

Outline of the Aims and Objectives of the Being a Donor Project

The Organ Donation Project is a three-year project funded by the Department of Health with following three key aims.

Year	Aim	How will this be achieved?
June 2007-2008	To identify the state of knowledge, personnel, and practice in the area to inform the campaign	<p>Create excellent foundations for a successful campaign by:</p> <ul style="list-style-type: none"> a) assessing examples of good practice b) working in collaboration with key partners: the National Blood Service, UK Transplant Service, Anthony Nolan, METRAN and African Caribbean Leukaemia Trust c) identifying 9 key BME organisations to involve in the Project. The Project Managers of these organisations will create an Advisory Group to the Project d) holding community events in London, Leeds and Manchester to identify community champions in the South Asian, African Caribbean and Chinese communities. These community champions will be linked to one of the 9 BME organisations in the Advisory Group e) providing a training programme for the community champions to access, as these community champions will listen to the views of their communities and collect personal stories
June 2008 – 2009	To take the knowledge and learning from Year 1 to create a focused, appropriate campaign which results in a significant rise in numbers of ethnic minority donor registrations.	<p>Implement the campaign in the community</p> <p>Work with the media (in particular the ethnic media) to promote the project and the work of the community champions</p> <p>Monitor the effectiveness of the campaign by monitoring the number of</p>

		<p>donors, e.g. number of registrations with the National Blood Service (Blood Donors) and UK Transplant Service (Organ Registration)</p> <p>Hold a National Conference to celebrate the work of the BME organisations and community champions</p>
June 2009 - 2010	To empower the communities and equip them with the knowledge and training to disseminate the information within their respective communities in order to have maximum impact.	<p>Hold a National Conference on June 14 2009 (World Blood Donor Day) and being the centre for the worldwide World Health Organisation (WHO) campaign to raise awareness of the Project and campaign in the BME communities across the UK</p> <p>Roll-out the training programme to other BME organisations</p>

If you would like to receive more information about the Organ Donation Project, or become involved in the Project, please contact:

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