



A Guide to Planning Events to Raise Awareness of Sickle Cell Disease and Transfusion

Prepared by the

NHS Blood and Transplant, National Blood Transfusion Committee Royal College of Pathology National Pathology Week Project Group

October 2015

NHS
Blood and Transplant

INTRODUCTION

This guidance booklet has been put together with tips and advice for planning and running awareness events on sickle cell disease (SCD) and Transfusion as part of Royal College of Pathologists (RCPATH) National Pathology Week from 2nd to 8th November 2015

Any type of awareness-raising event needs careful planning, whether it is a one off event or a longer running campaign.

The booklet will work through a step-by-step guide to some of the areas that need consideration in order for the event to be a success.

AIMS AND OBJECTIVES

It is important to consider at the start what are the aims and objectives of your awareness-raising events:

The project group have identified some key messages and themes around SCD and Transfusion to promote to the target audience of healthcare professionals, patients and donors. These are:

- **What can we do to improve better understanding amongst clinicians around the needs of patients with SCD needing transfusion?**
- **How can we better inform patients with SCD about their requirements for blood transfusion?**
- **How can blood services improve awareness amongst donors from BAME (black, Asian and minority ethnic) backgrounds to increase supply of potentially rare units needed for patients with SCD**

Identify how these messages and themes relate to your particular area and your target audience

Identify;

Why are you undertaking the event and what key issues do you want to address?

- Have you identified incidents of practice needs to improve or errors relating to SCD?
- Is there a particular interest in this topic in your area?
- Do you want to establish better links with the SCD community?
- Do you want to promote learning?
- What groups do you want to target with your event?

What is it that you hope to achieve?

- This is likely to be linked to your reasons for undertaking the event.

What are the risks and benefits of running such an event?

- Consider implications on time and resources?
- Will everyone be supportive and happy for you to stage an event?
- Can you measure any positive outcomes?

WHAT ARE YOUR MESSAGES AND WHO ARE THE AUDIENCE?

Do you have a specific message(s) you want to target for your hospital or community?

Your messages need to do three things:

- Catch your audience's attention
- Alert them to an issue in a format that they can understand
- Provide them with enough information to address the relevant issue

Therefore you could begin by:

Identifying a particular area or risk on which you want to concentrate.

This might be specific, for example special antibody requirements, or you might want your event to be more general.

From there decide who will be your target audience (e.g. patients, junior doctors, nurses, lab staff)

Consider all those who might be involved

For example:

Why does this audience not comply?

Is it lack of awareness of policy, guidance or issues? Is it something within organisational processes? Do you want to empower your patient group more? Look at the results of past audits, papers SHOT reports and speak directly to the people involved.

What does your target audience know and what do you want them to know?

Speak to your target audience and ask them what they think would help their knowledge or practice.

What will be the best mode of communication to attract this core audience?

- Awareness events held in relevant clinical / patient areas?
- Educational sessions targeted at specific staff groups?
- Information targeted at SCD patients and/or their carers
- Revising policy and procedures for staff?

Will your core messages be accompanied by supporting messages?

A whole patient approach to best practice: involving patient ID, good history taking, awareness of current guidance, engagement of clinical staff with the HTC to produce workable local policies.

How are the core messages relevant to the target audience?

- Do they affect them directly i.e. patient?
- Are they involved in patient care?
- What might happen if the target audience does not comply?

How does it impact on them?

- Desire to provide quality of care?
- Potential litigation?
- Receiving better patient care?

PLAN THE PROJECT

Ensure that you have a plan of what needs to happen for the event to take place. It may be useful to have a simple checklist or time line to guide you. The following Action plan may help guide you in this process.

AWARENESS RAISING EVENT ACTION PLAN

Identify	Suggestions	Comments
A time frame over which to plan the event	<ul style="list-style-type: none"> • Think carefully about everything you will need to do • Be realistic and try to stick to your timetable. 	
Match the type of event to the purpose you want it to serve and the group you want to target.	<ul style="list-style-type: none"> • You might want to provide educational sessions to reach a range of healthcare professionals and address a gap in knowledge e.g. a short meeting over coffee with posters and other educational materials will raise awareness and allow you to establish links with an audience who are only able to drop in for a while. • A poster display in the hospital foyer or on your concourse will reach staff, as well as patients and public • Digital displays / screensaver can be targeted towards the intended audience. 	
Who will be your audience and how large will this be?	<ul style="list-style-type: none"> • Clinicians, nursing staff, patients, relatives, laboratory staff, the public? • What geographical area will your event cover: Hospital? Community? 	
Do you need support from others?	<ul style="list-style-type: none"> • Hospital Trust managers • Hospital Transfusion Teams/Committees • Haemoglobinopathy consultants and nurses • Haematology and Transfusion Laboratory teams • Other clinical teams and service providers • Patient groups • Who will help support and prepare the campaign? 	
What needs to be done before the event can happen?	<ul style="list-style-type: none"> • Who do you need to notify? • Do you need to book venues / equipment? • Do you need permission to run events in public areas? 	

<p>By whom, where and when?</p>	<ul style="list-style-type: none"> • Who will help run the events? • Who will help IT communications i.e. Screensaver's, patient electronic display boards, social media? • Timelines - How long in advance to organise these? Use existing contacts to spread the word. 	
<p>Do you need any financial support?</p>	<ul style="list-style-type: none"> • Consider how you would obtain this – e.g. sponsors from companies manufacturing relevant products 	
<p>Other groups</p>	<ul style="list-style-type: none"> • Can you link in with other relevant local groups or societies? • Can they promote or participate in your event? • Do they have a need that would benefit from your event? 	
<p>What resources / Tools do you need?</p>	<p>Once you have established your key messages and audience, identify the appropriate tools and resources to deliver these. Consider;</p> <p>Building a toolkit containing all educational requirements (see page 7 below);</p> <ul style="list-style-type: none"> • fact sheets • questionnaires • patient information leaflets • posters. <p>Electronic displays;</p> <ul style="list-style-type: none"> • Prepare a PowerPoint presentation to give at dedicated educational sessions • Screensavers and displays on electronic patient information boards <p>Arrange for a team of experts to visit specific areas and deliver question and answer sessions;</p> <ul style="list-style-type: none"> • Is there a local clinician, haematologist or transfusion medicine specialist with a particular interest in this subject who would be willing to act as your expert? • Representatives from other group's i.e. patient groups, Sickle Cell Society. • Develop local resources and posters and explore other resources to share. 	

<p>How will you advertise your event?</p>	<p>Publicity is a vital part of any awareness raising campaign as it increases how far you can spread the message. Ensure that the event is advertised early and reinforced right up until the campaign commences.</p> <ul style="list-style-type: none"> • Do you or your HTC have existing links with someone in your target area? • Has a member of staff in your target area been involved in past projects? • Network in your target areas to increase your profile. • Identify champions in key areas; patient groups, Consultants, junior doctors, nursing, laboratory representative, paediatric representatives - ask them to spread the word among colleagues. <p>Advertise the event Locally</p> <ul style="list-style-type: none"> • Consider displaying posters/flyers to advertise your event in areas populated by the target audience – bold and colourful are the most eye catching, the use of screen savers, local intranet / digital display boards or in local newsletters • If appropriate approach your local hospital radio to broadcast details of the event • Utilise all forms of communications to advertise i.e. personal invitations, telephone calls, emails • Promote the benefits of the campaign to the target audience – what is in it for them if they attend? Some staff will be able to count educational events towards their CPD <p>Use of Social media</p> <ul style="list-style-type: none"> • Promote your event on social media. Use #sickleaware 2015 to link in with the official social media campaign • Register your event at http://www.ilovepathology.org 	
<p>On the day</p>	<ul style="list-style-type: none"> • Arrive early to prepare for the event • Arrange to pre-meet all of the team involved and allocate roles and responsibilities • Gather the necessary resources for the day e.g. projector, extra chairs • Display any relevant educational materials • Keep a record of attendance • Obtain feedback from the day e.g. feedback form • Take photos • Promote your event on the day; local intranet page, use of social media, tweet your event at #sickleaware2015 	

Evaluate	<ul style="list-style-type: none"> • Gauge the success of the event by review of feedback forms, informal feedback and attendance numbers • Present a summary of the successful event at local meetings / groups • Submit a summary of the event /photographs into a local newsletter or news update 	
-----------------	---	--

WHAT RESOURCES ARE AVAILABLE TO YOU?

It is important to use the necessary tools to catch your audience’s attention and deliver your messages successfully.

The NHSBT and NBTC RCPATH project group have developed some resources to help with the promotion of this campaign and can these be downloaded from <http://hospital.blood.co.uk/patient-services/patient-blood-management/campaign-resources/>

We will also aim to send a small resource pack containing posters and leaflets to help support your awareness events. Please contact your NHSBT regional Patient Blood Management practitioner for further details.

A patient information leaflet for patients with Sickle Cell disease receiving a transfusion has been developed and will shortly be available to order via the [NHSBT distribution hub access 24](#)

Further information and resources on Sickle Cell Disease can be found on the Sickle Cell Society website <http://sicklecellsociety.org>

Further information on The Royal College of Pathology National Pathology Week can be found at <http://www.ilovepathology.org>

If you need any further advice on the resources available please contact your PBMP representative.

Please remember to register your planned event at the RCPATH National Pathology Week website <http://www.ilovepathology.org>

Less than 1% of our donor base is from the Black communities and there are actually more people with sickle cell disease than there are active black donors.

It is incredibly important to have more black donors as they’re more likely to have rare blood types and more likely to be the best matched blood for sickle patients

NHSBT are undertaking a number of initiatives to increase the number of black donors including a joint campaign with organ donation in black history month; comprising of a social media and radio campaign and events and collaborations with community groups, charities and organisations.

To sign up visit <http://www.blood.co.uk/bethere/>

Or for further information on these initiatives please contact theo.clarke@nhsbt.nhs.uk

AND FINALLYDO CELEBRATE YOUR SUCCESS AND THANK EVERYONE WHO SUPPORTED THE EVENT!