

Measuring Success From The Start

Thursday 1st April 2021

Community Investment Scheme Cohort Three

About Me – Charlotte Silver



- Work Monday – Thursday. 8.30 – 17:00 from home or from one of our two Birmingham offices.
- Joined NHSBT in January 2016 after receiving an MA in Communications and International Marketing and a BSc in Business Management from the University of Surrey.
- Held roles within our Internal Communications, Press, and External Affairs Teams before moving over to Organ Donation Marketing team on an 18 month secondment last year.
- I was fortunate enough to receive a liver transplant at Kings College Hospital in 1996. I also have a rare chronic blood condition requiring regular blood and iron infusions (since birth).
- I enjoy all sides of working for NHSBT including our more clinical work. Meeting equally passionate people is the best part of the role which makes managing the CIS very exciting.
- I was delighted to join [SaBTO \(Safety of Blood, Tissues and Organs\)](#) as a lay member in May 2019.
- I also have the privilege of sitting on the Working Expert Group of [SHOT \(Serious Hazards of Transfusion\)](#) as a lay member (as of January 2021).

Agenda

- **12.00 – 12.05 Welcome and Objectives**
- **12.05 – 12.25 Evaluation tools and resources**
 - The importance of measuring success/ evaluation
 - Monitoring forms
 - Tracked links and Campaign codes
 - Useful information to gather
 - NHSBT Community Funding Team's Role and Drop in sessions
- **12.25 - 12.35 - Tools and resources Q&A**
- **12.35 – 1.245 Best practice real example Uni Brighton, Simonne Weeks**
- **12.45 – 12.50 Q&A with Simonne**
- **12.50 – 12.55 Next steps**
- **12.55 - 1.00 Final questions and close**

Objectives

1. Understand why measuring success as you go along is so important.
2. Understand what resources you can gather to help with monitoring and evaluation.
3. Understand what tracked links and campaign codes are and how to use them within your project.

The Importance of Measuring Success

We ask that projects monitor their progress and impact for a number of reasons:

1. To show the impact community engagement work can have on behaviour change.
2. By measuring as you go along it makes the final evaluation report much easier to write.
3. Seeing all the brilliant work you have delivered can be a great moral boost and helps keep focus as well as highlight any challenges or concerns.
4. We learn so much from you as organisations throughout this process. These learnings can help shape our wider work, ensuring our campaigns and communications are culturally relevant and informed by real- world experience.
5. It is important that project leads evaluate their activity as they go along and set up evaluation methods from the start to ensure accurate and consistent reporting

We are developing an updated monitoring form that works for all projects i.e. Blood, Combined and Organs projects.

SMART Objectives

Please refer back to your SMART objectives and key measures as written in **part 5h** of your application form when completing your monitoring form.

SMART stands for:

- Specific
- Measurable
- Ambitious
- Realistic
- Time-bound.

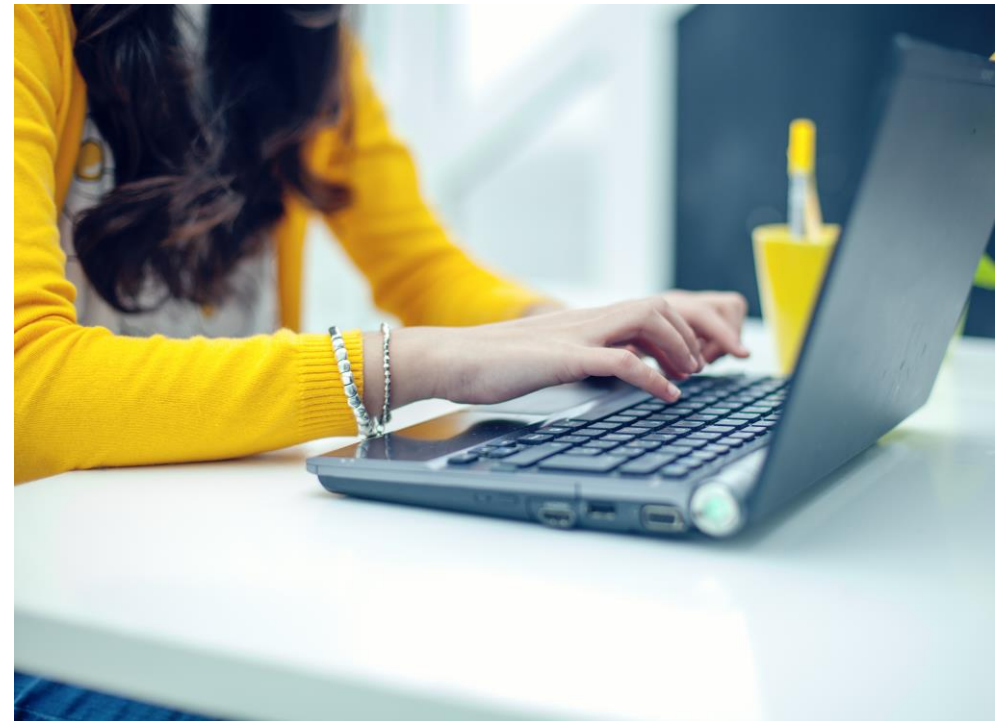


Source: miller-klein.com

Monitoring Form – Key Measures

Use three of the following key measures as outlined in your application.

- Registrations via tracked link or leaflet code (organs/blood)
- Attitude change measures e.g. pre and post event questions, surveys, polls
- Event attendance (online or in person)
- Resource distribution (via email/social media or hard copy)
- Online engagement figures e.g. website visits, social engagement



Tracked Links

Tracked links can tell organisations a lot and are used by nearly every business and body in the UK.

For example this link can tell us:

https://www.blood.co.uk/the-donation-process/about-our-donation-venues/westfield-shepherds-bush-donor-centre/?utm_source=flyers&utm_medium=false&utm_campaign=sb_doordrops_213&utm_content=sb_doordrops_qrcode&utm_term=geotargeted_east

- *How many people accessed the website through your work.*
- *When the link was clicked, providing real time feedback on your social media and web posts' impact.*
- *How many of those who clicked then went on to register.*

What are tracked links?

A tracked link is a normal web address which has been tagged. These tags can help a website understand where a user has come from and the type of content they then use.

Why should you use tracked links?

In the simplest terms, tracked links help you and NHSBT demonstrate how big an impact your project is having.

Without using them it would be impossible to learn how many registrations or page visits your projects has generated.

You can see what the tracked links monitor by referring to our dashboard which was circulated as an attachment yesterday.

Tracked Links (2)

How should I use tracked links?

You can share your tracked link via email, social or linked in your own websites.

There are two parts to our request, thankfully by doing a small amount of admin at the start of the project you'll reap the rewards throughout.

Ethnicity and Faith

Ethnicity and faith fields are only in some registration feeds (e.g. online and registration forms). Ethnicity and faith information given is not linked to an individual's registration.

Each time you talk about your project online, whether on social media or another webpage, you will want to include a link through to the organ donation website.

If you use the link in all your posts and on your website, we can see exactly how many click throughs you get and how many of those register.

This link is solely for your project, so we'd recommend you keep it for yourself. If you need additional links please let us know and we can work with you on this.

Posters and Leaflets - Campaign Codes

As part of your campaign you may produce posters or other physical publicity material.

Your projects campaign code is a four digit number and was emailed to you earlier this week. We'd ask you to incorporate this campaign code on all your printed materials.

Your campaign code is to replace the number shown on registration forms. Cross the original number out by hand and write yours next to it. The Organ Donor Records team will then know it's from your project.

Monira's story


Monira Khanom, a British muslim from Telford received a life-saving liver transplant after she suddenly became ill with autoimmune hepatitis, early in 2015.

"I've never had any serious health issues to deal with so it was a shock. My main worry was for my children especially my child who has special needs. She was seven when I became unwell.

"I waited in hospital for two days before I was finally told that they had found a potential donor. The wait seemed like forever, so I can't imagine how it must be for those who have to wait years. I was scared that I'd never see my children again."

Thankfully, the operation was successful, and when Monira was finally well enough to return home to her family she saw her daughter jumping with excitement at her mummy waiting to greet her.

"Now that I have been exposed to organ donation, I have realised the importance of it. My husband is on the NHS Organ Donor Register. I do agree that organ donation is very limited in our cultural background. It isn't because of ignorance, but education. By sharing my story I hope that I can help others to understand the importance of organ donation, join the register and have the conversation with their family."



Monira (right) with her family

Please register my details on the NHS Organ Donor Register

Please complete in CAPITAL LETTERS using a black ballpoint pen.
*indicates that a field must be completed.

My name and address

Title _____ First Name* _____
Last Name* _____
Preferred Name _____
Date of Birth* / / Male ☐ Female ☐ Other ☐
Address* _____
Postcode* _____
Telephone _____
Mobile _____
Email _____

My decision

I want to donate: (Please tick the boxes that apply)
A. any of my organs and tissue ☐ or
B. my kidneys ☐ heart ☐ liver ☐ small bowel ☐
corneas ☐ lungs ☐ pancreas ☐ tissue ☐

for transplantation after my death.

Signature _____
Date _____

My ethnic origin

There's a better chance of getting a closer match and a successful transplant if the donor and recipient are from the same ethnic group. Please tick the ethnic group which best describes you.

White: British ☐ Irish ☐ Other ☐
Mixed: White/Black Caribbean ☐ White/Asian ☐
White/Black African ☐ Other ☐
Asian or Asian British: Indian ☐ Pakistani ☐
Bangladeshi ☐ Other ☐
Black or Black British: Caribbean ☐ African ☐ Other ☐
Other ethnic categories: Chinese ☐ Other ☐

Not Stated: ☐ 2603

Data protection assurance.
By completing and signing this form you are giving consent for your details to be held on the NHS Organ Donor Register. All information provided to NHS Blood and Transplant is used in accordance with the General Data Protection Regulation and all other relevant privacy and data protection laws. You can withdraw your consent at any time and your details will be removed from the register, to do this or find out more about your privacy rights please visit our website www.nhs.uk or call us on 0300 123 23 23.

If you wish to amend or withdraw your record on the NHS Organ Donor Register you can do so by calling the Organ Donor Line on 0300 123 23 23, visiting www.organdonation.nhs.uk or writing to us at the address overleaf.
If you live in Wales and do not have a registered organ donation decision, your consent may be deemed to have been given.

These two donor cards can be shared with your family or friends to encourage them to register too. When you register, providing you so that they know I want them to support my organ donation decision.

I confirm I have had a conversation with my family so that they know I want them to support my organ donation decision.

Useful information to gather

Quantitative:

- Social media statistics i.e. number of posts, Likes, number of followers.
- Number of meaningful 1- 1 conversations had.
- Number of people reached i.e. footfall at stands, number of attendees at events and zoom calls, how many on your mailing list.
- How many promotional materials shared i.e. leaflets and posters.

Qualitative:

- Photos of events and meetings as well as screenshots of Zoom calls.
- Attitudinal insights e.g. What are the concerns that persist in your community and what are your challenges. What often occurs when you engage people?
- Use pre and post event surveys to see how peoples attitudes to organ donation have changed.

Measuring change in knowledge, attitudes, stated behaviour

- Agreement with or not with statements (using questions such as 'Do you want to be an organ donor?')
- Post event surveys
- Pledge forms

Your Pledge on Organ Donation:

We would be most grateful if you would complete this pledge form.

There are many ways in which you can support organ donation.

Please let us know how you intend to support organ donation by ticking the relevant boxes and handing back to the collection staff.

I pledge to:

- Sign up as an organ donor on the NHS Organ Donor Register. ☐
- Tell my family and friends about my decision. ☐

I will promote organ donation by:

- Being proud to tell people that I am on the Register. ☐
- Handing out leaflets and other information about organ donation. ☐
- Sharing videos and other messages on social media, if appropriate. ☐
- Arranging an awareness events to publicise organ donation in my community using the resources available (e.g. a stand at a community event). ☐
- Add others here

Name:

E-mail:

Add your confidentiality statement here.

Before today, have you heard of Organ Donation?

[Scale 1- Never Heard of it 10- Yes I know it]

Have you considered registering to be an Organ Donor before the event today?

[Scale 1- No, Never Considered 10- Yes, I've Registered]

Where have you seen/heard any advertising regarding Organ Donation?

[GP, Hospital, Driver's License, Magazine, Poster, Billboard, Radio, Newspaper, Blog, Email, Friend, Facebook, Twitter, Instagram, N/A - Not heard of Organ Donation]

On a scale from 1 to 10 how would you rate your overall experience during Operation Donation?

[1- Poor 10- Excellent]

What did you enjoy most about the experience?

The game / The challenge / The look of the stand / Playing together with friends/family / The staff / Being educated on benefits of organ donation / Knowing that I will help someone / N/A

What would improvements / recommendations would you like to enhance this experience?

[open question]

How likely are you to register to be an Organ Donor after the event today?

[Scale 1- Very unlikely to register 10- I will definitely register]

How likely are you to talk about organ donation to a friend/family member?

[1 very unlikely – 10 I will definitely discuss it]

How likely are you to recommend registering to become an organ donor to a friend/family member?

[1 very unlikely – 10 I will definitely recommend it]

How do you plan on recommending organ donation to a friend/family member?

[In person / Phone call / Text / Private messenger app / Email / Social Media]

Any additional comments / feedback [positive or negative]?

[open question]

NHSBT Community Funding Team's Role

- We can:
 - help find a speaker for your event
 - provide campaign codes and tracked URLs and registration numbers after project completion for your final project evaluations
 - provide guidance on evaluation
 - support with promotional items
 - support and approve relevant content
 - support with financial queries
- The responsibility for delivering the project and providing the evaluation reports necessary lies with the project lead within the funded organisation.
- Contact us at community.funding@nhsbt.nhs.uk

New CIS Drop In Sessions

Chat directly with the Community Funding Team on Tuesday and Thursday lunch times. This gives you the chance to raise any questions or requests you may have.

You can book a 20-minute slot to chat with us between 12pm - 1pm i.e., 12pm, 12.20 and 12.40.

Please email the Community Funding Inbox (community.funding@nhsbt.nhs.uk) to request a drop-in slot and state any preference for dates/days and one line on the topic of your query/ reason for the meeting.

Slots will be allocated on a first come first served basis, the more advanced notice the better.

You will not receive a separate calendar invite instead please use the live link/ phone number in the Sway calendar to drop into this meeting at your agreed time. i.e., 12pm, 12.20 or 12.40.

The Sway calendar will be updated within 48 hrs. once we receive a booking, you can use the calendar to check availability.

We hope that this will enable more valuable direct interaction and quicker problem solving than via email.

Keys to success

- Monitor your progress against your plan and budget
- Use our Advisors for support – they are here to help
- Innovative work: be prepared to face challenges.
Adapt and demonstrate resilience.
- Keep us updated and ask us for help if needed





Best practice real example University of Brighton – Simonne Weeks



Plan



Promote

University of Brighton

Calling all Students

A new organ donation law is coming soon... Are you ready?

Get your questions answered at a **FREE** seminar

Wednesday 5th February 2020 1- 4pm

Cockcroft building ★ Room C201 ★ Moulsecoomb ★ BN2 4HP



Guest speakers



Agimol Pradeep

Transplant recipient nurse, Kings College NHS London.



Katie Law

Specialist Nurse-Organ Donation, BSUH NHS Trust, Brighton.

This is an interactive seminar to learn the facts, debunk the myths and if you choose, participate in an ethics-approved research study that will evaluate the impact of educational interventions on the knowledge, attitudes and advocacy amongst university students. **Refreshments will be provided.**

This is a FREE event with limited spaces.

Get your tickets today at

<http://bit.ly/ODT2020>

Events are better with friends.

So who is coming with you?



SCAN ME

Create



305

total clicks

298 Email, Direct

3 Facebook

2 Twitter

2 Other

<http://bit.ly/ODT2020>

The poster is for a seminar at the University of Brighton. It features a pink header with the text 'Calling all Students'. Below this, a pink banner reads 'A new organ donation law is coming soon... Are you ready?'. The text 'Get your questions answered at a FREE seminar' is followed by the date 'Wednesday 5th February 2020 1-4pm' and the location 'Cockcroft building ★ Room C201 ★ Moulsecoomb ★ BN2 4HP'. A map of the campus is shown on the right. The 'Guest speakers' section lists Agimol Pradeep (Transplant recipient nurse, Kings College NHS London) and Katie Law (Specialist Nurse-Organ Donation, BSUH NHS Trust, Brighton). A paragraph describes the seminar as an interactive session to learn facts, debunk myths, and participate in an ethics-approved research study. The bottom section states 'This is a FREE event with limited spaces. Get your tickets today at http://bit.ly/ODT2020' and includes a QR code with the text 'SCAN ME'.

University of Brighton

Calling all Students

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Events are better with friends.
So who is coming with you?

SCAN ME

Poster Views

21,600

poster views

19,000 students and 2,600 staff on
4 campuses in Brighton and Eastbourne potentially exposed to our poster via online noticeboards.

Event

38 students in pilot study

152 students in seminar



Ethnicity

58% White

39% Black, Asian & minority ethnic

5% Black Caribbean, Black African and other Black
26% Indian, Pakistani, Bangladeshi and other Asian
3% Mixed ethnic group
3% Other ethnic minorities

3% Prefer not to say



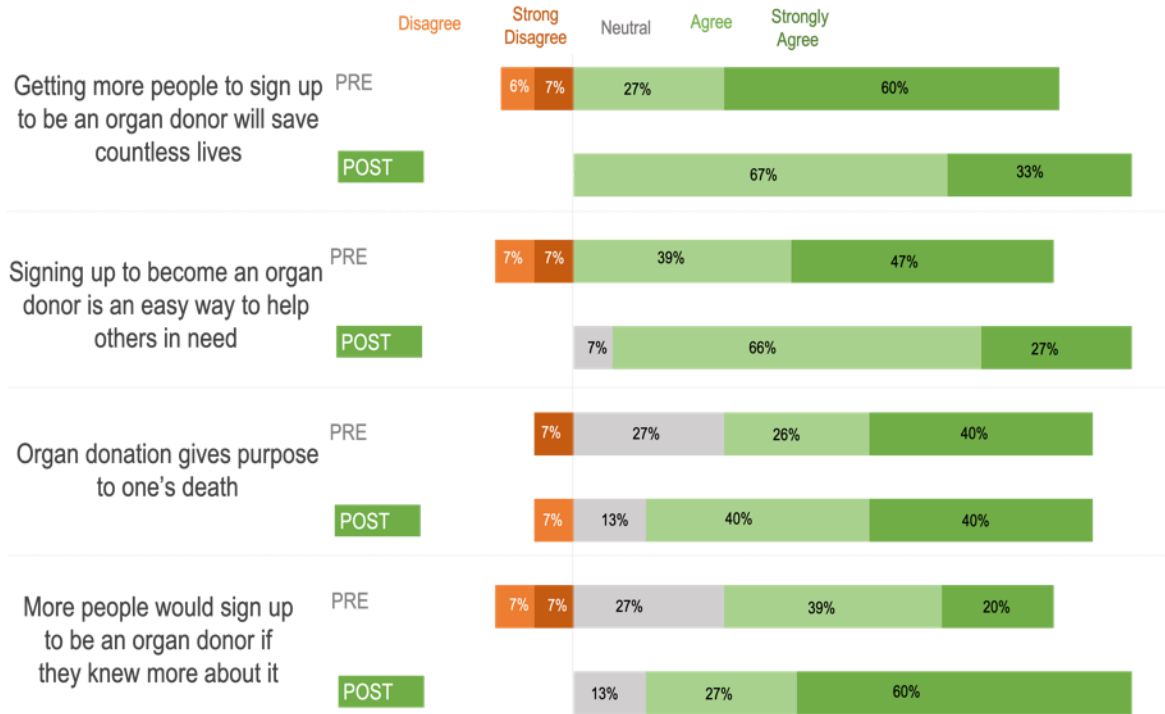
Age

50% 18-19 years old

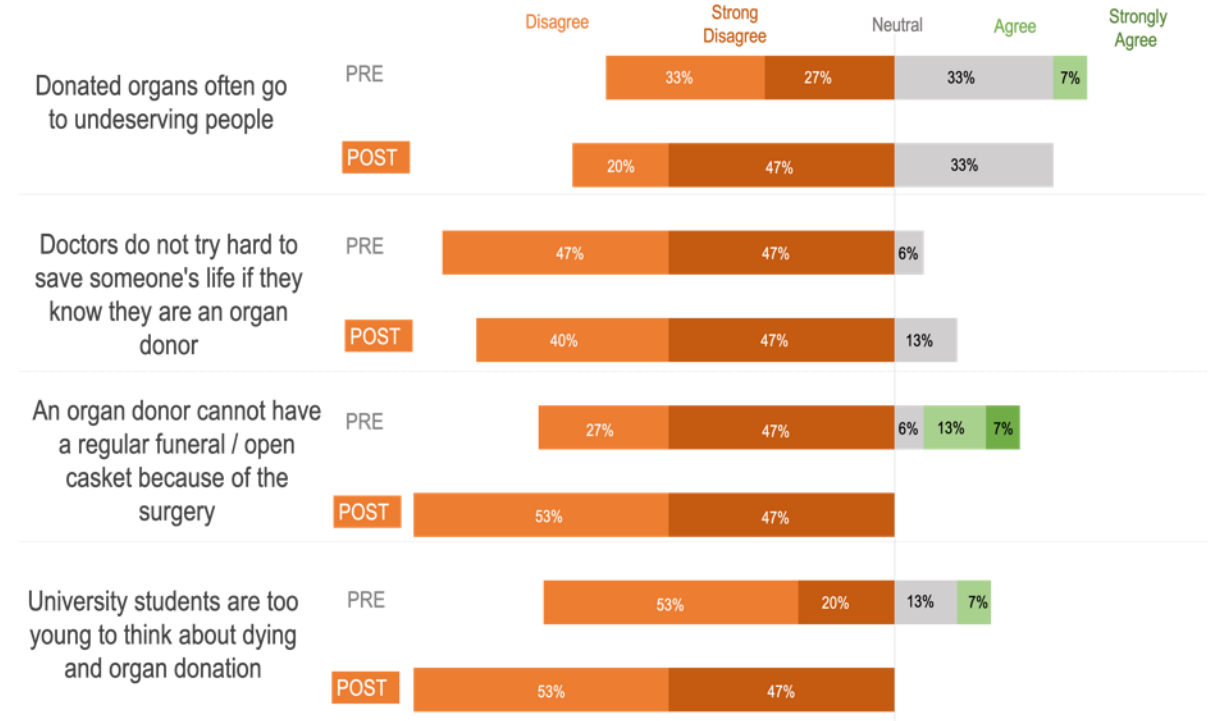
50% 20-24 years old



The event enhanced altruism and increased awareness of the benefits of organ donation.



The event addressed the common concerns and barriers associated with organ donation and transplantation.



Willingness

33% had not considered registration before the event.

78% likely to register to be an organ donor after the event.

74% likely to talk about organ donation with a friend and family.

Student Voice

- “ People who are adamant about not donating can choose to not donate ”
- “ It will help lower the number of family decline by ensuring people are definitely known to be against donating their organs. ”
- “ There will be more organs available for patients who need them. This will give minority ethnic backgrounds the chance to have an organ transplantation, less rejection. ”
- “ More people will be able to donate to those who need the organs. ”

Do you think the Opt-out law will help transplantation become a more effective treatment?



No registered choices using our bit.ly link

Register to be a donor
Choose this option if you would like to be an organ donor in the event of your death. Please tell your family about your decision.

REGISTER

Take me to register to donate

Register not to be a donor
Choose this option to record a decision on the NHS Organ Donor Register NOT to donate your organs and tissue after your death. Please tell your family about your decision.

OPT OUT

Take me to opt out of organ donation

Amend your registration
Choose this option to update your existing record with changes to personal details such as a new address, name change or to change your preferences for organ and tissue donation. Please tell your family if your organ or tissue donation preferences have changed.

AMEND

Take me to amend my details

Withdraw from the register
Choose this option to remove an existing registration from the NHS Organ Donor Register. If you live in Wales or Jersey, are not in a group excluded from opt out legislation and have not registered an organ donation decision, it will be considered that you agree to be an organ donor. This is known as deemed consent. Please tell your family if you withdraw your registration and let them know whether or not you want to be an organ donor.

WITHDRAW

Take me to withdraw my registration

Learning Points

Recruitment

Follow up

Sustainability

Q&A with Simonne



Next steps

1. Set up your first meeting with your Advisor.
2. Attend the next Zoom workshop on Thursday 15th April, 12pm – 1pm. This will look at Adapting Well To Challenges and Delivering During Covid. Zoom joining details are in the [Sway calendar](#). Do let us know if there is a topic you feel requires a lunchtime workshop.
3. Familiarise yourself with existing resources and the Sway document and consider booking a lunchtime drop in sessions if you have any questions.
4. Consider using the networking sheet to link up with projects with a similar focus or a project that is geographically near you.
5. Remember the **first monitoring date is Tuesday 8th June at 5pm**. This will cover activity from 1st April – 1st June. All monitoring dates are in the Sway calendar so you can save them to your calendar. Our new monitoring forms and instructions will be sent to you ahead of time.

**Good luck
Happy launch day**

Any questions please contact us via community.funding@nhsbt.nhs.uk