

## Key Messages to Include in Campaigns to Promote Being a Blood, Bone Marrow, Tissue or Organ Donor

Those who have attended the PRIAE 'Being a Donor' community events said the following would effectively raise the awareness of being a donor in the BME communities.

- **HAVING A CULTURAL CONTEXT**
  - Have speakers from the cultural community, e.g. the South Asian event involved a South Asian donor relative (husband of a wife who died suddenly from a brain haemorrhage), the African Caribbean event involved two African Caribbean persons who had received a kidney, the Chinese event involved a Chinese person awaiting a bone marrow transplant – this made it very real for the audience
  - Influence people through the religious leaders. If a religious leader signs up to the idea, s/he will influence others
  - Use talent within the community such as plays, writing poetry, songs, dance
  - Campaigns to target key events and social centres such as:
    - Churches
    - Community centres
    - Charity balls/functions
    - Elderly African Caribbean societies
    - Local newspapers and radio
    - Carnival/festivals
- **BEING CULTURALLY SPECIFIC**
  - African and African Caribbean communities: to only have clinical screening. Don't have the social screening system, as it discriminates against black people. For example: the question of having a sexual partner from an African country excludes a lot of the community. AIDS and HIV is an international problem. National Blood Service needs to change is 'social screening' and only have 'clinical screening' in place. If this was the case, more black people would come forward to be donors
  - Throughout all the campaigning that is carried out for encouraging better take up of donors (blood, bone marrow, tissue and organ), there is a need to include more people from the actual communities themselves to sell it to others.
- **HAVING A HUMAN TOUCH**
  - More promotion/campaigning done via personal stories and case studies such as [having recipient's talking at the vents], it makes a huge difference to people listening. Please note that this is integral to the PRIAE Project—involving donor recipients and families of donors to raise awareness in BME communities.
- **MARKETING APPROPRIATELY**
  - have marketing (e.g. blood, organ, bone marrow) leaflets that show the diversity of the UK rather than have separate leaflets for the individual

- racial groups. Having separate leaflets segregates the community from the mainstream
  - keep the campaign visual – have lots of pictures rather than text. The African and African Caribbean community suggested having cartoons instead of text
  - In the African Caribbean community most people are from the Christian faith, so need to cascade the information through the church hierarchy. For example: Campaign 'Hope 2008' – addressing this issue of utilising churches to reinforce the message of being a donor – this instance blood donor
  - Target unemployed people, they have more time to give blood and 'feel good factor' for them as they are doing something worthwhile.
- USING THE MEDIA
  - Media can be positive or negative. There needs to be a positive image about 'being a donor' throughout the media
- CONNECTING WITH YOUNG PEOPLE
  - target the young people – have an education campaign in schools (this is already in place with UK Transplant)
  - There needs to be a social responsibility in school to help with highlighting the issue for the younger generation - this has already been raised and implemented at some schools with information packs on blood and organ service.
- STIMULATING DISCUSSION WITHIN FAMILIES
  - families need to talk about it
  - One person wrote: "Big question when families refuse to give organs of loved ones after they have passed away is this an age related issue? Are older people less inclined to agree than the younger population? Worth further exploration and investigation".
- EDUCATING THE PUBLIC ON THE FACTS
  - time is vital! People can't take time to decide about donating organs after a death. People need to understand that they have to make an 'asap' decision
- WORKING TOGETHER
  - There needs to be a connected 'web' of agencies working together to promote 'being a donor'. Please note that this is integral to the PRIAE Project– connecting the donor agencies to raise awareness in BME communities. It is the first time that an international charity such as PRIAE is involving all the donor agencies in a strategic and operational approach to planning, developing and delivering a community-based, community-focused donor health education campaign in the UK