

# The Departure Lounge Flat Pack resources Evaluation Report June 2020

“There were conversations about practical aspects such as wills, funeral arrangements, organ donation but also about legacies, what it means to have a good death, bereavement and family impact. I was surprised by the length of the interactions.”

(Flat Pack event organiser)

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# Contents

<b>1. Executive Summary</b>	<b>3</b>
<b>2. Introduction</b>	<b>5</b>
<b>3. Evaluation aims and objectives</b>	<b>9</b>
<b>4. Evaluation methods</b>	<b>9</b>
4.1 Online survey completed by Flat Pack event organisers	9
4.2 Visitor feedback cards	10
<b>5. Findings</b>	<b>11</b>
5.1. Audiences	12
5.2 How the resources were used	14
5.3 Engagement with the resources	18
Guides' interactions	18
Motivations of participants	20
Behaviours	20
Aspects participants enjoyed	21
Participant outcomes	22
5.4 Things to improve	24
<b>6. Discussion</b>	<b>24</b>
<b>7. Appendices</b>	<b>27</b>
Appendix 1 – Online survey for Flat Pack event organisers	27
Appendix 2 – Online survey for Flat Pack event organisers - Coronavirus update	28

# 1. Executive Summary

The original Departure Lounge (TDL) was a staffed pop-up installation in Lewisham Shopping Centre which was visited by 2,5000 people between 11th May and 7th June 2019. It was created by the Academy of Medical Sciences (AMS) with creative consultancy The Liminal Space, to build awareness and encourage people to talk about death, dying and end of life care (EOLC). The installation used the metaphor of travel to frame content and discussions about our inevitable last journey.

The AMS continued their partnership with The Liminal Space to distil the content and experience of TDL into smaller and more shareable formats – The Departure Lounge Flat Pack – and broaden the conversation they started with TDL in Lewisham. Their goal was to provide a resource that creates spaces or events for further conversations about death and dying across the UK. This document reports the findings from the evaluation of The Departure Lounge Flat Pack against its objectives.

AMS issued 13 large and 44 small Flat Packs to a total of 53 recipients across the UK and Ireland. Additional small flat packs were sent to America (x2) and Australia (1). Two large and two small packs were kept by the AMS to run events themselves. These recipients were free to use Flat Pack resources at events that they organised – an arms-length arrangement with just light-touch guidance on event format provided from AMS. Given the subject matter, clear guidance was provided on visitor care, distress protocols, risk assessments and expected behaviours. Event organisers were widespread geographically – from Plymouth in England to East Renfrewshire in Scotland and Dublin, Ireland. They were also wide-ranging in their event formats – from booked conference sessions to informal drop-in displays – and they used the Flat Packs in a diverse range of spaces – from hospitals, hospices and care homes to cafes, churches and banks.

From 15 online evaluation surveys we get a sense of the experiences of an estimated 609 event participants: Flat Pack content reached people across a broad range of ages including both young adults and the elderly – a positive outcome of the number of Flat Packs issued and the range of event organisers selected by AMS. While the evaluation findings illustrate the experiences of the audiences to these events, we can't be certain how many people attended events held by the remaining 38 non-reporting Flat Pack recipients or even if all of these events went ahead. We should note therefore that we can't fully describe the scale and impact of the Flat Packs collectively.

Event organisers who fed back universally appreciated the quality and efficacy of the Flat Pack resources and used them in a variety of ways. They described the resources eliciting curiosity, appreciation and conversation from event participants. There are striking, positive parallels between what Flat Pack event organisers reported and findings from our [earlier, mixed-method evaluation](#) of TDL Lewisham. So despite the format being lighter-weight and more transient, TDL Flat Pack is able to deliver many of the benefits observed for the original TDL audience. Guides remain central to the Flat Pack event experience, bearing witness to participants' experiences of grief and loss and providing information and signposting on what participants find to be an important, but difficult topic.

The Flat Pack evaluation findings support the use of AMS's devolved method of content sharing where a network of partners took the TDL concept to a wider range of locations and communities than could have been achieved by AMS's small core team alone. Regrettably the COVID19 lockdown in March 2020 prevented some planned Flat Pack events from happening. At a moment when conversations preparing for EOL and bearing witness to loss were never more important, TDL Flat Packs could contribute to meeting this pressing need in the months and years ahead.

## **About the evaluators**

### ***Emily Scott-Dearing***

Emily Scott-Dearing was a biomedical research scientist before joining the Science Museum, where she worked for 16 years. There she led teams to deliver an array of permanent galleries, temporary exhibitions, events programmes, festivals and digital content, in roles including Head of Exhibitions & Programmes and Lead Curator for the Medicine Galleries Project. She now works independently as a content, interpretation and public engagement consultant. She has recently curated exhibitions for the Wellcome Collection and The Francis Crick Institute.

### ***Emma Pegram***

Emma Pegram has worked in education in schools and out-of-school contexts for the past 20 years. Much of her expertise was developed at the Natural History Museum, London, where she was the Learning Research and Evaluation Manager responsible for evaluating the impact of the Museum's programmes, events and exhibitions on their audiences. Now as a freelancer, Emma uses her experience to help museum learning and science communication professionals learn from evaluation to create better learning experiences for their audiences. Recent clients include The Francis Crick Institute, Royal Botanic Gardens Kew and the National Trust.

## 2. Introduction

This document reports the findings from the evaluation of The Departure Lounge Flat Pack against its objectives. It begins with the evaluation aims and description of evaluation methods used and then moves on to detail the findings. It concludes with a discussion of the parallels with the main achievements of the original TDL installation in Lewisham and, hence, the potential impacts of the Flat Pack resources on audiences across the country.

The original Departure Lounge (TDL) was a staffed pop-up installation in Lewisham Shopping Centre which was visited by 2,5000 people between 11th May and 7th June 2019. It was created by the Academy of Medical Sciences (AMS) with creative consultancy The Liminal Space, to build awareness and encourage people to talk about death, dying and end of life care (EOLC). The installation used the metaphor of travel to frame content and discussions about our inevitable last journey. The findings of a large, mixed-methods evaluation study of TDL provide context for the associated Flat pack project and can be read in full here: <https://acmedsci.ac.uk/file-download/43672742>.



*Image: The original Departure Lounge at Lewisham Shopping Centre, May-June 2019*

The Academy of Medical Sciences (AMS) continued their partnership with The Liminal Space to distil the content and experience of TDL into smaller and more shareable formats – The Departure Lounge Flat Pack. The creation of Flat Packs was part of the original TDL project scope, in order to broaden reach, but AMS increased the number of Flat Packs they made and distributed in response to the many expressions of interest they received whilst TDL was in Lewisham, and enabled by receipt of additional funding from Wellcome.

### **Overall project vision**

The overall Departure Lounge project set out to “create physical and digital spaces that empower participants to plan a ‘good death’, where people typically disconnected from science engage with research and researchers participate in a broader social conversation to inform their work”.

### **Aims of TDL project as a whole**

- Provide opportunities for researchers to talk meaningfully with publics about their work and contribute to better people-centred health research.
- Facilitate wide-ranging intergenerational exchanges about death and dying, empowering people to make plans/explore choices.
- Increase public awareness of health research and innovation around death, dying and the ageing population.
- Enable public debate to drive policy discussions on death and dying.

### **Target audiences for TDL project as a whole**

- Public – ethnically diverse to cover a range of cultural attitudes to death and dying, lower-income (equating to lower health outcomes), local to high street installation venue. All ages (including intergenerational conversations) 1,500 in store, 250 at events
- Researchers
- Stakeholders, particularly policy-makers
- Project Team

### **Aims of The Departure Lounge Flat Pack**

AMS developed Flat Pack versions of The Departure Lounge to broaden the conversation they started with TDL in Lewisham. Their goal was to provide a resource that created spaces or events for further conversations about death and dying across the UK and to provide opportunities for end of life care researchers, charities and other organisations to further connect with members of the public.

### **Description of The Departure Lounge Flat Pack resources**

Large Flat Packs contain: (see photo)

- 2 Deck chairs.
- 2 Easels: with shelves displaying a range of The Departure Lounge print material.
- 1 Room divider: containing 6 ‘death euphemism’ posters alongside a banner about The Departure Lounge. The room divider also includes a space for displaying postcards on which visitors can share their experiences with death and dying.
- 1 small Suitcase containing boarding cards, tickets, an eye mask, socks and flip flops printed with facts about death, dying and end of life care printed to provoke conversations with visitors.
- 2 Towels.
- Neck pillows: These have small speakers embedded in them to allow visitors to listen to audio stories.
- Paper cups: These have questions printed on them that can be used as conversation prompts.



*Image: the full contents of a large TDL Flat Pack*

Small Flat Packs contain:

- 1 small Suitcase containing boarding cards, tickets, an eye mask, socks and flip flops printed with facts about death, dying and end of life care printed to provoke conversations with visitors.
- Printed info (postcards, brochures, luggage tags and boarding cards)
- Large The Departure Lounge paper poster

**Distribution of The Departure Lounge Flat Pack resources**

Organisations and individuals who were interested in receiving a Flat Pack were invited to apply during the summer of 2019, once TDL Lewisham had closed. AMS selected Flat Pack recipients based on their proposed use of the resources, the target audiences specified and to ensure the widest geographical spread. Packs were supplied at no cost to the recipients. In total AMS issued 13 large and 44 small Flat Packs to a total of 53 recipients across the UK and Ireland. Additional small flat packs were sent following requests from EOLC contacts in America (x2) and Australia (1). Two large and two small packs were kept by the AMS to run events themselves and to loan to organisations where possible. ( see Map). These recipients were wide-ranging, including: hospitals, hospices, universities and medical schools, local government, care homes, medical centres, pharmacies, independent celebrants, funeral providers, bereavement counsellors and charities, soul midwives, community services, education providers, citizens advice centres, an animal rescue centre and a church.

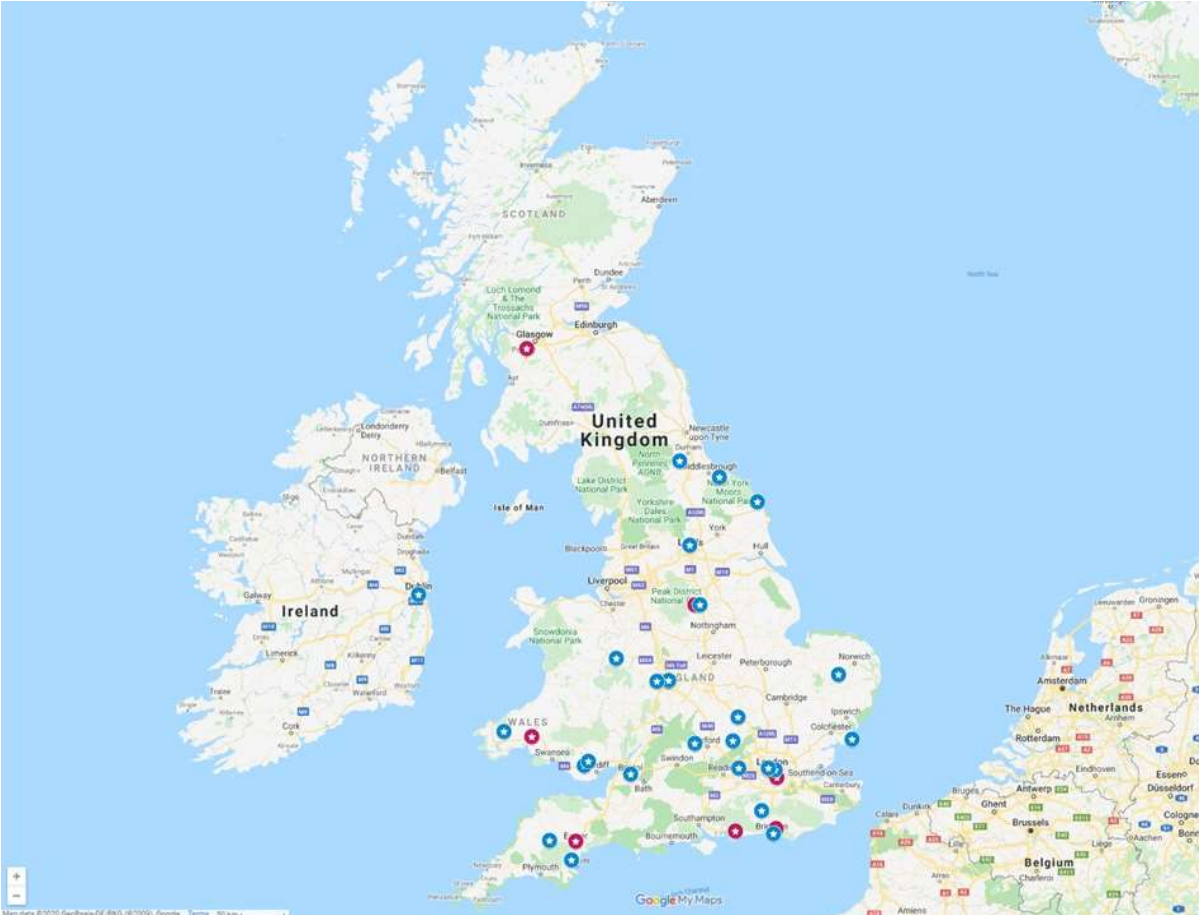


Image: Distribution map of TDL Flat Packs (red markers indicated large Flat Packs and blue markers indicate small Flat Packs)

**Use of The Departure Lounge Flat Pack resources**

Recipients used the Flat Pack resources at events that they organised. This is a much more arms-length arrangement than the original TDL in Lewisham which was produced and operated by the AMS/TLS team who created it.

Flat Pack event organisers were welcome to use the contents of the pack at existing events they were running or to develop new events designed around the Pack. A Flat Pack Guide Book was provided to support and guide event organisers<sup>1</sup>. AMS were open to organisers using the Flat Packs in ways that fitted local needs. They said:

*“This might be to take a conversation about death and dying into new communities, raise awareness of your organisation, inform people about end of life care services, or to communicate research that you have undertaken. In return we ask for two things from you:*

*“Act as a responsible guardian of The Departure Lounge brand and the reputations of the organisations involved, by following the responsibilities as a flat pack event organiser in [...] this document.*

*“Tell us when your event is happening and complete an evaluation of your event.”*

(The Departure Lounge Flat Pack Guidebook)

<sup>1</sup> Academy of Medical Sciences (August 2019) The Departure Lounge Flat Pack Guidebook <https://acmedsci.ac.uk/file-download/54614173>



Given the subject matter clear guidance was provided in the guidebook on visitor care, distress protocols and risk assessments and expected behaviours.

The peak period of Flat Pack use – and with it the initial evaluation data collection period (September-December 2019) – was extended when many event organisers indicated that they intended to conduct or repeat their events during Dying Matters Awareness Week in May 2020.

A note on terminology:

- Individuals and organisations who received Flat Packs from AMS, for use with their communities, are referred to as ‘event organisers’ for the remainder of the report.
- Individuals who engaged with Flat Pack content at events are referred to as ‘participants’. In reality this covers a diverse group, some of whom attended structured training or discussions sessions and others who chanced upon a Flat Pack display and may only have engaged with it fleetingly.

### **Response to the COVID-19 pandemic**

The UK’s COVID-19 lockdown from 23rd March 2020 prevented Flat Pack events from going ahead as planned after that date. Many of the event organisers are healthcare professionals and noted to the Academy that their clinical or research duties to support the COVID-19 outbreak meant they no longer had time available to run events as planned. AMS reassured organisers that they didn’t expect events to happen in their original form under the circumstances. They also provided new tips and resources for starting conversations about death and dying online or via virtual events during the coronavirus pandemic – and noted the greater need for conversations about the end of life than ever. A revised evaluation form, appropriate for the new circumstances, was created and circulated with these tips.

As the COVID-19 pandemic progressed the Academy connected again with project partners The Liminal Space to support a follow-on project called Life Support that aimed to translate content from The Departure Lounge into a virtual platform to encourage people to discuss end of life care during the pandemic. For further information see <https://life-support.uk/>. Life Support is outside the scope of this evaluation.

## **3. Evaluation aims and objectives**

The evaluation was planned to demonstrate the performance of the project against its aims and objectives by providing evidence on:

- Who participated in Flat Pack events
- How, when and where Flat Pack content was used
- The objectives and feedback of Flat Pack event organisers
- How participants responded to Flat Pack content

## **4. Evaluation methods**

### **4.1 Online survey completed by Flat Pack event organisers**

The Guide Book contained a link to an online survey where Flat Pack event organisers could record details on the impact of their event. The information required was explained in the Guide Book with tips on data collection. The survey recorded details of the event (e.g. dates, venues, length of duration), the number and

experience of staff and volunteers who supported the event, numbers and observable demographics of participants to the event, participants' positive and negative experiences of the event, event objectives and an indication of which were, or were not, met (Appendix 1).

18 surveys were completed providing data on 15 individual events (some events were reported on more than once by different individuals involved in organising them; each event listed is organised by a different organisation).

An alternative online survey was developed to accommodate information from non-face to face events which might be organised as a response to the lockdown restrictions of the Covid-19 pandemic. Details of this survey were sent to Flat Pack event organisers in April 2020 with the Academy's update on alternative and virtual ways of using the Flat Pack resources (Appendix 2).

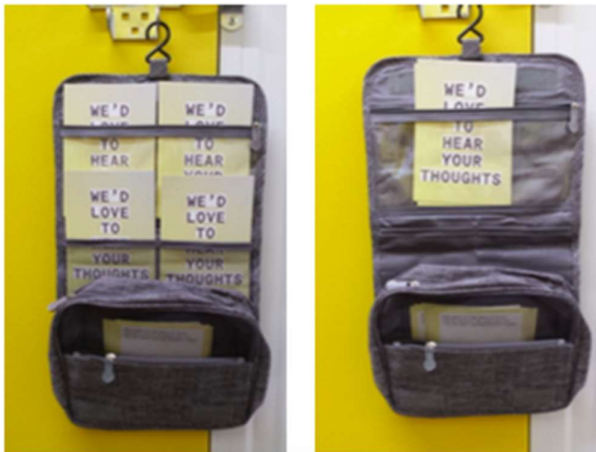
Reminder emails were sent at the end of May following Dying Matters Awareness Week and while some additional surveys were completed for physical events held earlier in the year no surveys were completed for non-face to face events.

#### 4.2 Visitor feedback cards

The Flat Pack materials contained A5 postcards for gathering feedback from participants. On one side they stated 'We'd love to hear your thoughts', on the other were the following evaluation questions:

- What might you talk about to future medical carers or the people you love, that you hadn't considered before today?
- What aspect of The Departure Lounge has had the most impact on you? Why is that?
- Please tell us how old you are

Guides were asked to encourage participants to complete the cards as part of their experience and put completed cards into the washbag pocket as illustrated below.



No postcards were received. The Flat Packs contained many different postcards to prompt reflection or discussion that could be taken away by participants. There may not have been sufficient differentiation between the feedback postcard and the other materials, hence, perhaps they were not used as feedback forms by participants. Additionally, inviting people to fill in these postcards may not have been a priority for event organisers who were busy engaging participants in talking about death and EOLC. Our experiences in the Lewisham installation demonstrated that gathering this kind of feedback from participants was possible if done sensitively but perhaps Flat Pack event organisers needed support in how to do this.

## 5. Findings

Completed surveys were received on the following events:

<b>Flat Pack event organiser</b>	<b>Type of event</b>
Norwich local clinical commissioning groups	Launch of the ReSPECT form (Recommended Summary Plan for Emergency Care and Treatment) with local healthcare providers at the Forum Norwich
University Hospitals Birmingham	Used to lead a discussion session on 'Planning Ahead' with Healthcare Assistants at the Hospital's Education centre. A large Flat Pack was received.
Manchester Foundation Trust	A stall in a conference on 'Demystifying death and dying' for 1st year student nurses, held at the University of Manchester .
Wellcome Centre for Cultures and Environments of Health, University of Exeter	Resources set up for the public in a community cafe in Plymouth
University of South Wales	A large Flat Pack was set up for the public in a bank in Llandrindod Wells, Powys
Teignbridge Community Volunteer Services	Resources set up for the public in a cafe providing meals for the vulnerable and elderly in Bovey Tracey, Devon
West of England Academic Health Science Network / North Bristol Trust	Resources set up for patients and visitors in the foyer of Southmead Hospital, Bristol as part of World Patient Safety Day activities
Meet The Soul Midwife	Resources used at a monthly 'Meet The Soul Midwife' gathering in a cafe in Hampton Hill, Middx
St Mary's Church, Frinton-on-Sea	Resources used to set the scene for a 4 week course for church members on 'Dying Well'
Irish Hospice foundation	Forum for End of Life held in Dublin Castle, Dublin
Extracare Charitable Trust	Resources used to engage residents of a retirement village during events for International Old Persons Day
Community Education in Death Awareness & Resources (CEDAR) educational organisation	Dying Matters Day events as part of Remembrance Sunday 2019 in All Stretton, Shropshire. Resources set up as an exhibition for the local community in a side room of a theatre space where talks were held throughout the day.
Deeper Mindfulness education/psychotherapy	Resources set up for the public in a cafe in Witney, Oxfordshire
East Renfrewshire Carers Centre	A large Flat Pack was set up in a session titled 'No more deathly silences' for carers. The session was facilitated by a Community Engagement Officer from Caledonian Cremations.
London Month of the Dead	Resources were used in the lobby of the Dissenters Chapel, Kensal Green Cemetery, for visitors to view before attending booked Month of the Dead events in the chapel.

Table 1. Description of events

## 5.1. Audiences

### Size of audience

The total estimated number of people who engaged with TDL as reported by Flat Pack organisers – 609 (+ Irish Hospice Foundation forum – no numbers given).

Note, survey responses were received from 15/53 Flat Pack organisers. The total number of people reached through TDL Flat Packs, therefore, is likely to be considerably higher.

The Flat Pack resources were used in large conference/ training style programmes, mid-sized public events and professional development, and smaller, more intimate discussion groups.

#### *Large events: 70-150+ participants*

	Approx. number of people who engaged with TDL resources
University of Birmingham's session for Health Care Assistants	150
Manchester Foundation Trust's conference for student nurses	85
London Month of the Dead in Kensal Green Cemetery	72
Irish Hospice Foundation's End of Life forum (fully booked)	numbers not given

#### *Medium-sized events: 25-50 participants*

	Approx. number of people who engaged with TDL resources
University of South Wales event in a bank	50
CEDAR's Remembrance Sunday event	46
Forum for Norwich healthcare providers	30
Church 'Dying Well' course	4 sessions for 25 people
Southmead Hospital's foyer event	30

#### *Small events: less than 20 participants*

	Approx. number of people who engaged with TDL resources
University of Exeter's community cafe display	14
Deeper Mindfulness's café discussion	10
Devon Community and Voluntary Services' display in a café/community hub	8
Meet The Soul Midwife Monthly gathering in a café in Middx	6
East Renfrewshire carers' session	5
Retirement village's International Old Persons Day event	3

*Table 2. Number of participants at each event*

In addition, AMS ran its own events using their flat pack kits and other follow-on events using some of the resources. An event at the British Science Festival in Coventry September 2019 had over 100 visitors and an installation as part of the Science Museum's LATES programme in January 2020 had over 3000 visitors.

### Types of participants

Different types of people engaged with the Flat Pack resources: healthcare professionals, students and those with a professional interest in the subject; patients or people with a special interest in the subject; the

general public (often at drop in events, i.e. not expecting to engage in conversation about death and EOLC that day).

Healthcare professionals/students/professional interest participants included healthcare providers, health care assistants, student nurses, carers.

Patients/special interest participants included patients and visitors in a hospital atrium, attendees of a 'Meet The Soul Midwife' monthly gathering, church members attending a 'Dying Well' course, participants booked to attend London Month of the Dead events, funeral directors, funeral celebrants, church volunteers trained as 'compassionate friends', elderly residents of a retirement village.

General public participants included people in a café where TDL resources are displayed, customers waiting in a bank, patients and visitors in hospital atrium, elderly residents of a retirement village, villagers attending Remembrance Sunday events.

### **Ages of participants**

Flat Pack organisers estimated the proportions of participants of different age groups who visited their events. All events attracted or catered for adult audiences. Of these, approximately a third were elderly (65+ years), older adults (45-65 years) and younger adults (18-44 years). Children only attended the CEDAR Remembrance Sunday event.

	Proportion of participants
65+ years	31%
45-65 years	35%
18-44 years	33%
12-17 years	0%
5-11 years	1%

*Table 3. Proportion of participants of each age group, combined data*

Different types of events catered for or attracted people of different ages.

Larger proportions of 65+ were reached through:

University of South Wales's event in a bank, St Mary's Church course, the retirement village's International Old Persons Day event.

Larger proportions of 45-64 year olds were present at:

Birmingham Hospital and Norwich Healthcare Professional training events, the Remembrance Sunday Dying Matters events, London Month of the Dead.

Larger proportions of 18-44 year olds at:

Birmingham and Manchester Foundation Trust's professional training events, London Month of the Dead events.

## **Gender**

Generally, more women attended TDL events although proportions of men and women varied at different events:

50% women at Norwich professional training and Deeper Mindfulness's café event

60% women at St Mary's church courses and University of South Wales's event in a bank

73% women at Month of the Dead events

85% - 100% women at all other TDL events.

## **Regular/new audiences**

Some events invited or attracted regular participants; others attracted new audiences. (Note, we do not have this data for all events.)

85% - 100% regular participants at: Birmingham Hospitals, 'Meet The Soul Midwife' monthly meeting, St Mary's church courses, the retirement village event, East Renfrewshire carers

100% new participants: Deeper Mindfulness's café event.

## **5.2 How the resources were used**

### **One-off or repeated event?**

Most events happened on one day except: London Month of the Dead where Flat Pack resources were available over 2 consecutive days; Deeper Mindfulness's café event which was repeated for 2 days one week apart; St Mary's Church course which consisted of 4 sessions in September, repeated in November 2019.

### **Length of events**

The length of the events varied. Most were drop-in sessions available all day or for most of a day (e.g. in the foyer of hospital, a display set up in a café or bank) or where Flat Pack resources were used as part of a day of other events (e.g. to engage with while waiting for other Month of the Dead events, or in a break out space at the Irish Hospice Foundation's End of Life Forum).

Whole day events: London Month of Dead, Southmead Hospital atrium, University of South Wales's event in a bank, Irish Hospice Foundation's forum for end of life.

Half day events: University of Exeter's café session, retirement village event, Norwich professional meeting, Manchester Foundation Trust's student conference, Teignbridge Community Volunteer Service's café session, Remembrance Sunday event.

Otherwise events were shorter where the resources were less drop-in and instead used as part of a dedicated session. These ranged from 40 mins (Birmingham Hospitals training event) to 2.5 hours ('Meet The Soul Midwife' monthly gathering)

### **Used as part of an existing event or a standalone activity?**

For a number of events, the Flat Pack resources appeared to fit with events already in the planning. These included:

- Regular 'Meet The Soul Midwife' meetings
- St Mary's church course on 'Dying Well' (monthly)
- World Patient Safety Day (September)
- International Older Persons Day (October)
- Irish Hospice Foundation's 'Forum for End of Life' (October)
- Month of the Dead (October)
- 'Demystifying death and dying' conference for student nurses in Manchester (November)

- Remembrance Sunday events at All Stretton, Shropshire (November)

For others, Flat Pack resources were used as a one-off, stand-alone activity (although some Flat Pack event organisers explained they were planning on using the resources again in the future). These events were mostly drop in displays in cafes or a bank.

### **Purpose of events**

Aims/objectives: All Flat Pack event organisers undertook their events because they wanted to encourage people to talk about death and dying.

There were some differences in objectives for events aimed at healthcare professionals and those for the general public. The former included objectives about sharing experiences and supporting one another professionally.

Objectives for events aimed at healthcare professionals included:

- Thinking about one's own wishes
- Considering others' experiences and needs
- Sharing experiences from patients
- Supporting each other

*An ideal opportunity to talk about death and dying with HCAs - who spend the most time at the patient's bedside and communicate with patients and relatives the most. (Birmingham Hospital's session for Health Care Assistants)*

*Promoting the importance of having conversations about death and dying, introducing experience and understanding of what matters to people who are dying and their families, getting the students to think about how they might be working with someone who is at the end of their life, reaching out into the community through the students to their families and friends (Manchester Foundation Trust)*

*To try to get carers thinking and planning for their own death or the person they care for. Also, to think about options they may not have thought about (East Renfrewshire Carers)*

Objectives for events aimed at the public:

- Tackle the taboo about not talking about death
- Consider advance care planning/plan for EOL
- Make people aware of resources available
- (One organisation: Make people better prepared spiritually)

*I believe that the taboo around death needs to be addressed so that people can plan for their end-of-life before they're actually faced with urgency, and the exhibition seemed a good way to do this. (London Month of the Dead)*

*To create a safe space to discuss death and dying, to engage people in thinking about life and death (Teignbridge Community Volunteer Service's cafe event)*

*To encourage people to become more involved in considering their mortality and their approach/attitude towards the ends of their lives. To be better prepared spiritually and practically (St Mary's church)*

Other objectives given included:

- Awareness of the Academy's work

*I also wanted people to know about the work of the Academy in regards to end of life issues, death and dying. (Meet The Soul Midwife)*

- Awareness of the work of the organisation who ran the event:

*Our objective was to inform people about our CEDAR Education community programmes in death education and get them interested in taking our workshops and/or supporting our programmes for young people. (CEDAR Remembrance Sunday event)*

- the project's academic research objectives

*Part of a wider research fellowship looking at attitudes towards death and dying in low-income communities – so to find out which issues people are thinking about, how people respond to the materials, what is most relevant etc. (University of Exeter's cafe event)*

### **How the resources were deployed**

Many were drop-in events – such as in cafés, a bank, or a stall at a conference – where visitors/participants might encounter the Flat Pack resources displayed on tables or the trestles provided as part of the pack. The resources were accompanied by staff or volunteers who encouraged participants to view the resources and engaged them in conversations about death and EOLC. The staff and volunteers are described in this report, as in the Lewisham installation, as 'Guides'.

*Posters were displayed on the wall, plus towels as table clothes, a selection of the printed resources on the table which we used as prompts/ conversation starters. This was a drop in event and we used a slightly more secluded part of the cafe towards the back, which also had a sofa so there were two distinct seating areas away from the main cafe. (Teignbridge Community Volunteer Service's cafe)*

*The departure lounge material was used as a stall on an all day conference 'Demystifying death and Dying'. [...] Other stalls were run by the MacMillan service, funeral director. (Manchester Foundation Trust's student conference)*

However, some events used the resources differently:

- They were used to initiate discussions for a session for 150 Health Care Assistants on 'Planning Ahead' at Birmingham hospitals. The session took place in a lecture theatre with 5 Guides leading conversations on a variety of topics on death and EOLC.
- During a discussion session for residents in a retirement village, questions from the Flat Pack resources were asked to prompt discussion about EOLC preferences.
- St Mary's church displayed the Flat Pack resources to create a welcoming and themed environment for their 'Dying Well' course. The resources were browsed during breaks but not used as part of the sessions.

*The posters were used outside the venue to explain (a little of) what was going on and other materials were available for reference and discussion during the sessions. (St Mary's church)*

The target audience for the event affected how the resources were deployed.

- Healthcare/professionals: Flat Pack resources were used deliberately – as part of a discussion session, with breakout groups, or on stalls (alongside others related topics) which were timetabled in as part of the agenda. Mostly they were displayed (e.g. on a stall, set up in quiet area), although sometimes the printed material was passed around during discussion sessions.



*The posters/leaflets/ set up chairs with the suitcases and played music through speakers (funeral songs - had twitter provide) we printed out facts and figures and had them displayed around, questions and answers displayed - had books from our library, an anthology of poetry, and made a peaceful space for people to contemplate and engage with the material (Irish Hospice Foundation's End of life forum)*

- Public: Flat Pack resources were set up as a display in a public space (café, bank, hospital foyer) for people to come across in daily life.

*It was set up for people to browse as they were waiting in the bank, we were given a large amount of space to place the resources, so it had visual impact (University of South Wales's bank event)*

- Special interest: Participants were present for an event about death so already interested/expecting to think/talk about it. Flat Pack resources fitted this and added to the experience but were not necessarily the main focus.

*We had a table, a narrow set of shelves, a long banner on a stand and 3 laundry airers along one wall of the entrance to the Dissenters Chapel, Kensal Green Cemetery. This was the venue for the first two days of London Months of the Dead events - 8 events in all. The table & shelves held leaflets, the Banner had the long yellow poster and smaller A3 posters and the laundry airers had towels, sock and luggage stickers. The guests arrived and waited in this area until the event in which they were participating started. Many just walked straight through into the Chapel, but others slowed down to read the display - those who came alone seemed more likely to stop and look, those who arrived with friends chatted to each other in anticipation of their chosen activity. (London Month of the Dead)*

Flat Pack event organisers often included additional resources from other organisations among the materials available for participants to browse or take away. Some customised the set dressing too.

*...at one point a mother and father came in with their two young boys, under the age of 12. The boys really started to engage with the exhibition, such as sitting in the chair with the beach towel, looking at the (plastic) skeleton sitting in the other chair, examining the suitcases and asking: "Where is he (the skeleton) going?" (CEDAR Remembrance Sunday event)*



Media interviews at the Departure Lounge Flatpack event in Barclays Bank Powys.



Departure Lounge flatpack event at the British Science Festival

## 5.3 Engagement with the resources

### Guides' interactions

All Flat Pack events were staffed by 'guides'. The number of guides varied according to the size of the audience and the nature of the event. The majority of events included 1 or 2 guides, but the University of South Wales's event in a bank and Birmingham hospital's healthcare assistants training each included 5 guides.

### **Guides background/relationship to content**

Guides' relationships to the content varied. Some work in healthcare settings (some but not all are clinical), while others have other connections with EOLC. This variety is illustrated by the list of guides' backgrounds or job titles below:

- End of life and bereavement Clinical Nurse Specialists
- Cancer and palliative care improvement facilitator
- City wide education lead for MacMillan services
- Student nurse on placement with MacMillan team
- End of life wellbeing coordinator
- NHS workers – advocates of Recommended Summary Plan for Emergency Care and Treatment (ReSPECT) project
- Retired Palliative Care Nurse Specialist
- Coordinator at carers centre
- Soul Midwives
- End of life doula
- Hospice volunteer/ workers
- Church Rector
- Solicitor
- Funeral Director
- PhD in EOL and Death Studies
- Teacher of Death Studies
- Professional therapist/trainer

### **Types of interactions**

Flat Pack event organisers recorded the types of interactions guides had with participants. These closely mirror the encounters guides had with visitors to TDL installation in Lewisham. Guides answered questions about what TDL was and why it was there, they bore witness to personal stories and provided emotional support as well as information and advice.

- Providing a listening ear to participants' own experiences and views

All Flat Pack event organisers mentioned listening to people's personal experiences.

*The story of a young mother whose partner passed away when she was pregnant with their baby and how difficult things were as no will had been made. (Teignbridge Community Volunteer Service's cafe event)*

*Two wanted to tell us about personal experiences – one of a friend recently diagnosed as terminally ill, the other about the difficulty of talking to loved ones about death/dying. The woman who told us*

*about her friend's recent diagnosis / death was very appreciative of her timely attendance at a Death Cafe and how valuable it had been. (London Month of the Dead)*

- About the installation – fielding questions and having discussions about the installation itself

This was mentioned in public and special interest events rather than at training events for healthcare/professionals.

*Answering specific questions about how the exhibition came to be (CEDAR's Remembrance Sunday event)*

*Lots of questions around what it was and where it came from (University of South Wales's bank event)*

- Providing information and advice: guides were asked about advance care plans/lasting power of attorney, donating organs, options/services for EOLC (e.g. palliative and hospice care), wills, bereavement

*There were conversations about practical aspects such as wills, funeral arrangements, organ donation (Teignbridge Community Volunteer Service's cafe event)*

*As a group we talked about what we thought was practical matters, for example advanced directives and death plans and about the Departure Lounge. Answered questions about Soul Midwifery and how to contact Soul Midwives. (Meet the Soul Midwife)*

*General discussions around planning for death, Answered questions and sign posted to services (Southmead hospital's stall in the foyer)*

- Discussing death and EOLC: the difficulty/importance of talking about death and EOLC, EOLC preparations, funeral plans

*Promoting the importance of having conversations about death and dying, introducing experience and understanding of what matters to people who are dying and their families, getting the students to think about how they might be working with someone who is at the end of their life (Manchester Foundation Trust's student conference)*

*To try to get carers thinking and planning for their own death or the person they care for. Also, to think about options they may not have thought about. All the attendees had already made plans but were interested in pursuing info about alternative options (East Renfrewshire carers)*

- Data gathering – 2 events specifically mentioned data gathering: Manchester Foundation Trust and University of Exeter

*Part of a wider research fellowship looking at attitudes towards death and dying in low-income communities - so to find out which issues people are thinking about, how people respond to the materials, what is most relevant etc. (University of Exeter)*

- 'Professional' exchanges (e.g. between healthcare professionals, funeral directors, church volunteers). A number mentioned talking with others who work with people at the end of life. Teignbridge Community Volunteer Services made new relationships with potential partners.

*Interest from a carers group who invited us to one of their meetings and invitation by Health & Wellbeing coordinator from Moretonhampstead to run a session parallel to their death shroud exhibition in the local museum next year. (Teignbridge Community Volunteer Services)*

## Motivations of participants

- Data demonstrates some participants purposely visited the Departure Lounge event: participants had heard about the drop-in sessions and purposefully came along; they had booked to take part in a public event about death and EOLC at which TDL resources were used; or they were participants at professional development on the subject.

*Other people had heard it was coming and came in especially that day to chat. These were mainly people with a work/volunteer connection to death and dying. (University of Exeter's cafe event)*

*Somebody who travelled an hour on public transport just to chat with us about his thoughts about making a will and what his legacy may be. (Teignbridge Community Volunteer Service's café event)*

- Occasionally people were turned off by the content or think it's not for them – this was commonly observed in TDL installation in Lewisham (passing public were shocked by the content and actively avoided engaging with the content), a few FP organisers noticed similar reactions.

*A couple passively rejecting: backing off & turning away. (London Month of the Dead)*

This was particularly interesting as participants came across Flat Pack resources because they had booked onto an event about death. The Flat Pack event organiser suggests that while interested in the subject, some participants may not be ready to consider their own death and end of life wishes.)

*The material was rather quirky and perhaps put as many off as it attracted to the events (Deeper Mindfulness cafe event)*

*[Some said] I don't want to talk about death (University of South Wales bank event)*

- At drop-in events people just came across it and found it intriguing and valuable.

*Craft group - didn't come and look at the display, overheard some of them discussing that it was strange, however when I went and spoke to them they were happy to chat. (Teignbridge Community Volunteer Service's café event)*

*Varied from I don't want to talk about death to sitting for quite a while and chatting about preferences and saying what a good thing it was (University of South Wales bank event)*

## Behaviours

Flat Pack event organisers' feedback gives some indication of the way participants behaved with the Flat Pack resources. Although this data is limited, the findings appear to echo the way visitors to the Lewisham installation behaved with the resources.

- **Curiosity** – participants found the resources intriguing; it made them stop and look, and prompted questions.

*Very eye catching – got people’s attention and a great way to start a conversation – curiosity and then expanding from there* (Norwich healthcare providers)

- **Talking to a guide** – at all events participants had conversations with guides about death and EOLC (see Guides Role above). Those who had run similar events before noted that the Flat Pack resources were particularly successful at promoting discussions.

*Engagement – when we have [previously] done events during dying matters week it has been challenging to get people to engage.* (Manchester Foundation Trust’s student conference)

*Great opportunity to ask questions wouldn’t normally ask* (Birmingham Hospital’s session for Health Care Assistants)

- **Looking at material in their own time** – at some events like in the Lewisham installation, participants browsed the material and took away leaflets and postcards.
- **Used resources to answer their questions.** Guides referenced the Flat Pack material to support participants’ requests or interests, to provide specific information or signpost to other resources.
- **Dwell times** – apart from sessions held for a specific length of time, we do not know how long participants engaged with TDL resources. However, some Flat Pack organisers were surprised at the length of interactions, suggesting they did not expect participants to engage for quite so long.

*Listened to personal stories – one regular at the cafe came and chatted for an hour about his recent bereavement.* (University of Exeter’s cafe event)

*I was surprised by the length of the interactions.* (Teignbridge Community Volunteer Service’s cafe event)

## Aspects participants enjoyed

Elements of TDL resources that participants enjoyed were similar to those mentioned in the Lewisham installation. Participants enjoyed:

- The atmosphere created by the resources on display – calm, warm, happy colours
- They thought the metaphor was surprising and creative. Evidence from Lewisham suggested this “eased them in” to talking about death and EOLC and created “permission giving spaces”.
- Excellent design, well thought out experience
- Sensitive treatment of the content

Additionally, many visitors to the Lewisham installation enjoyed talking to the guides. This was not directly described by the Flat Pack event organisers in their evaluation responses but, they do relate that talking to guides was a key feature of the Flat Pack experiences. Based on our findings in Lewisham, our assumption is that the opportunity to talk about death and EOLC with guides would also have been an element of the Flat Pack experience that participants enjoyed.

*The atmosphere was positive and supportive throughout.* (St Mary’s church)

*“This stall had the most impact on me because it takes such a positive approach to end of life care.”* (Manchester Foundation Trust’s student conference, student feedback)

*Several mentioned how much they liked the colour yellow. It reminded one of the 'sun' rather than death. It was hopeful, it was colourful, they quite liked the statements on the posters and especially the poster about the different ways we describe death (kicked the bucket, for example). Several thought it was a 'very contemporary' way to bring up the topic and get people talking. Everyone said it was 'cheerful' (given the topic). (CEDAR Remembrance Sunday event)*

*At first maybe surprised/shocked but it was a conversation starter. "When I first read the banner I felt shocked but then became curious to know more" (Southmead hospital stall in the foyer)*

*Excellent visuals – engaging. Excellent resources – thank you very much we will be using them again – when things settle a little (Birmingham Hospital's session for Health Care Assistants)*

## **Participant outcomes**

Again, although data from Flat Pack event organisers is limited, evidence suggests that participants who engaged with the Flat Pack resources had similar outcomes to visitors to TDL in Lewisham.

- Participants were **more aware of death and EOLC**.

*"This doesn't have to be a negative thing", "Hadn't considered plans for a funeral or thought to ask family about what they want when the pass", "Hadn't thought to talk about anything they want to do before they die", "That death is not just for old people" (Manchester Foundation Trust's student conference, student feedback)*

*One visitor sat and cried because she realised it was something she had to tackle and face. (University of South Wales bank event)*

*It raised awareness of EOL discussions by having the kit on display (Retirement village event)*

*All explicit reactions were positive: "this is so important", "what a good idea". Others just mentioned the benefits of talking & planning. (London Month of the Dead)*

- **Participants increased knowledge** – Flat Pack event organisers who used the resources at training events mentioned things participants had learned.

*Facts and figures on dying / death (Birmingham Hospital's session for Health Care Assistants)*

*Knowing in 2019 some people still don't get treatment + recognition they deserve. (Manchester Foundation Trust's student conference)*

- **Participants were reassured**, felt calm/safe, were reflective and moved by the experience

*"It's ok to ask questions and be concerned about death and dying and allowing yourself to ask questions will put you more at ease" (Manchester Foundation Trust student conference, student feedback)*

*Some very deep conversations (Teignbridge Community Volunteer Service's café event)*

- Some **participants resolved to do something**

*"I'm going to write my will this weekend"* (Birmingham Hospital's session for Health Care Assistants, participant feedback)

*3 people said they would attend our Soul Midwifery meetings again.* (Meet The Soul Midwife gathering)

*Others said it might inspire them to "get their act together" and address some of the issues, such as making a will [...] We easily met our objectives based on people who signed up to receive more information about our future workshops; all of our flyers on upcoming workshops were taken; people donated money and purchased some of our 'Good Grief Leaves', created for our organisation.* (CEDAR Remembrance Sunday event)

- Some **participants became willing to talk**

*"Encouraged to be more open about death and dying", "It's OK to talk about death - worries/wishes/memories.", "Death should be talked about at any time in somebody's life"* (Manchester Foundation Trust's student conference, student feedback)

*People from the craft group didn't come and look at the DL but when I started chatting with them they invited me to join them and we had conversations about their experiences of dealing with death in their families, whether they had written a will, what they wanted at their own funeral etc.* (University of Exeter's cafe event)

*I found people initially stand-offish about the topic but once the conversation started they found they had strong opinions about their care and priorities, A lady had been seen in clinic and required surgery later that day for a deep cut on her hand. Initially didn't engage her in conversation about death/dying due to her situation (didn't want to worry her before a simple operation) but she really wanted to talk about it.* (Southmead hospital's stall in the foyer)

*Most wanted to ask questions or talk to each other about the display, which they did a lot. Most of the people who attended the event and came into the Departure Lounge were mature adults or elderly. However, at one point a mother and father came in with their two young boys, under the age of 12. The boys really started to engage [...] "What's in the suitcases", "What does 'pushing up daisies mean?" and other wonderful questions that the parents then attempted to answer. It got everyone in the room at that time really engaged and laughing and talking to one another about what they might put in the suitcases (such as what memories they would pack, etc.) It was a lot of fun.* (CEDAR Remembrance Sunday event)

- Specific to healthcare workers/professionals/volunteers – these participants **learned from each other** by sharing moving experiences, practical support, advanced care plans/ReSPECT, dealing with patients and their relatives.

*How they had followed someone's wishes and how rewarding this was in the event of their death* (Norwich healthcare providers)

*Initiating conversations about dying - ceilings of care place of death, wills, advanced directives, barriers to having these conversations - with own family, patients' relatives* (Birmingham Hospital's session for Health Care Assistants)

*A local funeral director came in and we chatted for ages about his business, values, changes he'd like to make etc, also talked about my research. Similarly also had visits from a local funeral celebrant*

*and 3 volunteers from a local church who are trained as 'compassionate friends'. People were interested in my research - looking at inequalities in access to end of life care, and attitudes towards dying in low-income communities - and we talked about how these issues play out in the local community. (University of Exeter's cafe event)*

## 5.4 Things to improve

There were very few mentions of aspects of the Flat Pack resources or the events that could be improved. The majority suggested improvements related to how the events were organised and delivered, rather than the Flat Pack resources themselves.

- A number would have liked a larger audience – both to reach more people and to vary the discussions. Some said more/better advertising may have helped this.

*Would have liked more people attending in order to have more varied discussions (East Renfrewshire carers)*

*More people visiting the cafe. Better advertising. (Meet The Soul Midwife gathering)*

- Some would have liked a longer session – to reach more people or to make sure there was time for everyone to listen to the audio.

*More time to talk to people just in the cafe, even if they didn't want to look at the resources. The professionals/volunteers who came in to talk were great but weren't my primary intended audience. (University of Exeter's cafe event)*

- The busy stall at the Manchester conference would have benefitted from more guides

*With the large numbers involved it was difficult to ensure all interacted as much as they wished to. (Manchester Foundation Trust's student conference)*

- There were few issues with the resources and equipment: fittings were not correct on the wooden A frame stand; the framework for the banners was too large to be transported in anything but a van; the sound was too quiet so couldn't be heard if there were others talking nearby. There was an issue where the design style contrasted to the branding of the event TDL was supporting. This FP organiser would have liked "more copies/better templates" to reproduce resources.

## 6. Discussion

This report describes how TDL Flat Pack resources were used and how event participants responded. As we review the findings it is worth noting that the picture we can paint is limited by the data available. Of the 53 Flat Pack event organisers, only 15 completed the online evaluation survey. From these surveys we get a sense of the experiences of an estimated 609 event participants, but we cannot be sure how many attended events held by the remaining 38 non-reporting Flat Pack recipients or even if all of these events went ahead.

Dying Matters Awareness Week 2020 – when a number of events were planned – fell during the COVID-19 UK lockdown, so it is likely that a proportion of planned events have not happened (the lockdown is still



partially in place at time of writing). Although tips and recommendations for taking these events digitally were issued, and a modified online survey issued, we did not receive any data about Flat Pack events (digital or otherwise) held during Dying Matters Awareness Week or the wider lockdown period indicating that such events probably did not run. Of course, many Flat Pack event organisers were healthcare professionals or key workers and will rightly have been focussed on their front-line work with patients and the public.

Online survey responses contained insights into how event participants engaged with and responded to the Flat Pack resources. Care needs to be taken when interpreting these findings as they are observations from the perspective of the event organiser and not first-hand testimony from participants.

Like TDL in Lewisham, Flat Pack content reached people across a broad range of ages including both young adults and the elderly. It seems this breadth was achieved by the variety of communities that the Flat Pack event organisers chose to target – some connected with large numbers of student nurses whilst others with care home residents. It is a positive outcome of the number of Flat Packs issued and the range of event organisers selected by AMS.

AMS's primary goal for the Flat Packs was to increase the geographic reach of TDL content. Approximately 60% of the original 2,500 visitors to TDL Lewisham were 'local' – they lived, worked or studied in the Lewisham area. It is likely that the majority of the remaining 40% were from Greater London and the South East. By contrast, Flat Pack events were held in locations from Plymouth in England to East Renfrewshire in Scotland, Llandrindod Wells in Wales and Dublin, Ireland. By issuing an open call for expressions of interest in the Flat Packs and then selecting event organisers from across the UK and beyond, AMS has successfully delivered TDL content to a wide range of people who could not readily access it in Lewisham.

Flat Pack resources, even the large packs, cannot match the scale and drama of the original TDL installation and contain less content. But, impressively, evaluation data suggests Flat Packs still catalyse and support conversations about death, dying and EOLC. Flat Pack event organisers report meaningful engagement, both with people who had deliberately come to an event on the topic and with others who were just passing.

What is particularly striking are the parallels between what Flat Pack event organisers report in their online surveys and findings from our earlier, mixed-method evaluation of TDL Lewisham. We set out these parallels below, with an acknowledgement that there is a risk of some confirmation bias here. As Evaluators who examined the TDL Lewisham data in detail, similarities are likely to jump out at us. Even with this in mind, it is notable how many such parallels there are.

Online survey data included evidence that, like TDL Lewisham, the tone, colour and design of the Flat Pack resources, and possibly the presence of the guides, contributed to a sense of these events as safe, permission-giving spaces. The Flat Pack content provided a way in for people and there was a similar sense of 'everybody has a story to tell'. Even people who were initially reluctant were described overcoming those initial barriers through conversation with the guides, who bore witness to participants' experiences and provided emotional support and information. Like at TDL Lewisham, guides also found themselves answering a lot of 'What is this about?' questions, with participants enjoying the surprise that the travel metaphor related to our final journey – death.

Several other typical responses were also familiar from the TDL Lewisham data. Participants reflected that thinking and talking about death is important, but difficult. TDL Flat Pack content and conversations with the guides seemed to provide impetus and resolve to take action, often about after-death practicalities like funerals and wills.

The most notable difference from TDL Lewisham was a higher proportion of event participants who were engaging as health professionals and professional carers and who were considering the content from the

perspective of the people they care for. This arose through a handful of events that targeted this audience and it highlights the potential for the Flat Pack to influence conversations about death and dying from this angle too.

So, despite the format being lighter-weight and more transient, TDL Flat Pack is able to deliver many of the benefits we observed for the original TDL audience, across a range of strikingly different settings, from banks and cafes to hospital foyers and care homes. This supports the use of AMS's devolved method of content sharing where a network of partners took the TDL concept to a wider range of locations and communities than could have been achieved by AMS's small core team alone. The content already existed and was re-packaged and widely shared relatively easily, with only light touch guidelines required to deliver effective events.

AMS responded swiftly to try to pivot the Flat Pack content for online use as the COVID19 lockdown hit (the content already existed in online form) but we have no evidence that Flat Pack event organisers were able to take up the suggestion. Sadly the lockdown has prevented planned Flat Pack events from happening, at a moment when conversations preparing for EOL and bearing witness to loss have never been more important. This evaluation finds that TDL Flat Packs could contribute to meeting this pressing need in the months and years ahead.

## 7. Appendices

### Appendix 1 – Online survey for Flat Pack event organisers

Please tell us about the setup of your event...

Your information pack from the Academy of Medical Sciences included a list of things we would like to gather information about in order to record the impact of your Departure Lounge event. Please have the information you have gathered to hand to help you answer the questions in this form. Your feedback is important as it will enable the Academy of Medical Sciences to understand the scale and impact of the Departure Lounge across the UK. Thank you for taking time to provide this information here.

1. Your name
2. Your organisation
3. The venue/event you ran the Departure Lounge event at (if different to above)
4. Description of how the Departure Lounge resources were used. For example, were they set up for people to look at in their own time or did you facilitate use of the resources; did you use them to lead a discussion; was this part of a regular meeting; was the Departure Lounge set up in a space that is often used for displays?
5. Date(s) of the event.
6. Duration of the event (for example, whole day, 30 minutes...?)
7. Did your event include guides, volunteers or other staff to facilitate discussion?  
Yes/No
8. How many guides/volunteers/staff were involved in your Departure Lounge event?
9. What were the guides/volunteers/staff background or relationship to the topic?

Please tell us about your visitors...

10. Number of visitors who engaged with the Departure Lounge (Please indicate if this is the actual count or an estimate)
11. Approximately, what % of visitors were:
  - Aged 65+ years?
  - 45-64 years?
  - 18-44 years?
  - 12-17 years (secondary school aged)?
  - 5-11 years (primary school aged)
  - 4 years old and under (preschool)?
  - Are these based on actual counts or estimates?
12. What % were:
  - Female
  - Male
  - Gender not known
  - Based on actual counts or estimates?
13. What % were:

- Regular attendees/visitors
  - New attendees/visitors
  - Don't know
  - Not applicable. Please explain why.
  - Based on actual counts or estimates?
14. What were visitors' reactions to the Departure Lounge? (What did they say to you about the experience? Please include positive and negative reactions.)
  15. Describe the kinds of interactions you and the guides, volunteers or other staff had with visitors. (For example, listening to personal stories, answering specific questions about x, talking about your work, talking about specific aspects of the Departure Lounge)
  16. Tell us about something a visitor said or did in the Departure Lounge that has stayed with you. (If others worked in the Departure Lounge too, please include the interactions that have stayed with them as well.)

Please tell us about what went well and what could have gone better...

17. What were your reasons or objectives for hosting the Departure Lounge?
18. Which of these objectives were met? (Please tell us how you know this if you haven't already provided this information.)
19. Which of these objectives were not met? Why was that so?
20. What went particularly well?
21. What could have gone better?
22. What other feedback would you like to share with the Academy of Medical Sciences team?

## Appendix 2 – Online survey for Flat Pack event organisers - Coronavirus update

Please tell us about the setup of your event...

Your feedback is important as it will enable the Academy of Medical Sciences to understand the scale and impact of the Departure Lounge across the UK and how you have adapted your Departure Lounge plans in light of the coronavirus pandemic.

Thank you for taking time to provide this information here.

Please note, the term 'event' used in this online form refers to any way in which you shared or signposted any Departure Lounge materials in these new circumstances where coronavirus pandemic guidelines are likely to have constrained or over-ridden your original plans.

1. Your name
2. Your organisation
3. Description of your Departure Lounge 'event'
4. Date(s) of the 'event'
5. Duration of the 'event' if applicable (for example, whole day, 30 minutes...?)

6. If you used the Departure Lounge materials, please tell us how you used them. *For example, did you use them to prompt a discussion session; was this part of a regular activity; did you make the resources available to participants?*
7. Did your 'event' include guides, volunteers or other staff to facilitate discussion?  
Yes/No
8. Please tell us how many guides/volunteers/staff were involved and about their background or relationship to the topic.

If known, please tell us about your audiences (even if they are an online audience)...

9. Number of participants who engaged with the Departure Lounge 'event'. (Please indicate if this is the actual count or an estimate)
10. Approximately, what % of visitors were:
  - Aged 65+ years?
  - 45-64 years?
  - 18-44 years?
  - 12-17 years (secondary school aged)?
  - 5-11 years (primary school aged)
  - 4 years old and under (preschool)?
  - Are these based on actual counts or estimates?
11. What % were:
  - Female
  - Male
  - Gender not known
  - Based on actual counts or estimates?
12. What % were:
  - Regular attendees/visitors
  - New attendees/visitors
  - Don't know
  - Not applicable. Please explain why.
  - Based on actual counts or estimates?
13. If your 'event' included 2 way dialogue (i.e. you received feedback from participants), please describe the kinds of interactions you and the guides, volunteers or other staff had with participants. *For example, listening to personal stories, answering specific questions about x, talking about your work, talking about the Departure lounge materials.*
14. If you were able to receive feedback on your 'event' from participants, please tell us what they thought of it. *Please include positive and negative reactions.*
15. Please tell us about something a participant said that has stayed with you. *If others worked on the event too, please include the interactions that have stayed with them as well.*
16. If you are aware that participants reposted or shared aspects of your 'event' (*for example, if you created a hashtag*), please tell us about the number of shares and generally what people seemed to share.
17. Please tell us about any other insights you have about your audiences and/or how they responded to your content.

Please tell us about what went well and what could have gone better...

18. What were your reasons or objectives for originally hosting the Departure Lounge?
19. We are interested in how your objectives changed when the coronavirus pandemic forced a change of plans - what were the objectives for your revised 'event'?
20. Which of these objectives were met? Please tell us how you know this if you haven't already provided this information.
19. Which of these objectives were not met? Why was that so?
20. What went particularly well?
21. What could have gone better?
22. What other feedback would you like to share with the Academy of Medical Sciences team?