

Campaign to increase Black, Asian, mixed race and minority ethnic organ donors

People from Black and Asian backgrounds wait significantly longer for a kidney transplant than white people. Sadly, many will die waiting. The Government is committed to increasing organ donation among Black and Asian people.

NHS Blood and Transplant supports this aim and is delivering a campaign, commissioned by the Government, with support from the National BAME Transplant Alliance (NBTA). The campaign aims to increase donation rates by raising awareness and breaking down barriers to donation within these communities.

People from Black and Asian communities are more likely to develop high blood pressure, diabetes and certain forms of hepatitis than white people. This increases the chances they may need a transplant.

Three in 10 (31%) of people waiting for a transplant across the UK are from a Black, Asian or minority ethnic backgroundⁱ. Over a third of people (35%) waiting for a kidney are from these backgrounds.

Although many Black and Asian patients are able to receive a transplant from a white donor, for many the best match will come from a donor from the same ethnic background. Unfortunately, donation rates from these communities are a lot lower than for white people.

By increasing the number of Black and Asian deceased organ donors (62 in 2017/18) and living organ donors (86 in 2017/18) each year, we will narrow the waiting time gap and save and improve more lives of more patients from these communities.

It is even more crucial that we engage Black, Asian, mixed race and minority ethnic communities now around organ donation as the law is changing in England from spring 2020.

While the law change campaign will reach as many people as possible over 16+ living in England, we will be delivering a programme of activity aimed at Black, Asian and minority ethnic people to ensure we get relevant factual information to them. This is because surveys show that support levels for donation and consent rates tend to be lower among Black, Asian and minority ethnic communities than among white people.

We have also seen a significant level of misinformation being shared through private messaging platforms and on twitter, leading to a disproportionately high level of Black, Asian and minority ethnic people deciding to opt out of donation.

We need to ensure that people are aware of what is changing and the choices available to them. We want people to have access to the information they need to make the decision that is right for them. This means ensuring that people understand the need for more donors from their communities and can access information about how different faiths and belief systems sit with organ donation.

This strand of the campaign will be a blend of one to one communications and grassroots interventions, faith engagement, PR, influencer, and activities delivered via trusted organisations who secure grants through a funding application process.

Short term interventions will not deliver long term behaviour change so it is important that we focus on addressing the barriers around organ donation within these communities as well as encourage people to make and share their donation decision.

Campaign objectives:

- Increase awareness of the law change among Black, Asian and minority ethnic people living in England
- Increase the proportion of Black and Asian people who have told their family / close friends their organ donation decision from a baseline of 27% (November 2017 wave 5)
- Increase the willingness to donate among Black and Asian audiences

Audience insight

The motivations for organ donation are unifying values and are similar for everyone:

- Desire to save lives – altruism
- Paying forward / 'Positive Karma' – feeling good
- To help others – family, friends, community – reciprocity.

There are some barriers to donation that are raised more by Black and Asian people:

- I worry my family might be upset
- I don't know enough about it
- I think organ donation is against my religion/faith
- I want my body to be whole when it is buried or cremated
- Distrust of, and lack of engagement with, the NHS/State.

Changing attitudes and behaviours of Black and Asian people:

In 2018/19, NHS Blood and Transplant invested £600,000 to promote deceased donation in Black and Asian communities. This money was invested in a range of activities, such as a BAME community investment scheme to support community-led promotional activity, media partnerships, faith engagement activities and the production of assets and materials to promote organ donation among Black and Asian communities.

Jackie Doyle-Price is the Health Minister leading this work and continues to play a key role in maintaining its high profile.

We plan to build on this work in 2019/20 with a similar budget as 2018/19 through a range of activities, that both aim to:

- Raise awareness of the change in the law among Black, Asian, mixed race and minority ethnic communities and the choices available to people so people make their choice
- Increase support for organ donation among Black, Asian, mixed race and minority ethnic communities

NHSBT campaign activities 2019/20:

Activity	Activity and purpose
Pre-campaign insight	Second wave of the face to face survey carried out in March 2019 (from 2018/19 budget) of approximately 1,000 Black and Asian people living in England to understand current attitudes, barriers against, and motivators towards organ donation at an individual ethnicity level.
Paid media activity	There will be extensive and heavy weight paid media activity to communicate the change in the law to the general 16+ population in England in 2019/20. A significant amount of this advertising will reach Black, Asian, mixed race and minority ethnic communities. The paid media activity will also make use of dedicated ethnic or faith/beliefs media that are read or listened to by Black and Asian people as well as out of home advertising in inner city diverse areas. We will also have paid social content running throughout the year, using a blend of real people stories from the Black, Asian, mixed race and minority ethnic communities and educational content.
Community engagement	Publication of a funding call for projects delivered by community-led organisations in July 2019 to promote organ donation. There is an urgent need to raise awareness about the law change in England as well as continue to increase positive attitudes towards organ donation. Through this funding call we aim to attract applications from organisations that can carry out projects targeted at Black, Asian, mixed race and minority ethnic communities or faith/belief communities. The activity delivered by organisations on the Government's behalf will be an important channel to deliver information about organ donation and the change in the law through trusted messengers.
Law change materials in different languages	We are translating the key campaign materials around the change in the law into a range of different languages to make it easier for people who do not speak English as a first language to access information about the law change. We will also be subtitling an animation about the law change into a range of different languages. We will encourage stakeholders to use these assets at community events and on social channels.
Faith engagement	Faith engagement will be crucial during 2019/20 as we will be encouraging people to make their donation decision before the law

	<p>changes in England. For many people, how their faith/belief system sits with organ donation will be an important part of the decision-making process.</p> <ul style="list-style-type: none"> • We are engaging with all the key faiths/belief systems and working with them to understand what resources they need. • We are working with Mufti Mohammed Zubair Butt to disseminate his fatwa on organ donation and then will be looking to build on this activity throughout the year with Muslim umbrella groups and other community organisations. • We will be supporting the Hindu and Jain steering group with video and leaflet content • We will be updating website content and faith materials. The existing faith leaflets need updating to ensure it is clear how people can opt out and to update the sections on consent. • We will use a storytelling approach during Black History Month and Interfaith Week to draw attention to organ donation
Content creation and storytelling	<p>Produce content that can be used by NHS Blood and Transplant, charities, campaigners and community organisations that:</p> <ul style="list-style-type: none"> • Tells powerful stories of organ donors and transplant patients from Black, Asian, mixed race and minority ethnic communities • Addresses myths and misconception around organ donation • Builds trust in the organ donation and transplant system by using Black, Asian, mixed race and minority ethnic health care professionals as the messengers.

NHS Blood and Transplant will evaluate the activities outlined above using the GCS evaluation framework. Ongoing evaluation is essential to refining and informing activities to ensure good value for money from marketing investment.
