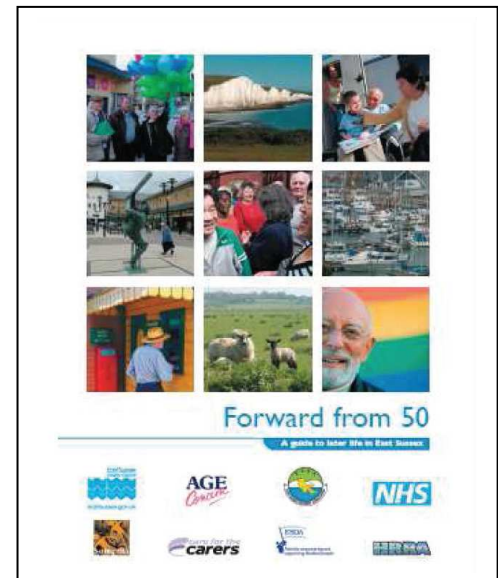


The 'Forward from 50' evaluation project

Your thoughts on the handbook

More than 200 people have told us what they think of 'Forward from 50 – A guide to later life in East Sussex'. The handbook was published by East Sussex County Council and the two local NHS Primary Care Trusts (PCTs) in 2008.

Thank you to all the volunteers who took part in the evaluation project and everyone who took the time to complete the questionnaire.



The evaluation

'Forward from 50' was originally developed over a 6-month period with a number of local organisations, voluntary groups and individuals. Since its publication we have received a lot of positive feedback about the handbook.

Before we decided whether to print more copies or update 'Forward from 50' we wanted to get the views of East Sussex residents on how it could be improved.

An evaluation of 'Forward from 50' began in November 2009. As with the development of the handbook we invited local residents, organisations and voluntary groups to take part in the process.

The objectives for this evaluation were to:

- Find out how useful staff and residents of East Sussex find the handbook.
- Identify any gaps in the content and check how accurate it is.
- See if people are using the contact details given in every section.
- Find out people's views on the style and size of the handbook.

The questionnaire was developed by the evaluation group, most of who also committed to distributing it in their local area. More than 2,500 copies of the questionnaire were distributed.

What you told us

A total of 202 responses, some from couples, were received by the deadline of 5 March or just after. Of those 202 people, nearly two-thirds (62%) have read a copy of 'Forward from 50'. The rest either haven't read it or can't recall seeing it.

The findings outlined here are based on the 62% who have read a copy.

We've learned that most people (83% of the 115 who answered this question) keep their copy for future use. People are using the contact details too, with 37% contacting a new organisation as a result of reading the handbook.

The people who have seen a copy of the handbook generally think the size and style of it is good, with the look of the cover and photographs scoring positively with most people.

Just over half of the chapters are rated as useful by 90% plus of the respondents, while all the chapters are rated as useful by at least three-quarters of the people who have read them.

There is room for improvement though:

- Only 68% said it was clear from the cover what the handbook is about and there were quite a few comments (12 of 64) suggesting changes to the title 'Forward from 50' or labelling on the cover.
- The photographs need to be more representative of the readers – only 60% agree the current photographs are representative of them. For example, we need to include more pictures of those in the 50 to 60 age range.
- The content scores well for usefulness, however there are quite a few suggestions for additional content.

What happens next?

The results of this evaluation project will be used to write a business case for funding either a re-print or updated version of 'Forward from 50'.

Contact us

For copies of the 'Forward from 50' handbook or a copy of the evaluation report contact: becky.jukes@eastsussex.gov.uk or 01273 481 565

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