

Red Bag evaluation

(April 2017-December 2019)

background

Redkite is a national charity providing essential support to children and young people with cancer (0-24 years) and their families and support networks.

It's vital that when life is turned upside down by a cancer diagnosis, families receive practical support. Once a family has spoken with an Oncologist, a Social Worker or Cancer Care Coordinator will give them a Redkite Red Bag with practical items to help 'lighten the load' during this stressful early stage.



Our Red Bags include:

- ◆ Toiletries
- ◆ 2 reusable coffee cups and 2 water bottles
- ◆ Information pack
- ◆ Activity books
- ◆ A teddy bear
- ◆ Information about how Redkite can further support families.

This important resource was developed based on feedback from families on what they most need at the time of diagnosis. The bag itself is made of high quality canvas, so many people find it useful when they return to hospital for future stays and appointments. As part of Redkite's commitment to continually develop and improve our services, all recipients of Red Bags are invited to complete a short evaluation survey.

objectives

The objectives of this evaluation were to:

1. Gather feedback from families around the usefulness and relevance of the Red Bag's contents
2. Understand to what extent the Red Bag contributes to the following outcomes for all clients:
 - ◆ Improved access to support
 - ◆ Building skills, knowledge and access to resources
 - ◆ Feeling connected, supported and understood
 - ◆ The bags helping families meet their immediate practical needs

the survey

A total of 91 families completed a survey which was included in Red Bags distributed to paediatric hospitals across Australia between April 2017 and December 2019.

key findings

Awareness of Redkite

76%

of families did not know about Redkite's services before receiving the Red Bag

76%

of families were given a Red Bag by a Social Worker

74%

of families received the Red Bag either on the same day or within the first week after diagnosis

"It was nice to receive a gift which was thoughtful to our needs at this time. Made us smile on a very sad day."

- Parent

Family-rated usefulness of Red Bag contents

Families were asked to rate how useful the items in the bag were:

99%

of families found the bag itself to be very useful or useful

98%

of families found the information pack contained within to be very useful or useful

100%

of families found the Coles voucher to be very useful or useful

100%

of families found the toiletry kit to be very useful or useful

94%

of families found the digital thermometer to be very useful or useful

"Thank you so much for the bag, it was so helpful. The bag itself is fantastic, it holds loads of things needed for clinic visits or admission to hospital and is really sturdy and strong. So grateful for all the things in it too."

- Parent

Outcomes for families

Redkite believes that for a child or young person with cancer to have the best possible quality of life, the people who support them – their family and friends – need to be well supported themselves.

Redkite is helping families to support themselves by knowing where they can go to connect to ongoing support:

97%

of families strongly agreed or agreed that they have better knowledge of Redkite services after receiving the Red Bag

95%

of families felt Redkite understands and is there to support them

89%

of families strongly agreed or agreed that they felt better informed about the cancer experience

"Really great to have this information provided and feel supported from the first day of diagnosis and able to soak it in when we felt able."

- Parent

The families felt the Red Bag contributed to meeting their immediate practical needs:

97%

of families strongly agreed or agreed that they appreciated receiving the bag

98%

of families strongly agreed or agreed that some or all of the items in the bag met their practical needs

“We really appreciate the bag immensely and makes the beginning of the overwhelming journey easier.”

-Parent

conclusion

This evaluation of the Red Bags continues to demonstrate how important this resource is for paediatric oncology families. Families continue to find the bags useful and relevant. Red Bags fulfil not only immediate practical needs, but allow families to gain access to resources, information and enable them feel supported during a difficult time.

more information

For more information about this evaluation, please contact the Redkite Research, Evaluation and Innovation team by calling 1800 733 548 or re@redkite.org.au



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Redkite's Red Bags are proudly supported by Country Road.