. Feedback was primarily about the method of service delivery as our services last year were still affected by the COVID-19 pandemic. Although many of the services began to return to **face-to-face** delivery during the 2021–2022 service evaluation, this was a phased, slow process for some people accessing or using our services. Feedback overwhelmingly supported a return to **more face-to-face** service delivery. Many people accessing or using our services said they understood why it has not been possible to offer a fully face-to-face service yet, but that would have been their preference.

‘Face-to-face visit would have been good if it wasn’t for the pandemic.’

Person with dementia, dementia support services

‘I feel that a face-to-face service is preferable, under normal circumstances, and to see someone and talk to them is somehow more reassuring. I have been with my mother since before Christmas with no days off, and although I can cope, I really miss walking the dogs. I can’t wait for clubs and activities to reopen.’

Carer, dementia support services

‘It used to be face-to-face contact and this was my preferred choice. I don’t feel the support is as brilliant via telephone, ... but I do appreciate [that] every service had to offer telephone service only.’

Carer, dementia support services

For some people accessing or using our services, the format of information delivery was felt to be better when face-to-face compared to receiving postal information, which can feel overwhelming. This is particularly relevant when a staff member is not there to directly explain and talk through the information with them.

‘Not to post out so much information, felt overloaded and did not read it, would much rather talk to someone. Would have been nicer to meet the Dementia Adviser in person, but realise because of the pandemic that was not possible.’

Person with dementia, dementia support services

For group services such as Singing for the Brain, carers mostly reported that they wanted to receive more face-to-face support, but also liked the option of face-to-face with Zoom, the video conferencing tool. Having both options available was valued.

‘Encourage bigger groups. Get back to face-to-face groups. Keep Zoom groups too as we can’t get to face-to-face groups any longer. Singing and laughter is so good for you. The more laughter we have the better it is for us all. It’s good for my immune system and general health and well-being.’

Carer, Singing for the Brain group service



Feedback also suggested that our staff should provide **more frequent contact** either face-to-face or by telephone. For others, some of the services needed to be provided for longer.

'The service is short-term. You get used to speaking with the person supporting you and then the service stops. It would be good to have a longer-term service.'

Carer, dementia support services

'Check in with people more, have more follow-ups so that people know you are there. Especially during these times [Covid].'

Carer, dementia support services

Finally, some carers felt services needed to be better linked up or more streamlined, as accessing them was more complicated than it is necessary.

'I was supporting my mum, and my wife was supporting her mum, both in different counties. We would have liked to have been supported as a unit rather than separately.'

Carer, dementia support services

How could our evaluation approach improve?

We understand that as services have changed and adapted to the needs of people accessing or using our services there is a need to update and improve the methods we use to obtain evaluation feedback. During our evaluation process, we have noticed some limitations in the approach we use. This has been evidenced and noted through service user feedback but also during the process of collecting and analysing data. Below are some key limitations to the evaluation approach which need to be improved for future evaluation cycles.

- We reached fewer people with dementia through evaluation than in pre-pandemic evaluation cycles. We must improve our methodology to ensure we do not lose the voice of people with dementia.
- Some people with dementia, mostly those with moderate to advanced dementia, did not always remember the service that was delivered and so could not provide feedback.
- We need to improve the collection of demographic data and information about the type of dementia diagnosed, which will help improve our analysis as well as understand the needs of people accessing or using our services better.

Conclusion

The majority of people accessing or using our services agreed that our services achieved the expected outcomes. This finding is pleasing considering the challenges of delivering services during the COVID-19 pandemic. Our key findings this year demonstrate that:

- Our services can be a lifeline for people affected by dementia.
- Our staff are seen as experts, friendly and empathetic, and always ready to listen to the needs of people accessing or using our services.
- People accessing or using our services feel less isolated and more able to cope as a result of using our services.

It is important to mention that some people accessing or using our services did not receive enough of the right kind of support last year. For example, many said that they would prefer face-to-face support. We know from previous evaluations and from the current report the importance of listening to people accessing or using our services to learn what works best for them and implementing suggestions to improve future service delivery. This has always been crucial to achieving our strategic aims.

Appendix

Evaluation Approach

The principles of our evaluation approach were developed based on our experience of involving people affected by dementia in evaluation, and understanding what works for them. Overall, we aim to be guided by the following principles.

Appropriate

- We aim to collect evaluation feedback from people with dementia using the **same method by which they usually receive the service**. For one-to-one and group support, this usually involves a face-to-face discussion using semi-structured, clear questions. However, the COVID-19 pandemic impacting on service delivery method and also impacted the method of data collection. As expected, the telephone method of data collection was used much more than seen in previous service evaluation cycles.

Proportionate

- The level of **evaluation activity reflects the size and scope of the service** so as not to overburden staff, volunteers, and people accessing or using our services.

Meaningful

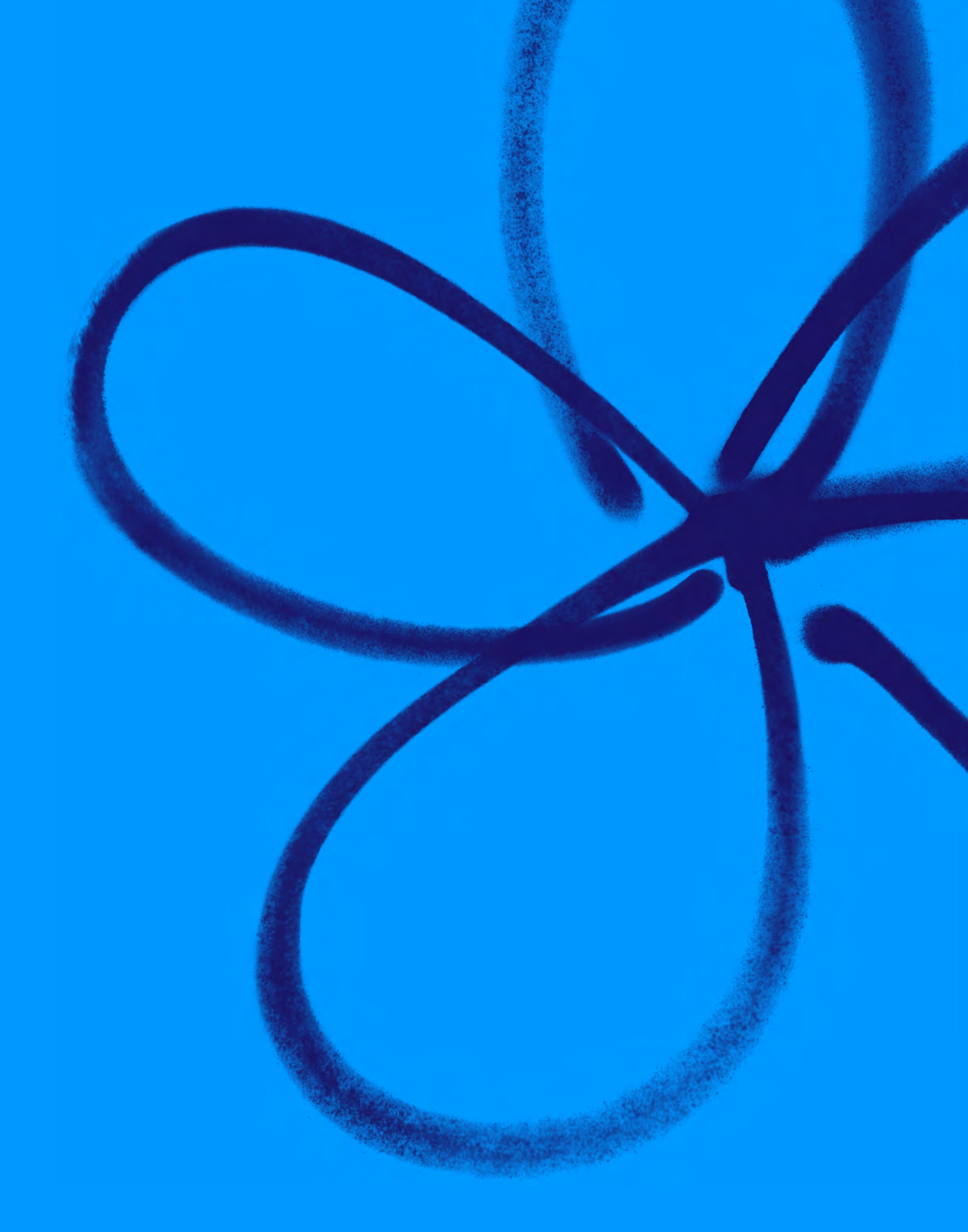
- Evaluation materials and questions are made as **straightforward and accessible as possible** to elicit meaningful responses from people with dementia. People with dementia have told us they prefer yes/no/don't know answer options over more complex scales.
- We **empower local staff to use their expertise** to rephrase questions or probe as necessary to gain meaningful answers as much as possible.

Ethical

- We always seek feedback from the person who directly uses the service. For people with dementia, we **assume mental capacity** and always prioritise receiving feedback directly rather than asking a carer to answer for them.
- We gain **informed consent** from all those who participate in the evaluation and handle their data in line with information governance procedures.

Sampling approach

Full-time staff were asked to complete a certain number of evaluations with people accessing or using our services. For our one-to-one services, this was a minimum of six service users. For our group services, we required a minimum number per area. This was usually six groups. We asked staff to use a random sampling approach when selecting people accessing or using our services to allow for unbiased representation. However, this may not always be appropriate for all service types, so staff were given some flexibility to use a purposive sampling approach to ensure we have included as many people affected by dementia in the evaluation.



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