

Health & Wellbeing Event

Tuesday 29th May 2018

Castle Green Hotel, Kendal

Evaluation Report

This report will look at the outcomes of a Health and Wellbeing (HWB) Event by University Hospitals of Morecambe Bay in conjunction with Macmillan.

The Castle Green Hotel in Kendal was selected for the location of the first HWB Event in the Kendal and Lakes area. This event covered a large geographical area from Grasmere to Carnforth, a distance of some 30 miles, so a location as central as possible and with good transport links was required. As with previous events, when trying to identify an appropriate venue a thorough options appraisal was carried out against a range of venues in the area. This and the consequent booking of the hotel were completed by a previous member of staff prior to leaving post. The afternoon of Tuesday 29th May was chosen for a drop-in between 1 and 4pm, with two presentations running twice (1:30 & 2pm; 2:30 & 3pm).

Invitation letters were sent out to people who had received a diagnosis of cancer within the previous 12 months (dates: 1st February 2017 to 16th March 2018) with exceptions noted, within the set geographical area. A total of 525 invitations were sent as well as specialist nurses promoting the event in their clinics. Posters were placed in hospital outpatient waiting rooms, the Macmillan Information and Support Service at RLI, GP's surgeries and local cancer charities promoted the event.

On the day of the event 57 people living with and beyond cancer attended the event as well as 36 carers, family members, friends and others; making a total of 93 people in attendance (approx. 11% return from invitations). There were also representatives from 12 service providers and a number of support groups from across South Cumbria and North Lancashire (Appendix). We were further supported by 8 volunteers from the HWB Advisory Group, Macmillan Living With and Beyond Cancer Hub, Macmillan Project Volunteers in local libraries and local support groups. A special mention of thanks is offered to these volunteers without whom the event could not have run.

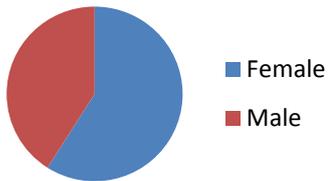
Upon arrival, everybody signed in and received an information pack within a Macmillan tote bag and containing a range of Macmillan post-treatment information booklets; contact details for the Macmillan helpline; and the contact card for the Macmillan Information and Support Service at the RLI. Attendees were also given a guide to the services available that day, an evaluation form and helpful information about facilities and timings for the event. Everyone then had the opportunity to browse the information stands, talk to stall holders, volunteers and each other, enjoy refreshments, network and listen to the presentations.

As with previous events we invited evaluation comments from patients, carers, friends, family and others. We had 58 responses from patients, family/friends and carers equating to a 62% response rate. Not all questions were answered by all respondents.

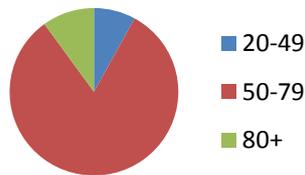
Demographic Data

As part of the evaluation data that we collected from patients, carers and family and friends, we collected a number of demographic data. By collecting this data, we found that of those who attended and responded to the evaluation document, 59% were female and 41% male. The majority of the attendees were aged 50-79 (82%), with those in the 20-49 years bracket accounting for 8% and those 80 years and over for 10%. White British was the most common ethnic origin at 94% with White Irish/Other making up 6% of those who responded.

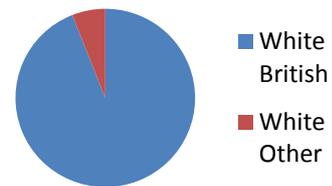
Gender



Age

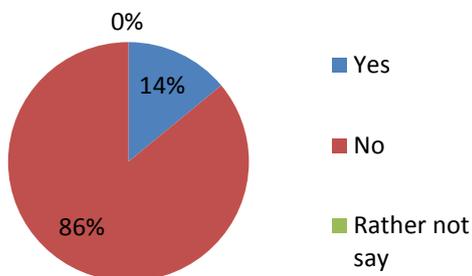


Ethnic group

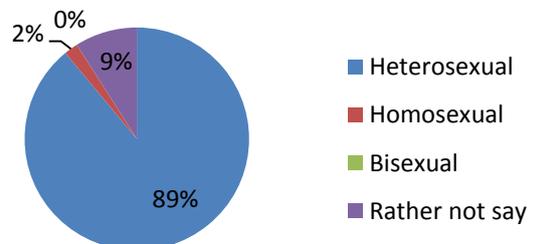


Other demographic data that we collected is charted below.

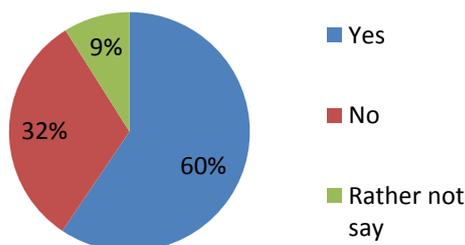
Do you have a disability?



How would you describe your sexuality?



Do you have a religious belief?

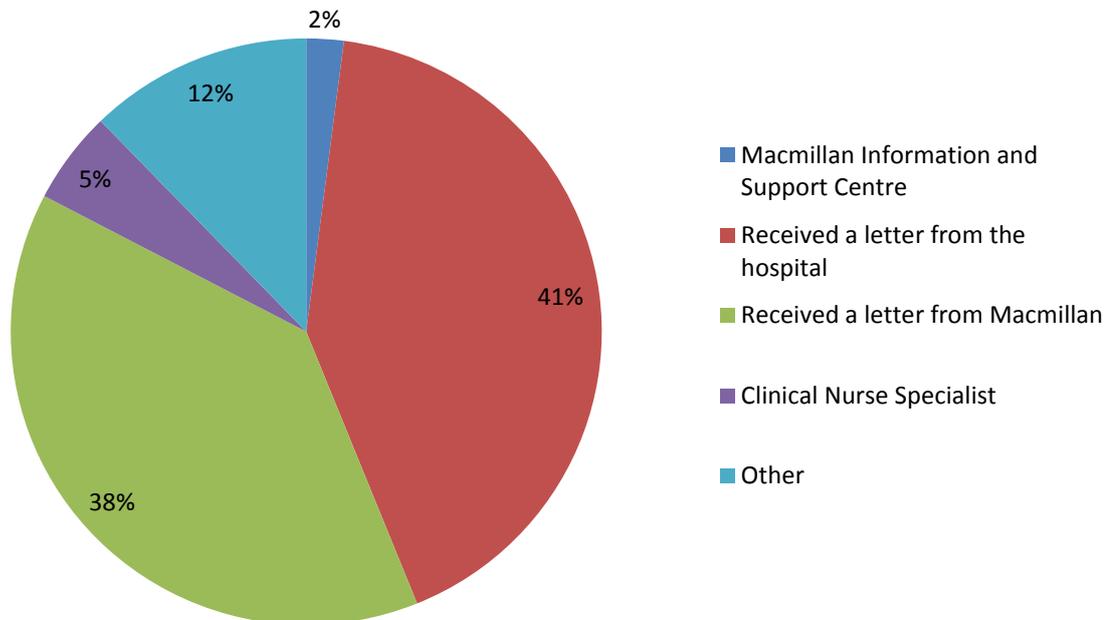


When responding 'Yes' to disability, attendees were asked to specify. Of those who did, one person each specified "memory"; "loss of hearing"; "walk with a stick"; "balance disorder" and "Guillain-Barré Syndrome".

When responding 'Yes' to religious belief, attendees were asked to specify. Of those who did, Christian/Church of England was the largest group with 61%, followed by Catholic (11%) and Methodist (4%).

Evaluation questionnaire

How did you hear about the Health & Wellbeing Event?

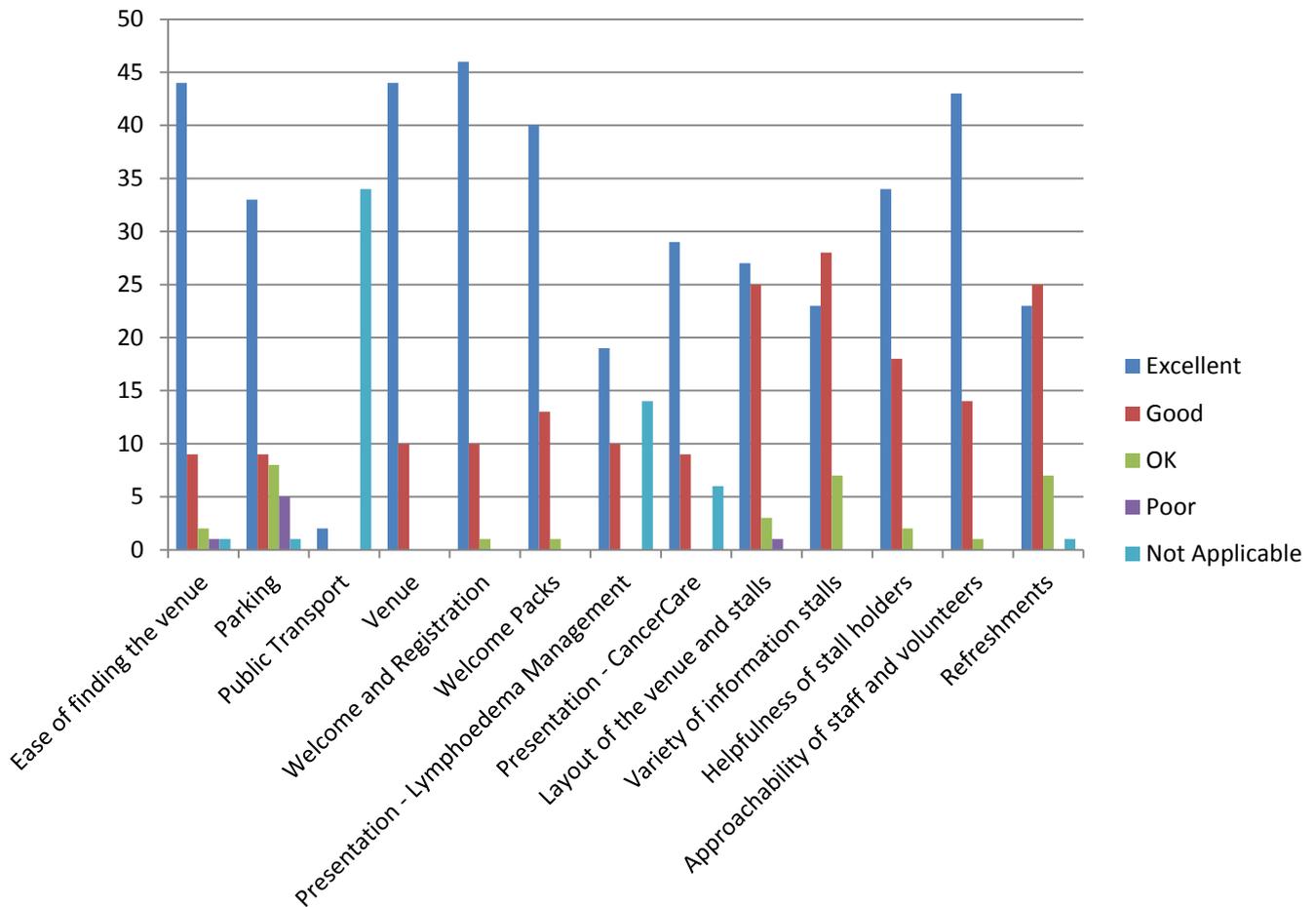


This question was asked to try to identify the most effective invite method. The invitation letters that were posted out were jointly from the University Hospitals of Morecambe Bay Trust and Macmillan and as such were branded with both the trust logo and the Macmillan logo. Therefore, those who stated they had received a letter from the hospital and those who received a letter from Macmillan were actually identifying the same letter; it is interesting to see that a similar number of people responded positively to either of these, but none stated both.

More than half of those who selected 'Other' had been made aware of the event by a letter received by the person they had accompanied either as friend/family member or carer (57%); one person did not give further information and two received an email though it is not clear who from (total = 43%).

Therefore, **86%** of people heard about the HWB event from a letter of invitation whereas 5% stated that they were signposted to the event by their CNS.

Ratings on various aspects of Health & Wellbeing Event



The attendees were asked to rate the Health and Wellbeing Event on various aspects, including ease of finding the venue; the parking and venue itself; the presentations; the layout and the stalls; and how welcoming and helpful stallholders, volunteers and staff were. Overall, we received very positive feedback with many attendees rating the event excellent and good in most aspects. All attendees rated the venue as either excellent or good (81% and 19% respectively) and similarly the welcome and registration (81% excellent, 18% good). The welcome packs were also well rated (74% excellent, 24% good). Both presentations were well received with 67% saying the Lymphoedema Management presentation was either good or excellent with the remaining 33% having given this a 'not applicable'; and the CancerCare presentation was rated good or excellent by 86% with 14% as 'non applicable'.

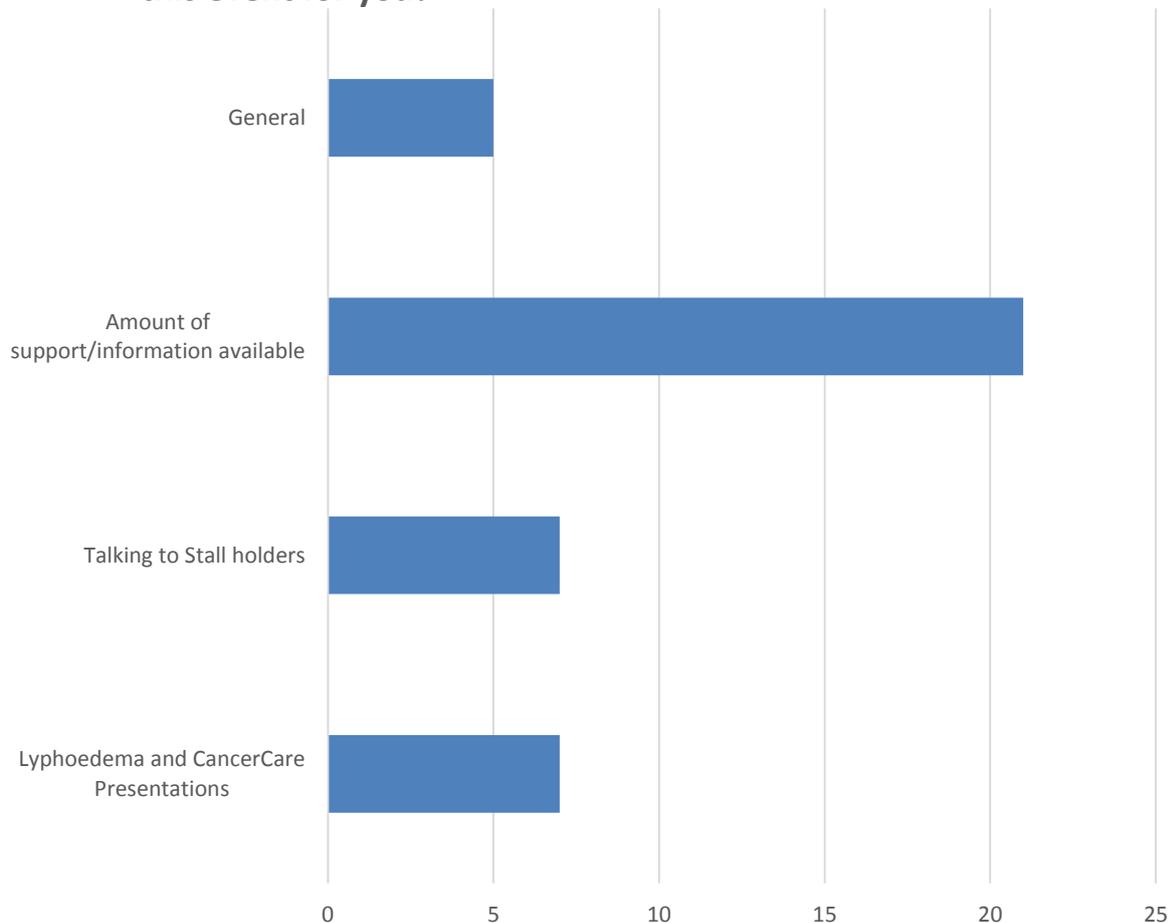
Feedback on the helpfulness of stallholders was also positive with 96% respondents rating that as excellent or good (63% and 33% respectively) and approachability of staff and volunteers has been rated as excellent or good by 98% of the attendees.

With regard to the layout, stalls and refreshments these were also rated generally positively. The layout was rated overall as very good (excellent/good = 93%), though one person rated it as poor; and similarly with the variety of stalls, yet still rated as good or excellent by 88% of attendees. Refreshments were rated as good or excellent by 86% of attendees, with 13% rating them as ok.

Due to a necessary last minute room change, contact was attempted with all who had booked onto the event to give specific details for arrival and parking; though this was possible with only around two-thirds. In relation to this: 77% rated ease of finding the venue as excellent and 16% good. One person rated ease of finding the venue as poor and following the event staff were made aware that a couple on arriving asked at the restaurant across the car park from our location and were sent up to Reception, who then sent them back down to the Function Suite. Furthermore, parking was rated as either good or excellent in 75% of responses but 9% of respondents rated this as poor. Using a hotel which has other functions going on and a restaurant accessed off the same car park could be problematic. Reserved spaces on the car park were requested but it is not certain if these were actually provided. Public transport was not applicable to 94% of attendees, the remaining 6% rating this as excellent.

A series of open questions were then asked (pages 6-8).

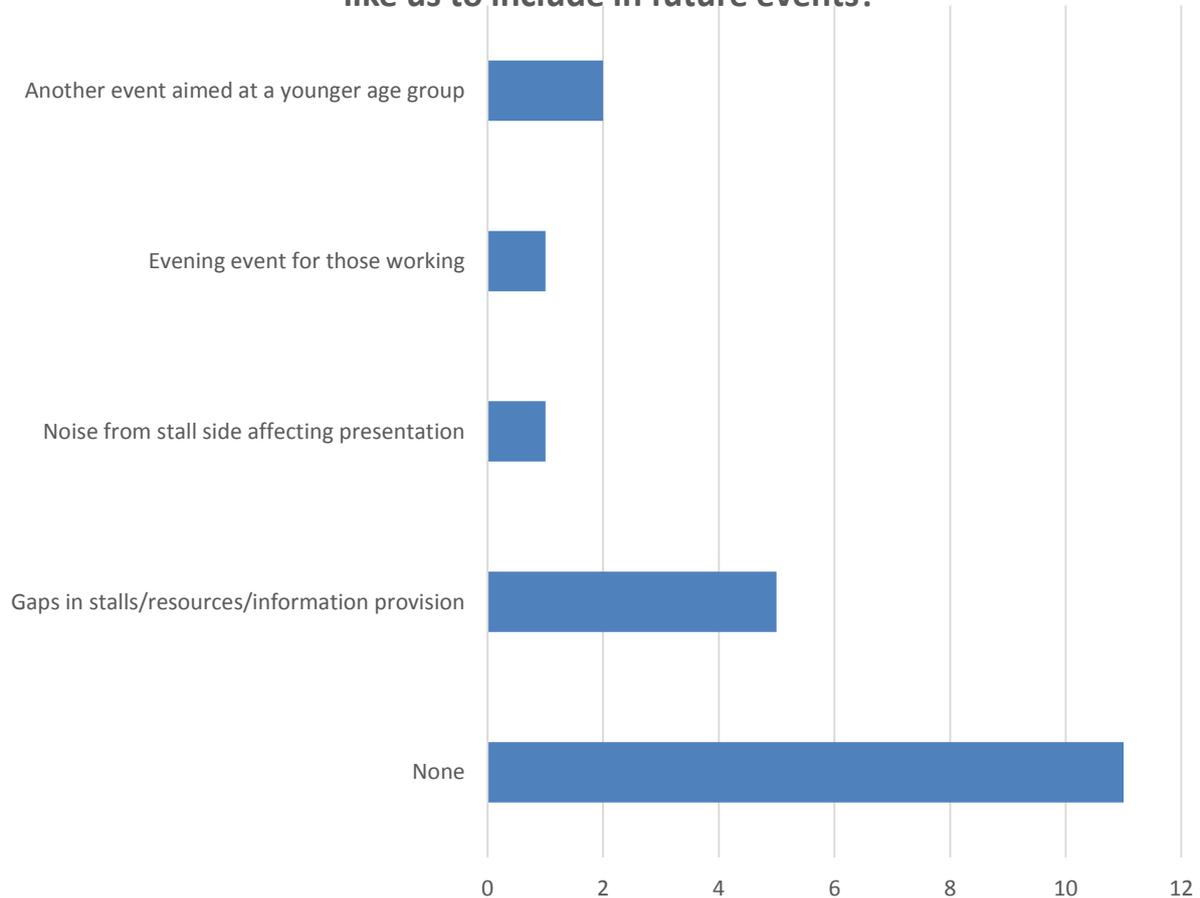
Q: Are there any aspects of the event that you particularly liked, found useful or interesting? What are the benefits of this event for you?



The above chart categorises the comments made by the attendees for what they saw as being the best aspects of the day and the number of responses received for each category. 'General' includes comments such as "all useful". Some other comments made by attendees were:

- "Gave a general idea of what is available locally."
- "Rural setting, very peaceful."
- "Before this event my brother-in-law (who has cancer) and sister would not go to CancerCare or see their CNS – as a result of this event they are now able to do all this and it has helped me too."
- "Being diagnosed earlier this year, it was good to see what help is available when things have settled down a bit and you're not in the first phase where there's too much info."
- "Helped me make a decision about further treatment."
- "It helps not to feel isolated."
- "Expertise and having my questions answered well."
- "The welcome from volunteers and staff."

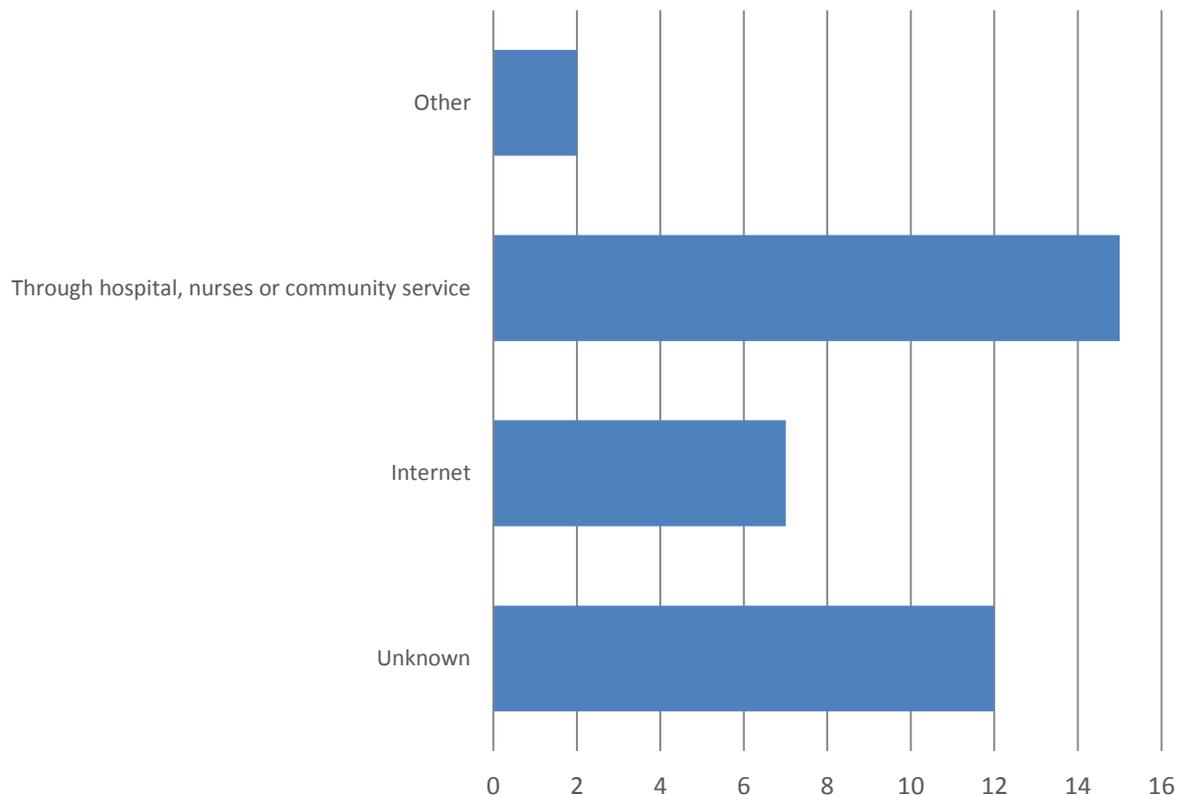
Q. What improvements could we make to future Health & Wellbeing Clinics? Was anything missing which you would like us to include in future events?



The chart above categorises the comments made by the attendees regarding the aspects of the event they would improve or if they identified anything missing from the event, and the number of responses for each category. Some examples of comments made by attendees were:

- “Fatigue management.”
- “Later time as I had to take a day off from work to come – early eve slot?”
- “Looking for further help on exercise, more than walking.”
- “Maybe a day for younger people. Felt a bit out of place and I’m 51.”
- “Quieter presentation room!!”

Q. How would you have got this information and support if you had not attended this event?



The chart above categorises the comments made by the attendees for how they would have got the information and support received at the event if they had not attended and the number of responses received for each category. Some of the comments were:

- “Online? I was struggling before today.”
- “I knew about CancerCare but this event has made me want to attend support groups and access the activities on offer.”
- “Would have had to wait for annual follow up appointment.”
- “From the Macmillan website. Doctors.”
- “Well my sister and brother-in-law were too frightened to seek out help. Before today I was going to go to CancerCare.”
- “Websites?”
- “From CancerCare Kendal, or Palliative Care Team.”
- “Clinical nurse at WGH.”
- “Possibly via CNS.”
- “Would not have.”
- “... attending cancer care clinic.”
- “With difficulty! This is a good place to learn about the support available.”

Finally, delegates were asked if they had any other comments. A selection of these are:

“Excellent!”

“Thank you for all the work and thought put in to organise this event.”

“Very grateful to the organisers.”

“Excellent event so well executed and presented and opened up all that is available without any fear – so informative.”

Appendix

Stalls attending the Health & Wellbeing Event at Castle Green Hotel, Kendal on 29th May 2018:

- CancerCare, including CancerCare Kendal and information about support groups
- Macmillan Information and Support Service
- South Lakeland Carers
- Mind South Lakeland
- Kendal Leisure Centre
- Active Cumbria, part of Cumbria County Council
- Imagine Independence
- Vocational Rehabilitation Project , from Lancashire County Council
- Kendal Lymphology Centre
- Cumbria Libraries
- St John’s Hospice
- Clinical Nurse Specialist Team UHMB

Support groups represented:

- Paddlers for Life Dragon Boat Team (mostly breast cancer but inclusive to all types of cancer)
- Bay Prostate Cancer Support Group
- The Swallows Head & Neck Cancer Support Group
- Lymphoma Action