

Alzheimer's
Society

It will take a society to beat dementia



Making Evaluation Count

Summary of findings
2024 -2025



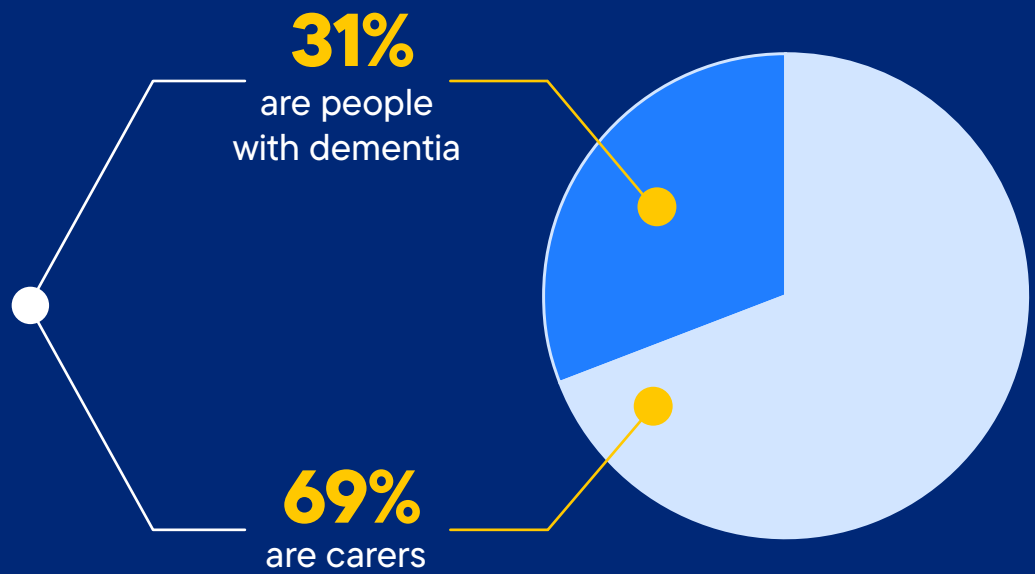


Making Evaluation Count is our annual review of how Alzheimer's Society services support people affected by dementia.

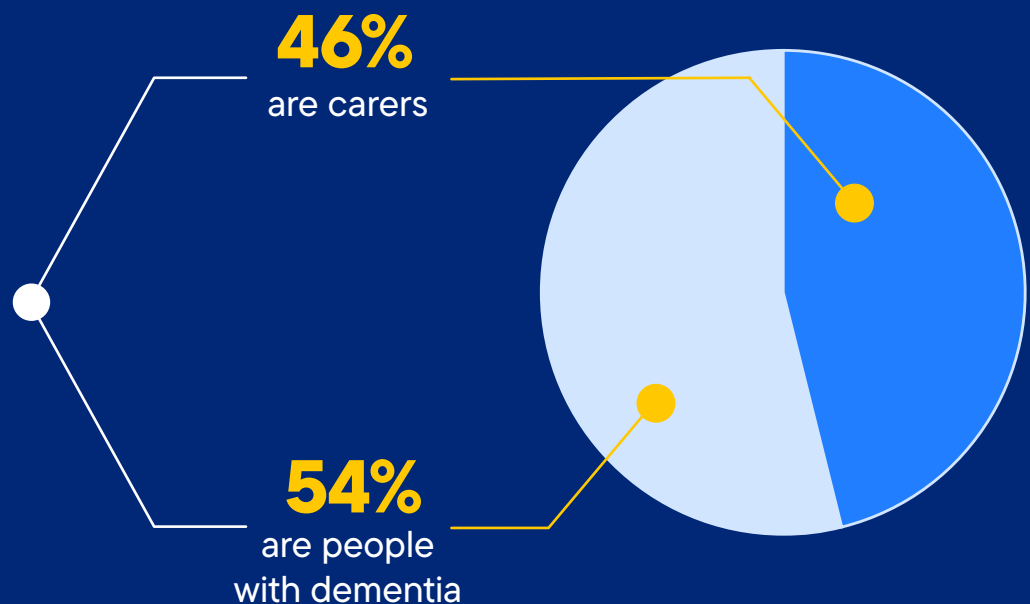
In 2024/25, we gathered feedback from users of our One-to-One Support Services and Singing for the Brain groups.

Who gave us feedback?

1,920
people who use
One-to-One
Local Dementia
Support Services



31
Singing for the
Brain groups,
with a total of
263
participants



92%
of people felt
more supported
to manage



94%
of people felt
more confident
making decisions



96%
of people felt
more informed

People's journey with One-to-One Dementia Support Services

1.

Before getting support, many people affected by dementia felt overwhelmed and lost.

“

I was lost in the dark.

- Carer

”

2.

People praised the compassion, empathy, and understanding of our Dementia Advisers, highlighting this relationship as the foundation for good support.

“

Her compassion shone through.

- Person with dementia

”

3.

Our Dementia Advisers acted as trusted experts, helping people affected by dementia to learn more about its causes, its symptoms, and the practical skills to support themselves or the person they care for, and the wider support available to them.

“

We felt that we were dealing with experts who really understood our situation.

- Person with dementia

”

4.

With the support of their Dementia Adviser, people felt more confident and in control of decisions around finances, services to access, care, and legal considerations.

“

I was able to regain control of my thoughts and start to take action.

- Carer

”

5.

After support from a Dementia Adviser, people also felt more confident in meeting their own needs and the needs of the person they care for, thanks to the practical guidance that helped them build useful strategies.

“

I know what to do now.

- Person with dementia

”

6.

People said that they felt lost again as they navigated the maze of support available. Our Dementia Advisers helped people to understand the system and access the support they needed.

“

My Dementia Adviser was a compass to navigate through things.

- Carer

”

7.

This combination of support meant people felt less anxious, less isolated, and more empowered.

“

I feel as if I am now riding on the crest of a wave.

- Carer

”

8.

People felt reassured knowing they could rely on their Dementia Adviser if needed, and felt confident knowing Alzheimer's Society would be their lifeline during uncertain or difficult moments.

“

We are not on our own.

- Person with dementia

”

Our Dementia Advisers provided early intervention



Feedback included examples of Dementia Advisers providing early intervention, which may reduce the likelihood of an avoidable crisis, and help people prepare for unavoidable crises.

Helping people access falls clinics, home adaptations, or medication reviews that can prevent unnecessary hospital admissions or relocations.

Dementia Advisers supported early and proactive planning for the future and potential crises. This included the use of **'This Is Me'** documents to support person-centred care across settings, as well as emergency plans to ensure continuity of care if a carer becomes unwell.

They also helped with setting up a **Lasting Power of Attorney (LPA)** where appropriate, to ensure the decisions and wishes of people with dementia are respected. The Society's LPA digital assistance service played a crucial role in putting these plans in place.



Singing for the Brain improved people's wellbeing



“

Dementia doesn't feel such a dirty word when you are part of a community. ”

-Carer

Singing for the Brain participants said the sessions brought them a sense of belonging and freedom to be themselves, describing the service as **“a little bit of light in so much dark”**.

Feedback also highlighted how Singing for the Brain improved people's wellbeing, reduced isolation, restored a sense of purpose, and provided valuable opportunities for peer support.

“

Singing for the Brain lifts my spirits when I'm feeling low. ”

-Person with dementia

We supported people facing health inequalities



Alzheimer's Society's support for people with young-onset dementia is a highlight of our Making Evaluation Count feedback.

The findings show that people with young-onset dementia feel just as supported by Alzheimer's Society as people with dementia over 65.

The findings also show the challenges and inequalities they face within the wider system, and show where Alzheimer's Society excels in providing tailored young-onset dementia services that support and empower people.

While the Making Evaluation Count feedback provided insights into the experience of age as a health inequality, demographic data limitations prevented a similar exploration of the experiences of people from a minoritised ethnicity.

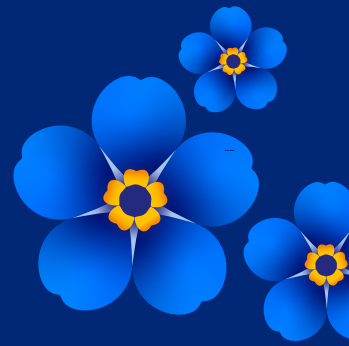
Some people shared the importance of being supported by a Dementia Adviser with a shared ethnicity and services designed for and delivered by people with a shared background.

For people with a disability, their experience with Alzheimer's Society services was mixed. Some shared examples of physically inaccessible services or difficulty accessing written information, while others praised the tailoring and adaptation of support to meet their individual needs.



This feedback reminds us that **one-size-fits-all support is not enough**, and demonstrates the importance of **inclusive, personalised services** accessible to all.

Recommendations for the future



Improve organisational recording of service users' demographic information, to help us better understand the experiences of our services for underserved communities, and help us to enhance our services to have a greater impact for more people.



Ensure more timely access to support by building on effective stakeholder relationships within the wider system.



Make sure information is tailored and delivered at the right time, in the right way.



Utilise face-to-face support where possible.



Harness Singing for the Brain as a gateway to additional services, expanding people's network of local support.

What's next?



As a charity, we're driven by the impact we want to make.



This means we must ensure we can measure, evidence and articulate our impact, including the impact for individuals, communities and systems through service delivery, influencing policy and ground-breaking research.



To continually enhance how we do this, we're reviewing our approach to outcome and impact measurement, including refining the tools we use, such as Making Evaluation Count.