

Community Investment Scheme Round Three

Launch Workshop

Date: 22nd March 2021

Time: 14:00 – 17:00

Housekeeping & introductions

- Please keep yourselves on **mute**. This helps us avoid background noise.
- Please submit any questions through the **chat feature**. Any we don't cover will be answered in the wrap up email.
- Please note, this workshop will be recorded.
- To help facilitate the networking activity please can you add your organisations name to your Zoom profile.
- This slide deck, along with any resources, will be emailed out after the event.

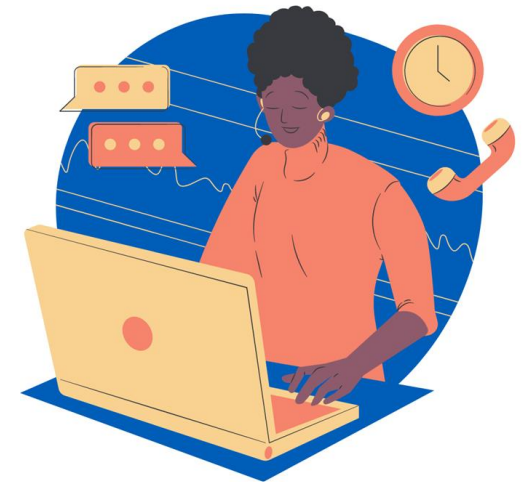


Agenda

- **2.00 – 2.10 Welcome and objectives for the day** - Alex Cullen, Head of Organ Donation Marketing
- **2.10 – 2.30 Community Investment Scheme 3 funded projects overview** - Emma Dixon, Senior Marketing and Campaigns Officer
- **2.30 – 2.35 Grab a hot drink / Comfort break**
- **2.35 - 2.50 Networking Roulette** – Meet projects with a similar focus in your region
- **2.50 – 3:10 Recipe for success** – Emma Dixon, Senior Marketing and Campaigns Officer
- **3.10 – 3.25 Recipe for success Q&A Time**
- **3.25 – 3.30 Comfort break**
- **3.30 – 3.40 Supporting you: the role of the advisor** – Geraldine Parker, Senior Marketing and Campaigns Officer
- **3.40 – 3.50 Real life stories** – Katy Portell, Ambassador Programme Manager
- **3.50 – 4.00 The impact of blood donation: a personal perspective** - *A Sickle Cell Warrior – Marsha Howe*
- *OR*
- **3.50 – 4.00 The impact of organ donation: a personal perspective** – *Donor family – Jay and Sina*
- **4.00 – 4.15 Case study who followed the Recipe for success** – *Orin Lewis, ACLT. Heroes Wanted; Saving the world one life at a time.*
- **4.15 – 4.20 Grab a hot drink / Comfort break**
- **4.20 - 4:35 Networking Roulette** – Meet a mix of projects in your region
- **4.35 – 4.55 Q&A**
- **4.55 - 5.00 Next Steps**

Welcome and today's objectives

- *Attendees will*
 - *learn more about what makes a successful project*
 - *recognise the power of using real life stories to engage communities*
 - *learn more about existing resources and how to use them*
 - *understand how NHSBT and the advisors can support you with your project.*
 - *network with other projects*



CIS Round 3 – Funded Projects Overview

35 funded projects

21 organs

5 blood

9 combined

Organs

Black communities: 2

- [Africa Advocacy Foundation: Black African and Caribbean](#)
- [BMECP: Black African and Caribbean, and young people of all minority backgrounds](#)

Muslim communities: 3

- [New Horizons in British Islam](#): Muslim
- [The Flowhesion Foundation](#): Pakistani (Muslim) x1
- [One Voice Blackburn](#): South Asian (focus on Muslim) x1

Black, Asian, minority ethnic/combination communities: 8

- [Equality Council UK](#): Black, Asian, minority Ethnic
- [Bradford College](#): Black, Asian, minority Ethnic
- [Rehoboth for families](#): Black, Asian, minority Ethnic
- [Total Insight theatre](#): Black, Asian, minority Ethnic
- [University of Brighton](#): Black, Asian, minority Ethnic
- [Yinyinola Enterprises](#): Black, Asian, minority Ethnic
- [Royal Free](#): Indian and Black
- [Jain Network](#): Jain, Hindu, Nepalese and Somali

South Asian communities: 6

- [British Sikh Nurses](#): South Asian
- [ELCAP](#): South Asian
- [BAPS](#): Hindu and Jain
- [Sikh Welfare and Research Trust](#): Sikh
- [University of Wolverhampton](#): Sikh
- [Sadhu Vaswani Centre](#): Sindhi

Chinese: 1

- [Chinese Educational Development Project \(CEDP\)](#): Chinese

Jewish: 1

- [Jewish Organ Donor Association \(JODA UK\)](#): Jewish

Combined

Black communities: 5

- [African Caribbean Leukaemia Trust \(ACLT\)](#): Black secular and religious communities
- [Action on Blood](#): Black African and Caribbean
- [Bristol African Caribbean Expo](#): Black African Caribbean
- [Malcolm X Community Centre](#): Black African Caribbean
- [The Rebel with a Cause](#): Black African Caribbean

Muslim communities: 1

- [British Islamic Medical Association](#): Muslims (organs) Black African Muslims (blood)

Black, Asian, minority ethnic/combination communities : 3

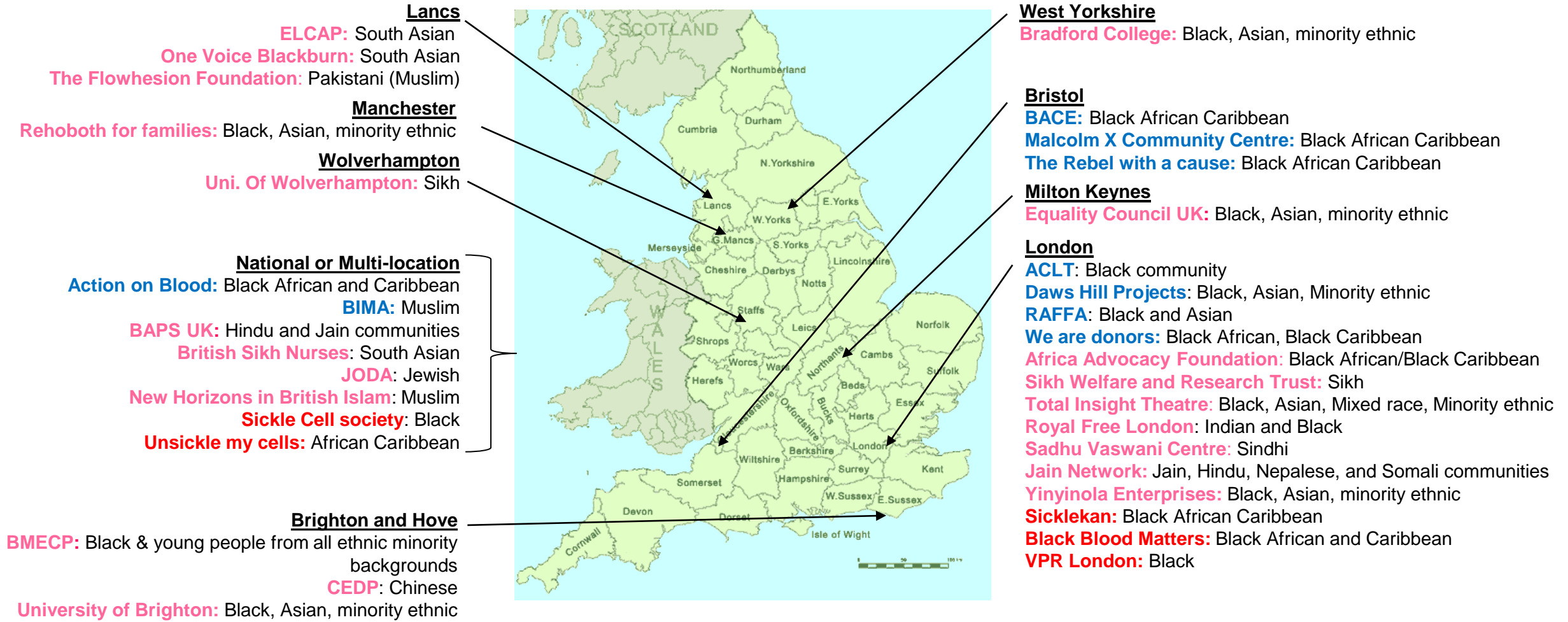
- [We are Donors](#): Black African, Black Caribbean, Asian
- [RAFFA](#): Black and Asian
- [Daws Hill Projects CIC](#): Black, Asian, minority ethnic

Blood

Black communities: 5

- [Sickle Cell Society \(SCS\)](#): Black
- [VPR London](#): Black
- [Black Blood Matters](#): Black African Caribbean
- [Sicklekan](#): Black African Caribbean
- [Unsickle my cells](#): Black African Caribbean

Projects by location

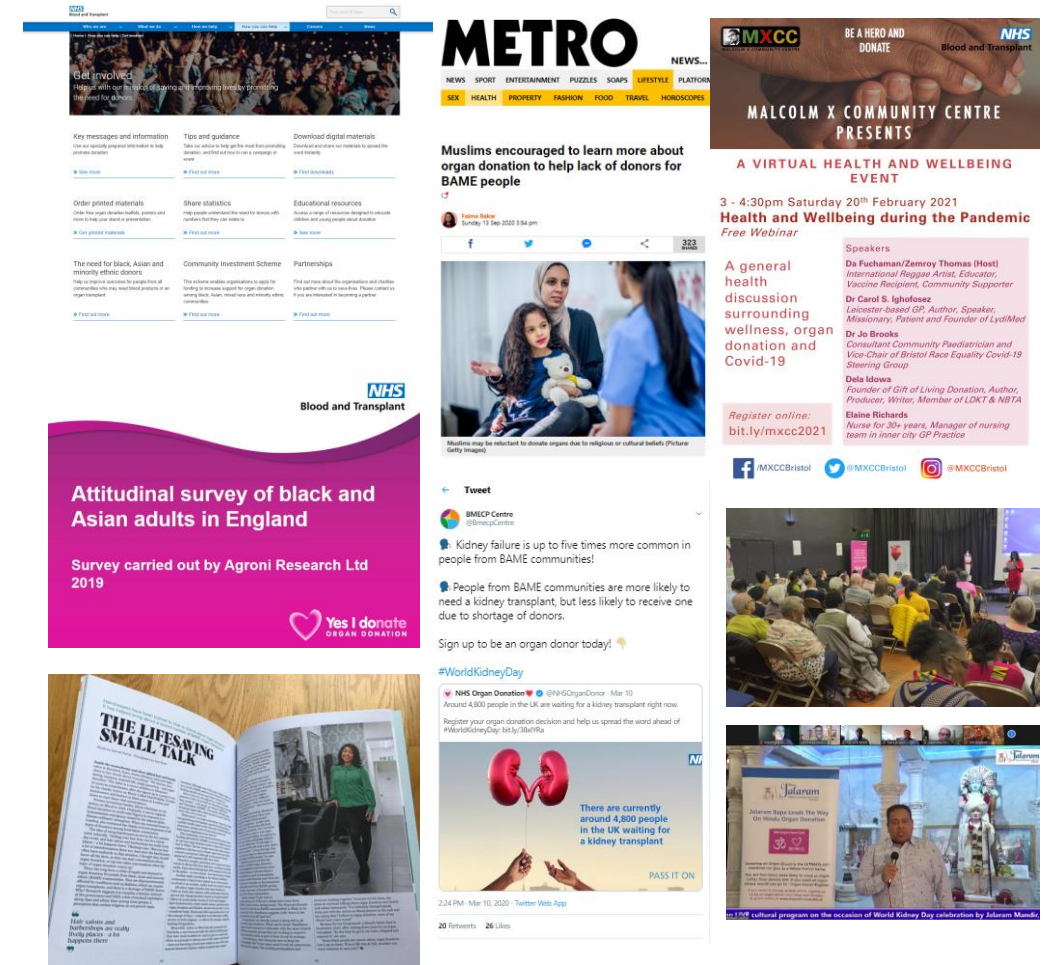


Networking Roulette



Recipe for success

- Showing your impact from the start – track your progress
 - Measuring success workshop – Thursday 1st April, 12pm – 1pm. Details in [Sway document](#).
 - Saving images, flyers, resources
 - Keeping track against your objectives
 - Campaign codes and tracked links
- Always guided by insight – [ours](#) and yours!
- Harnessing [key calendar moments](#)
- Using [living donation](#) as a way into organ donation
- Using press to promote your project – we can help!
- Passion



Using existing resources

- Stats ([blood](#) and [organs](#))
- [Get involved hub](#) (graphics, stats etc)
- YouTube – [organs](#), [blood](#)
- [Promotional materials form](#)
- Real life stories ([blood](#), [organs](#))
- Resources created by other projects

The collage includes several key resources:

- Posters:**
 - "WE NEED MORE DONORS WITH R0 BLOOD TYPE" (Red background, featuring a couple).
 - "FOR MORE INFORMATION, PLEASE VISIT WWW.ACLT.ORG" (Red background with a pattern).
- Infographics:**
 - 2019/20 ORGAN DONATION AND TRANSPLANTATION FOR BLACK, ASIAN AND MINORITY ETHNIC (BAME) COMMUNITIES:** A detailed chart showing the percentage of BAME relative to the population and the percentage of BAME organ donors. It also shows the outcome after one year of being listed for transplantation, comparing BAME and White patients.
- YouTube Videos:**
 - "Michelle's story" (A woman sitting on a bed, talking about her experience).
 - "The Hussains discuss ORGAN DONATION" (A group of people sitting around a table, discussing organ donation).
 - "Nice to meet you." (A woman hugging a man).
- Website:**
 - "Give Hope, Gift Life | Organ donors & their recipient share their stories" (A website with a red background and a video player).
 - "MyBloodStory - Solome and Zamzam" (A website with a red background and a video player).
- Handbook:**
 - "My Farewell Handbook" (A blue and red handbook by Janet Akinola and Abiola Okubonjo, featuring a red leaf graphic).

Recipe for success – Q&A



Comfort Break



Supporting you: The role of the advisor

How advisors can help with monitoring, speaking at events and provide cultural insights into what works.

- To provide advice to project leads as required
- To participate in promotional events, where possible
- To encourage cross pollination and sharing best practices amongst funded projects.
- To monitor and review the progress of projects with project leads bi-weekly or monthly.
- To provide support and advice on overcoming any highlighted issues.

Real Life Stories – Donor Ambassador Programme

- *How sharing real-life stories can bring your project to life and help to engage your audience.*
- NHSBT Organ Donation Ambassador programme and the speakers you hear today demonstrate the power of sharing real life stories.
- We have more than 60 donor family members, transplant recipients and their family members, living donors, and healthcare professionals who are trained as Ambassadors.
- Currently virtual. Ambassadors are geographically based in the Midlands, London, and Northern, North West, and Yorkshire regions of England.



Engaging Volunteers – Starting Tips

- **Role Description** – what will you be asking your volunteers to do (define clear and specific expectations)
- **Recruitment** – who are the best messengers to reach our audience? Where can you find them/how can you reach *them*? (Keep in mind their availability)
- **Train and Empower** – to ensure accurate messaging, provide training on organ donation and campaign basics, your project, role expectations, and resources available to them
- **Engage** – communicate regularly with the volunteers and help them to continue to know what is expected of them and the role they play in your project
- **Celebrate Success** and acknowledge their contribution
- Ask for **feedback** and be ready to course correct

Other tips

- For volunteers with a personal story, respect boundaries and the limits of what they are willing to do or share
- Share best practice and consider pairing a more experienced speaker or volunteer with newer volunteers, or consider a shadowing process
- Complete health and safety risk assessment and consider the potential vulnerability of your volunteers



Request a Speaker

- Request an **Organ Donation Ambassador** by emailing Ambassadors.ODT@nhsbt.nhs.uk with the date of the event so we can prioritise. A speaker request form will be sent to you for completion. We ask for 4 weeks notice to give us time to find an appropriate speaker. (Digital request form coming soon)
- To arrange **blood donors, sickle cell patients and NHSBT blood donation speakers**, email community.funding@nhsbt.nhs.uk clearly stating the speaker requirement, date event, and details about the event / what is needed from the speaker. We will need at least 4 weeks notices and will do our best to fulfil.
- Direct questions about **volunteer recruitment, empowerment, or engagement** to Community.Funding@nhsbt.nhs.uk. Team will respond or collate FAQs. If further support or advisement is needed, we will arrange it.

The impact of organ donation: a personal perspective



Jay and Sina Patel

Jay and Sina Patel are parents of baby boy, Aari Jay Patel, who sadly died on 23 November 2016. Aari was able to donate to seven people who were in need of his help via organ donation.

Jay and Sina Patel were named Exceptional Volunteers in the UK Awards for Excellence in Organ Donation and Transplantation, launched by NHS Blood and Transplant and the British Transplant Society to celebrate outstanding professionals and volunteers.

They have since lent their support to several campaigns, events and initiatives aimed at encouraging people to talk about organ donation, both in the London area and on a national level.

The impact of blood donation: a personal perspective

Marsha Howe



I suffer from sickle cell and have worked with NHS Blood and Transplant and the B Positive choir to help more people understand the condition. I may look like a normal person, but my disability is hidden. I want to encourage black people to give blood to help people like me with sickle cell live a more normal life.



Recipe for success in action – Orin Lewis, ACLT

Guest Speaker, CIS 2 Project – *Heroes Wanted; Saving the world one life at a time.*



Networking Roulette



Q &A and next steps

Key dates:

First monitoring date – *Tuesday 8th June 2021 5pm.*

To cover activity between 1st April and 1st June 2021



Lunchtime Workshops; all take place 12pm – 1pm. All agendas will be circulated closer to the date.

- Thursday 1st April – Measuring success from the start
- Thursday 15th April – Adapting well to challenges and delivering during Covid
- Thursday 29th April – Living Donation
- Thursday 13th May – Having a taboo conversation

What type of workshops would you like to see us run in order to help you deliver your project successfully?

- More information and resources available via our live [SWAY document](#). This will be updated throughout the year.

THANK YOU FOR ATTENDING

Contact us – community.funding@nhsbt.nhs.uk