

NHS Blood and Transplant

Community Development and Engagement – Case Study



Brief

ICE Creates is working with NHS Blood and Transplant (NHSBT) to implement a community development and engagement approach to organ donation with African Caribbean groups in Birmingham and Manchester.

ICE worked with local people to understand if a community driven and owned approach could be successful in opening up more conversations around organ donation, resulting in additional registrations onto the national Organ Donor Register (ODR) from groups that are currently under-represented, but more likely to require a donor.

NHSBT aims to increase the number of people on the ODR by at least 50% by 2020 (from a baseline of 20m in 2014), rebalancing it towards people who are from BAME groups, older (50+) and from DE socioeconomic groups. ICE supported this objective by raising awareness and stimulating conversations and debate about donation, specifically with African Caribbean groups and using stakeholder and community engagement methods to increase the number of African Caribbean donors onto the ODR.

Insight

Following an in-depth stakeholder mapping exercise, ICE conducted 20 stakeholder interviews across Birmingham and Manchester to collate a consensus of current views and perceptions from the African Caribbean community. This included understanding current awareness levels, possible barriers to becoming donors (in particular related to faith) and identifying local assets and connector organisations that would be willing to champion the programme.



Co-creation

ICE hosted 2 facilitated events for the local stakeholders - one in Manchester and one in Birmingham. These events shared the insights from the interviews and co-created a local plan to increase ODR registrations in the area. Skilled facilitation using clean language and a live graphic scribe helped groups to agree a consensus and co-create a plan of activities to support the pilot, endorsed by local organisations and enhanced by existing relationships and networks.

Engagement

ICE worked collaboratively with local organisations to roll out the NHSBT messages locally. This included attendance at local events, outreach work and presentations to local groups and talks on local radio stations. The team also co-created and used bespoke NHSBT BAME campaign materials to promote on the spot sign ups to the ODR across a wide range of community venues.

Success

The pilot has been a huge success, securing **the active support of nearly 100 champions** who played a key role in overcoming the barriers to donation and changing perceptions so that individuals could pledge to give the 'gift of life'. **Over 2,500 conversations and interventions took place** across Manchester and Birmingham, and an additional **400 members of the African Caribbean community have registered onto the ODR.**

“May I just record my deep and personal thanks to you all for the fantastic work you have delivered for us in targeting African Caribbean audiences in Manchester and Birmingham.

I'm particularly grateful for the professional and cheerful way you have maintained focus on taking the initiative forward and delivering so well.”

Ian Hampton
**Head of National Campaigns
and Partnerships**
NHS Blood and Transplant

This programme was awarded **Best Local Community Initiative of the Year** in the Public Sector Communications Awards 2016.

For more information please contact:

Marie Broeders
marie.broeders@icecreates.com
07889 365 969

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